

PUBLIC MEETING NOTICE

CENTRAL CITY ECONOMIC DEVELOPMENT SALES TAX BOARD

A public meeting of the Central City Economic Development Sales Tax Board will take place at the following place and time:

Tuesday, February 13, 2018

8:30 am

Robert J Mohart Multipurpose Center

3200 Wayne, Kansas City, Missouri 64109

For the purposes of taking up the following matters:

Agenda

- A. Call to order
- B. Approval of Minutes
- C. Administration
- D. Adjournment

Additional Business

- There may be general discussion of matters related to the Central City Economic Development Sales Tax.
- Pursuant to subsection (1) of Section 610.021 of the Revised Statutes of Missouri, there may be a closed session to discuss legal matters, litigation or privileged communications with attorneys.

Any person with a disability desiring reasonable accommodation to attend this meeting should contact the City's 311 Action Center at (816) 513-1313 or send an e-mail to meg.conger@kcmo.org at least 24 hours prior to the meeting.

CENTRAL CITY ECONOMIC DEVELOPMENT SALES TAX BOARD
FINAL MEETING MINUTES

Meeting Date/Time/Location: Monday, January 29, 2018
5:00 p.m.
Samuel R. Rodgers Health Center
Room A, Lower Level
825 Euclid, Kansas City, Missouri 64130

Members Present: Herbert Hardwick
Donna Wilson
Keith Brown
Ron Finley
Melissa Patterson-Hazley

Members Absent: N/A

Agenda Items:

- A. The meeting was called to order by the Chair at 5:13 p.m., and the Chair opened the floor for Board discussion.
- B. The Board members each discussed their respective objectives for the administrative meeting. The Board agreed that the Visioning and Brainstorming report prepared by Ms. Belzer would be discussed at the next regularly scheduled meeting. The objectives for the present meeting were identified as including a discussion of staffing, the appropriate fiscal agent, and a form of funding application (the Board ultimately did not reach the last issue).
- C. The Board discussed working with the City's Human Resources Department to write job descriptions for one – possibly two – positions at the current time. One person would be a high level administrative assistant, assigned to intake applications; it was generally agreed this person should have strong administrative capacity and be able to attend neighborhood meetings and provide strong customer service to stakeholders and the Board. The second person would interface with the public as a liaison to the Board and would have a strong financial and economic development background, and be able to effectively operate the specific duties associated with programs, outlined by the

Board. This position would be titled as an "Executive Director" or "Program Administrator."

- D. The Board extensively discussed whether it was preferable to hire both now, or to begin with an administrative position and allow that person to evolve into a management role as the position grows. No consensus was reached, except that the Board determined it would be appropriate to generate a job description and salary package for both positions. The Board requested that Ms. Tidwell work with the EDC and/or the City to start generating options.
- E. The Board discussed the need to ensure anyone hired would be subject to maintain a certain moral standard and abide by an ethics policy. Mr. Rabineau discussed the enabling statute and by-laws, and noted any hires would be City employees and already be subject to the City's policies.
- F. The Board briefly discussed which department within City Hall would be the most appropriate fiscal agent for the central city economic development sales tax funds. It's currently expected to reside in the Neighborhoods and Housing Services Department, but the Board would like to determine whether another department might be more appropriate. Ms. Tidwell was asked to develop a matrix of potential City departments and the support services those departments could provide in fulfilling the Board's mission.
- G. Mr. Finley moved to adjourn. The motion was seconded by Ms. Wilson. The motion was approved by voice vote with all Board members voting in the affirmative. The meeting was adjourned at 6:15 p.m.

CENTRAL CITY ECONOMIC DEVELOPMENT SALES TAX BOARD

MEETING MINUTES

Meeting Date/Time/Location: Monday, January 29, 2018
6:15 p.m.
Samuel R. Rodgers Health Center
Room B, Lower Level
825 Euclid, Kansas City, Missouri 64130

Members Present: Herbert Hardwick
Donna Willson
Keith Brown
Ron Finley
Melissa Patterson-Hazley

Members Absent: N/A

Agenda Items:

- A. The meeting was called to order by the Chair at 6:21 p.m.
- B. Mr. Finley moved to approve the minutes from the January 4, 2018 meeting. The motion was seconded by Ms. Brown. The minutes were approved with all members voting in the affirmative.
- C. The Chair turned the meeting over to Mr. David Brain of the Urban Land Institute. Mr. Brain gave a presentation on the ULI, its mission, and the services it provides and that might be of assistance to the Board in identifying the community's needs. The presentation included remarks by Mr. Michael Collins, who discussed ULI's efforts to increase minority and female participation in the real estate profession through its Technical Assistance Program (TAP). In addition, he mentioned the Real Estate Associate Program (REAP). Mr. Dwayne Williams of the Twelfth Street Heritage Development Corporation, discussed his group's positive experiences with the 12th Street Heritage TAP and the outcomes that ULI helped it achieve in terms of identifying community needs. Mr. Brain offered ULI's assistance to the Board and suggested the formation of an advisory panel that would review/comment on proposals to the Board and connect proposers with the appropriate community resources.

- D. Northeast Neighborhood advocates asked whether the Board would consider funding smaller development projects to build Community Development Corporation (CDC) capacity; and to keep the momentum going in these communities that are as challenging. In addition, the question was requested that the Board change the boundaries of the Central City Economic Development Sales Tax District (CCED). The Board indicated the boundaries were designated in the initiative vote and in the ordinance approved by the City Council.
- E. Questions were raised by the Oak Park representative, Mr. Pat Clark, regarding the lack of trust of companies and organizations coming into the district; when they have not been interested previously. Mrs. Patterson-Hazley did address the issue and asked the audience for their understanding of the long history of no economic development or attention to the district.
- F. Discussion regarding the need for immediate funding for several shovel ready developments along the corridor was brought up by several organizations/developers in the room. They asked that the Board would begin to accept applications, as soon as possible, to help provide gap funding for those tax credit projects that are losing the state credit due to the most recent MHDC action to eliminate the credit.
- G. Ms. Nia Richardson talked about creative ways to begin thinking about how funding should flow to community projects. Entrepreneurship and Small Businesses are important in our community. She requested the Board look at University City example. She also would like to see funding going to wealth building on the people and family issues within the district.
- H. Dr. Curis discussed the great need in the district and the need for economic development and housing in the boundaries.
- I. A member of the audience indicated the Board should take its time to review projects and select programs that would have accountability, effectiveness and be sustainable. The Board should be good stewards of the monies provided for programming and projects.
- J. Mr. Hardwick thanked everyone for coming out to the community meeting and stressed their input is important. Mr. Finley moved to adjourn. The motion was seconded by Mrs. Melissa Patterson-Hazley. The motion was approved by voice vote with all Board members voting in the affirmative. The meeting was adjourned at 7:45 p.m.
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Central City Economic Development Sales Tax Board			
Funding Request			
DRAFT			
Total Budget Request		\$3,500,000.00	Comments
Administration			
Program Administrator/Executive Director	90,000.00		
Senior Administrative Assistant (Benefits @30% of Salary)	40,000.00		
	40,000.00		
		170,000.00	Administration amount Below the statutory requirement
Programming/Contracts	500,000.00	500,000.00	
(For example: services for production analysis; review of applications; ongoing construction management; review and processing of invoices, request for proposals or qualifications process, programming setup			
Communication and Website Design including website hosting	100,000.00	100,000.00	Initial set up and content of website design and media outreach
Printing and Supplies	12,000.00	12,000.00	
Public Infrastructure (\$3.5m x 20%)	700,000.00	700,000.00	required by statute
Public Infrastructure which includes land acquisition, demolition and clearing, streets/sidewalks/lighting; public facilities related to economic development and job creation			
Programming/Production	2,018,000.00	2,018,000.00	
Total Budget Amount		\$3,500,000.00	

**Central City Economic Development Sales Tax Fund
February 12, 2018 Report – Finance Department**

The last three months' collections.

- \$75,258 we received in November (September sales)
- \$784,346 received in December (October sales)
- \$676,181 received in January (November sales)

FYTD -Total - \$1,535,785



Created 01/08/2018

City Planning and Development

Public Outreach Portfolio

This document will help staff (who have a public outreach component to their projects) know which outreach tools are available to help promote their project or public meetings to reach the target audience.

PRESS RELEASES

If you have an event that needs press coverage from local, regional and state media outlets, you can request a press release. To craft an effective press release, you'll need to send the Public Information Officer all details of your project, as well as, possible subject matter experts who can be quoted in the press release. It takes time to write the press release and get the quotes approved, so please submit your info for the press release at least 2 weeks before your event date.

The press releases can be sent to several different subscriber groups in the City and across the region. Subscribers have signed up to receive press releases and other information based on their interests. To see all of the available subscription lists, visit kcmo.gov/subscribe. If you have an excel spreadsheet with a list of emails, they can be uploaded to the system and the press release can be sent to that specific group through our Mailchimp service.

SOCIAL MEDIA OPTIONS

We have a department Twitter page with approx. 2500 followers (as of January 2018). We can tweet out any message or meeting information. We have a Landmarks Page for the Historic Preservation Office. They post issues specific to historic preservation, but can also post other info if necessary.

The City of KCMO also has a Facebook page. If you'd like something posted on the City's Facebook page, the Public Information Officer (PIO), has to make a request to the City Communications office. It could take several days before City Communications gets the message posted, so please submit requests at least two weeks before the date of the event.

PUBLIC MEETING ANNOUNCEMENTS

If you have a public meeting that you'd like to promote, we have a meeting template that can be sent to any email address list or subscription list. It can take up to a week to create the public meeting announcement, so please submit information to the PIO at least two weeks in advance of the event. You will need to submit the following to the PIO: What

When

Where

Information about the project or meeting

Any maps or graphics associated with the project

Contact information

DEPARTMENT WEBPAGE (kcmo.gov/planning)

We can create a webpage for any project. We can add photos and graphics. We are currently exploring the capability to create and add videos. Please contact the PIO to discuss the details of what the page should look like.

MYKC, KCSNAPSHOTS

The City Communications Office manages the MyKC and KCMORE Snapshots emails/page. We can request to post information on these pages. Please submit your request to the PIO at least two weeks in

advance of the event or meeting. Please note, MyKC is an internal (staff only) webpage and KCSnapshots are external and an extension of the KCMORE Magazine.

City Planning and Development Public Outreach Portfolio
Created By: Petrina Parker 01/08/2018

NEXTDOOR

City Communications manages the Next Door App. They can put announcements on neighborhood pages throughout the City. If you have something you want posted on NextDoor, you have to provide the area boundaries, as well as, the info you want posted. You need to submit your request to the PIO at least two weeks before the event date.

NIXLE

Allows customers to receive text alerts on their phones. You need to provide a shortened message and the zip codes that it should be sent to, to the PIO at least 2 weeks before the event.

BOOTH MARKETING MATERIAL

For events where you will be standing at a booth, we have a tablecloth and large stand up sign with Department info.

CPD PUBLIC INFORMATION OFFICER

Petrina Parker

816-513-8829

Petrina.Parker@kcmo.org