

**THE 39th STREET COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE JUNE 15, 2006 MEETING OF
THE BOARD OF DIRECTORS OF THE DISTRICT**

I. START OF BUSINESS MEETING

There being no quorum present when the meeting began the meeting was not called to order at 2:30 p.m. at Commerce Bank at the 43rd Avenue Banking Center, 1906 West 43rd Avenue, Kansas City, Kansas. A General Business Meeting was held. A quorum was eventually present but no call to order was made.

Members of the Board of Directors (the "Board") for the 39th Street Community Improvement District (the "District") were present as follows:

Board Members:

Lucie Klemovec, Secretary
Michael Bay, Chair
Vic Allred

Others present:

Kelly Collins, District Treasurer
Andy Berkley
Bob Klemovec, District Manager
Charles G. Renner, Husch & Eppenberger, LLC

II. OLD BUSINESS

- A. The Minutes for the May 18, 2006 Board Meeting were not approved by the Board. This will have to be done at a future meeting when a quorum is present.
- B. Treasurer's Report: The budget was proposed based upon the fiscal year income which ended March 31, 2006 based on percentages of that income figure. The report included a recap of the monies currently in the bank.
- C. Marketing: The new billboard design submitted by Bill Vogt has been installed in four locations. A discussion on authorizing the District Manager to change locations of billboards at will to improve exposure ended with agreement.
- D. Third Friday Artwalk: Mark Valentine produced and distributed a newspaper type publication dedicated entirely to 39th Street and the 3rd Friday Artwalk with Richard Fritz's special art on the cover. It was distributed city wide with special emphasis on reaching artists for the Festival and to everyone to take part in what this District has to offer and some history of the CID.
- E. August Art Festival: Parking for the Festival has been addressed. Use of Nichol's South lot, Westport-Roanoke Community Center lot and Loretto Academy lot has been requested. There will be shuttles to take people to and from their parking locations and security at each location is requested. Mark Valentine will arrange for a big name band to perform and other music for the event. Event insurance will be looked at and acquired as necessary.
- F. Beautification: A bid for trimming and shaping the existing Ginko Trees will be forthcoming. Inoculation of the fruit-bearing trees has been done and is an

annual solution to the fruiting problem. Tree guards were suggested for decoration, protection of the tree and giving a visual uniformity.

- G. Legal Report: No legal report.

III. NEW BUSINESS

- A. PIAC Proposal: The requested amount from PIAC is approximately 2/3 of the project, or \$170,000 to complete the estimated \$250,000 cost of the lighting proposal on 39th Street. It is recommended that the CID get the design and project plans done on their own to save the cost and time of having the City do it. It shows good faith, saves money and puts the CID in a position of being able to get the project moving as soon as PIAC money is awarded.

IV. OTHER BUSINESS

- A. Logo Modification: In light of the reality of being host to the Ginko Tree throughout the 39th Street District it is suggested we embrace the fact and enhance the logo with a Ginko related segment and change the catch phrase "On the Edge" to something more appropriate.
- B. CID Office on 39th Street: There is space available on Terrace, visible from 39th Street which is available for an estimated total investment of \$2000 per month which could be used for all CID business. The cost was determined to be prohibitive at this time. Other options should be looked at including 39th Street locations and smaller size for possible future review.
- C. General Discussion On Advertising: A general discussion was begun about the advertising in magazines. We have a full page in Welcome to Kansas City now. We need to determine what type publication we should be in and Vic will contact someone and start dialog and perhaps pass that contact to Bob or another board member for follow up.

V. MEETING ADJOURNED

There being no other business to address at the meeting, the meeting ended at 3:30 p.m.

Respectfully submitted,

Lucie Klemovec, Secretary