

**THE 39th STREET COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE JULY 20, 2006 MEETING OF
THE BOARD OF DIRECTORS OF THE DISTRICT**

I. CALL TO ORDER

The meeting was called to order at 2:30 p.m. at Commerce Bank at the 43rd Avenue Banking Center, 1906 West 43rd Avenue, Kansas City, Kansas.

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
Hal Shapiro, Vice Chair
Bill Vogt, Member
Vic Allred, Member

Others present:

Kelly Collins, District Treasurer
Bob Klemovec, District Manager
Charles G. Renner, Husch & Eppenberger, LLC
Todd Hendershot, Whitelight Holistic Resource Center

II. OLD BUSINESS

- A.** The Minutes for the May 18, 2006 Board Meeting were reviewed by the Board. A motion was made to approve the Minutes as written. There was no discussion, and the Board unanimously voted to approve the May 18, 2006 Minutes.

The Minutes for the June 15, 2006 Board Meeting were reviewed by the Board. A motion was made to approve the Minutes as written. The Board unanimously voted to approve the June 15, 2006 Minutes.

- B.** Treasurer's Report: The treasurer reported income and expense for the prior month and the status of financial accounts was given. A motion was made to accept the report as given and the Board unanimously voted to accept the report.

- C.** Marketing: There are currently four billboards up promoting 39th Street and the Third Friday Artwalk. And two promoting the August 20th Art Festival.

Mark Valentine is doing several things to market the district and the 3rd Friday events. He has gotten the music lineup for the Festival completed and will give that information to Ted Larkin.

Ted Larkin is having several hundred posters and flyers made for the Festival and those will be distributed all over Jackson, Johnson and Wyandotte counties.

Todd Hendershot reported the results of a marketing meeting he had with several merchants on 39th Street. He compiled a categorized list of those ideas and distributed the list to the Board. Bill Vogt had attended the meeting and presented further clarification of what the meeting provided. There were some very smart ideas presented and Todd has tasked some merchants to gather

budget information and further details.

After much discussion it was decided that the District Manager should send the Minutes to the webmaster on a monthly basis to be posted as well as current events to allow the visitors to see what the CID is doing.

Bill Vogt presented a concept for a round metal sign that could be hung on poles in the District to brand the corridor with our logo. A motion was made to produce 40 of these signs at a cost not to exceed \$2000. The motion was seconded and accepted unanimously.

- D. August Art Festival: There was a general discussion and questions about the status of the Festival preparations and plans. The picnic license requirements were a key point. Suggestions were taken and the District Manager will make application for a Picnic License.
- E. Beautification: Tree report. The trees from State Line Rd to Mercier have been trimmed and bad or damaged trees removed. Sterilization was performed on the females but perhaps too late to prevent this year's problem with fruit.

A motion was made and carried that Lucie find the contractor(s) necessary to make the curbs around the trees from State Line to Mercier which already had cutouts, to install the curb, the material to prevent weeds and the mulch, for an amount not to exceed \$4000.

- F. Legal Report: No legal report.

III. NEW BUSINESS

- A. Logo Modification: Discussion of the logo was short and the decision was made to keep the logo as it is and change the caption below at will. The recommendation to replace "On the Edge" with "Art Music Food Fashion" was deemed an acceptable replacement.

Graffiti: This is a big problem that is generally taken care of by owners when it happens. On common property or city property the graffiti is taken off or covered by the maintenance crew employed by the CID. It was agreed by the Board that the crew should continue to do this graffiti repair on whatever scale is within their ability and billed as maintenance. This will include graffiti on owner's property.

IV. OTHER BUSINESS

- A. The next Board Meeting is scheduled for August 9, 2006 at 2:30 p.m. at Commerce Bank at the 43rd Avenue Banking Center, 1906 West 43rd Avenue, Kansas City, Kansas.

V. MEETING ADJOURNED

There being no other business to come before the meeting, a motion was made to adjourn the meeting. The motion was seconded, a vote was held, the motion carried and the meeting was adjourned at 4:00 p.m.

Respectfully submitted,

Lucie Klemovec, Secretary