

**THE 39th STREET COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE OCTOBER 18, 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:

Michael Bay, Chairman
Hal Shapiro, Vice Chairman
Lucie Klemovec, Secretary
Bill Vogt, Member

Others present:

Kelly Collins, District Treasurer
Bob Klemovec, District Manager

II. APPROVAL OF MINUTES

The Minutes for the September 21, 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 September 21, 2006 Minutes.

III. REPORTS FROM MEMBERS

- A.** Treasurer's Report: The treasurer reported income for the prior month. A motion was made and seconded and carried that we take the present CD which is maturing in October, add to it from the Money Market Account and start a new 7-month CD which will mature in April 2007.
- B.** Bookkeeping: The migration of income and expenses has been completed and all bank balances reconcile. A profit and Loss statement and Balance sheet was prepared for the Board to review for comments and questions. A motion was made, seconded and carried that the District Manager's contract should be amended to include the bookkeeping duties and monetary compensation be increased by \$100 per month for this service. The contract and Scope of Work will be amended and reviewed for acceptance.
- C.** Marketing: .
1. Marketing Subcommittee: Todd Hendershott has gotten bids for tri-fold brochures. This brochure will identify merchants on 39th Street and will include a map and diagram in some way what parking is available. Todd is also looking into other types of marketing and will get pricing for review. The Board agreed to set a budget for Todd to get the brochure designed for \$650 and to provide a preliminary design for Board review early in the project.
 2. Website: The website will get updated with current information on businesses on 39th Street which has been compiled and verified by the Marketing Subcommittee. Board Member contact information will be placed on the website

and the meeting minutes. Discussion was had about whether minutes, financial content and BOD contact data should be accessed by a member login feature. The options on how this would be accomplished weren't clear and more information will be gathered on this matter and the login feature readdressed.

3. Visit KC Magazine: A recommendation was made that Visit KC Magazine be contacted to discuss placing advertising for 39th Street. Bob Klemovec will call and speak to an account rep and set up a meeting

4. We have 39th Street West signage which will begin being installed along both sides of 39th Street. Also colorful decals which will be used by merchants to brand their packaging or business if desired.

D. Beautification:

1. Tree Wells: The concrete tree well proposal and bid have been accepted and will move forward as soon as the contractor gets a permit from the city.

2. BC&A Proposal: It was decided that Terry Berkbuegler should be asked to prepare a new proposal in which the plan would include preliminary planning for the complete length of the district and the final plan would then address the first phase for pedestrian lighting from Mercier St to State Line Road.

IV. NEW BUSINESS

A. Other Business

PIAC Schedule: Michael Bay will contact Andy Berkley and get clarification on what's being done and what needs to be done to be proactive in the PIAC application.

V. NEXT MEETING

A. The next Board Meeting is scheduled for Thursday, November 16, 2006 at 2:30 p.m. at Commerce Bank at the 43rd Avenue Banking Center, 1906 West 43rd Avenue, Kansas City, Kansas.

VI. MEETING ADJOURNED

There being no other business, 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 3:50 p.m.

Respectfully submitted,

Lucie L. Klemovec, Secretary