

**THE 39<sup>th</sup> STREET COMMUNITY IMPROVEMENT DISTRICT  
MINUTES OF THE FEBRUARY 15, 2007 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 43<sup>rd</sup> Avenue Banking Center, 1906 West 43<sup>rd</sup> Avenue, Kansas City, Kansas.

Members of the Board of Directors (the "Board") for the 39<sup>th</sup> Street Community Improvement District (the "District") and guests 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  
John DeBauche, Guest  
Ted Larkin, Guest  
Mark Valentine, Guest  
Max Ross, Guest

**II. APPROVAL OF MINUTES**

The Minutes for the January 18, 2007 Board Meeting were reviewed by the Board. A motion was made to approve the Minutes as written. The Board unanimously voted to approve the February 15, 2007 Minutes.

**III. NEW BUSINESS**

- A. 2007 Event Planning: The Event Subcommittee members, Ted Larkin and Max Ross, along with event promoter Mark Valentine provided a plan and following discussion a budget for the Third Friday music and other entertainment for May through September 2007 not to exceed \$8000 was approved.

**IV. REPORTS FROM MEMBERS**

- A. Treasurer's Report: The Treasurer reported to the Board the amount of revenue received for deposit in February 2007.
- B. Marketing: .
1. New Brochure: Lucie Klemovec showed the Board the new 39th Street West brochure. This is the same trifold brochure which she has had produced but with upgraded graphics, corrected merchant information and a map to aid visitors in finding their way to 39th Street.

Back Pages Ad: An ad promoting 39th Street will be placed in the Back Pages, a local publication produced by John Gingerich.

2. Billboards: Four new locations have been picked and reserved for 39th Street

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West artwork for a six month period beginning in February and March. A new design will be produced for the March billboards promoting 3rd Friday.

- C. Security: No report. Security issues from the past month have improved.
- D. PIAC: At this time verbal approval of the application for funding has been given and funds should be available in the coming months.

#### **V. NEXT MEETING**

- A. The next Board Meeting is scheduled for Thursday, March 15, 2007 at 2:30 p.m. at Commerce Bank at the 43<sup>rd</sup> Avenue Banking Center, 1906 West 43<sup>rd</sup> 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,

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Lucie L. Klemovec, Secretary