

**SELF-SUPPORTING MUNICIPAL IMPROVEMENT DISTRICT
MINUTES**

**Thursday, February 6, 2025
4:00 PM – 5:00 PM**

Present: Dr. Greg Mosier, Frank Aguilar, Jason Glasrud, Robert Hughes, Jr., Clayton Hunter, Bill Hutton, Jerrell Royal, and Tim Ryan

Absent: TJ Roberts, Jeff Conway

Guests: Mary Ricketts, President, Downtown Shareholders; Dawn Rattan, Interim Executive Director, Downtown Shareholders; Angela Turner, Simmons Security; and Erica Andrade, El Centro

I. Call to Order

SSMID Advisory Board Chair Dr. Greg Mosier called the meeting to order at 4:04 PM.

II. Roll Call

Roll call was conducted with those present and absent recorded.

III. Review and Approval of Last Meeting's Minutes

A motion to approve the January 9 minutes was made by Tim Ryan and seconded by Frank Aguilar. **The Motion Carried.**

IV. Informational Items

A. DTS Update/DTS-SSMID Monthly Budget Report (5 minutes)

Dawn Rattan, DTS Interim Executive Director, plans to visit businesses to see if there is interest in participating in the new Small Business Crawl. Once the number of businesses are identified that want to participate, a passport can be created. DTS has a tentative date of July 23 set for a candidate forum before the primary at Memorial Hall. Dawn said the forum would be a three-way partnership/sponsorship among DTS, Kansas City, Kansas (KCK) Chamber, and The Cigar Shop. She said the business crawl and candidate forum are the two big items on the DTS marketing plan right now. Other marketing efforts include establishing a networking event that would fall on the first Wednesday of the month and an every-other-month clean-up day. Dawn spoke with Minah Chapell who gave her ideas on which UG departments to partner with for a clean-up day. There was a good turnout at the recent DTS retreat. Among those in attendance were the KCK Mayor, Chief of Staff, District Attorney, Merc staff, Visit KCK official, and a representative from a Social Services group. Mary added that the clean-up day is a way to get businesses and community members involved and engaged collectively as a unit. She said the activity is also a good venue for people who need community services hours such as high school students. Dawn said the revamped DTS newsletter will so be released soon, which will also be used as a marketing tool.

V. Action Items

A. Vice Chair Funding and Outreach Report (5 minutes)

Frank stated he completed the merging of the SSMID county parcel and property data with the information that Simmons Security provided (tenant information). Frank thanked Simmons for the information as it saved him a tremendous amount of work that would have included walking the whole SSMID area. Every quarter, Simmons visits each property (300 properties) within SSMID and gathers contact information, whether vacant or occupied, on each property. There are a few properties where data didn't match the county data. Simmons is going to help reconcile that information. Information will be great for the future to check the status of every property in SSMID.

Frank said the parcel data are updated yearly from the Unified Government (UG). SSMID needs to decide how it wants to update the data moving forward.

TO DO: Frank will forward UG contact to Dawn.

The blanks in the spreadsheet represent properties not within SSMID. Properties are marked as SSMID, not SSMID (blank but contributor), or exempt (not for profits). Erica Andrade, El Centro, clarified that most exempt properties are landbank or UG properties.

TO DO: Dr. Mosier will re-sort the spreadsheet to put SSMID properties on top and resend.

B. *Vice Chair Community and Business Relations Report (5 minutes)*
Not present.

C. *2025 Workplan*

i. *Marketing Plan*

Dr. Mosier said this is a continued conversation on marketing and how to move forward with a plan. He met with Dawn about marketing efforts at the DTS retreat; however, he would like to review the spreadsheet of properties and then reach out to the property owners to ask them about marketing and what would benefit them. He stated that some dollars could be used for marketing SSMID contributors using different avenues to get that information disseminated.

Dr. Mosier also met with leaders from Security Bank on unrelated issues, but talked about SSMID. The bank doesn't want to do the coupon book, but discussed other ways of promoting it and how it could help. Bill provided a historical relationship between DTS and the bank, which has not been good in the past. Appears that an olive branch has been extended and its important to keep them downtown and work with them. Mary added that it is important to have community leaders involved in the downtown conversations. Greg said there will be a follow-up meeting with Security Bank in about 2 weeks. Want them to know SSMID is recreating itself and being active and proactive when it comes to safe and clean, but also being an advocate for the SSMID community.

TO DO: Add Dawn to next Security Bank meeting on February 19.

Mary stated that DTS could create an initial survey on what people feel is needed. She said the DTS budget didn't include any marketing dollars, but they found the SSMID budget did have some marketing money. Dr. Mosier said SSMID could help fund the business crawl and passport initiative with marketing materials that state "funded by SSMID."

ii. *Street Banners*

Dr. Mosier said he is a visual person and would like to see street banners downtown. Will try to get some designs for banners. Mary talked with Alan Carr, Executive Director of Visit KCK, on whether that organization has money for street banners. Clayton stated he was in Topeka today at the capitol and Rep. Pam Curtis was asking about the World Cup money that had been allocated and where it had gone. The group felt World Cup banners are needed downtown, not just by Legends, and needed long before the World Cup arrives. Need to determine which agency is receiving that allocation. Dr. Mosier stated that he will be in Washington, DC, next week meeting with Rep. Sharice Davids who is on the World Cup committee.

Dr. Mosier met with David Johnston, UG County Administrator, about trimming the trees and removing the bench along Minnesota Avenue. He was granted permission to trim the trees, but he cannot remove the bench.

TO DO: Dr. Mosier will trim the trees along Minnesota Avenue in the spring.

VI. Other Business

A. Brookings Institute Follow-Up

Dr. Mosier provided an update on the Brookings Institute call. The organization can provide resources to help with strategic planning and connections (don't do it themselves). Representatives from the Brookings Institute suggested using the Local Initiatives Support Corporation (LISC) and review its Quality of Life Plans which are designed to strengthen neighborhoods from within through planning, organization, and human development. DTS has a long-standing relationship with LISC and its LISC money was done last year. You can only apply every 2 years so DTS could not apply 2026, but SSMID may be able to apply this year. The group talked about homelessness, acquiring strategic plans from other cities, and working with the International Downtown Association (different than Main Street), which is used to dealing with urban areas. Dawn said there is a hierarchy of needs like a triangle with the bottom being dealing with crime, safety, homelessness, and cleanliness; next level is retaining businesses; then retaining current businesses; starting to bring in new businesses and attract new business; followed by people wanting to live down there; and then KCK as a destination.

Jerrell asked if the city has a master plan showing what type of businesses are needed downtown or how many of each are already there. Dr. Mosier wondered if there are incentive packages for types of businesses that are limited in downtown. Mary said people should be asking DTS and the KCK Chamber what type of businesses are needed in downtown KCK based on community needs. But need data to know what those needs are. There is a lot of vacant office spaces, but some of the buildings are dilapidated and cannot be renovated. Dawn was looking at spaces to do some small business incubators or pop ups. Dr. Mosier said in his long-term plan for SSMID, he would like to see incubator space.

Dr. Mosier explained that the Kauffman Foundation recently solicited proposals from providers to meet different services under a Collective Impact Planning grant. KCKCC applied as a lead on an entrepreneurial proposal and as a secondary on a cybersecurity proposal and was awarded both (68 applications/six grants).

If UG has a building that isn't dilapidated, not overly large, and could be renovated (white boxed), could look for grant funding to do that. Tim stated that there could also be a 1 Million Cups presentation for entrepreneurs at vacant office spaces to market them. Bob Hughes, Jr., added that it appears local businesses are visited by workers who come downtown to work or are passing through. He feels the downtown needs more residents who live there to create a self-contained community (urban support). He said residential support is lacking for the downtown businesses. Dr. Mosier said as he has been working on the KCKCC downtown project, there have been multi- and mixed-unit housing proposals submitted to the UG. He said the city denied many of those projects, but that tide may be turning. Three years after the new downtown facility opens, they anticipate that more than 20,000 people will come through the building (KCKCC, Swope Health, and CommunityAmerica). Dr. Mosier hopes it will be a catalyst for downtown because that block will be very active. The Willa Gill Center will also be relocated.

B. Main Street Report

Dawn provided a quick update on the Main Street project saying there are two parts to that initiative and KCK went through the Equitable Entrepreneurial Ecosystem workshop. It brought together resources on what is out there and available for KCK (KC Source Link, Tool Box, Small Business Development Center [SBDC]). Dawn said the next step is to decide where to get the resources and determine what KCK businesses need. Dawn said the SBDC has informational tools it can present to downtown businesses. Dawn visited some of the area cities that are part of the Kansas Main Street program. She said they are flourishing and are capitalizing on their downtown history or origin. She said Main Street suggests setting up four committees to help promote new downtown business or expand existing businesses: economic vitality, design, organization, and promotion. If those committees are created, progress will follow. Dawn would like to see DTS Board members, SSMID members, and community members to be on those committees. DTS would spearhead the overall project.

Dr. Mosier would like to find a consultant who can take all the marketing ideas and create a formal plan. Would need to identify how much money could be spent on consultant, but there is a line item in the budget for marketing. Dr. Mosier suggested that the grant writer position be held for now until a plan could be formalized.

TO DO: Clayton had a suggestion for a strategic planner and will forward name to Dr. Mosier.

TO DO: Dr. Mosier will look into hiring a consultant/strategic planner.

Bill asked Bob if a DTS after hours event could be held at the Town House in the future.

VII. Adjournment

A motion was made by Clayton Hunter to adjourn and seconded by Frank Aguilar. **The Motion Carried.** The meeting adjourned at 4:58 pm.

- a. Held for Reference
 - i. SSMID Permanent Improvement Plan (Brookings Web Meeting - 1/13/25)
 - 1. Brookings Institute: [How To Break The Doom Loop](#)
 - 2. Brookings Institute: [Transformative Placemaking: Think Regionally, Act Locally](#)
 - a. [Urban Doom Loop: The Future of Downtowns is Shared Prosperity](#)
 - b. [Community-Centered Economic Inclusion: A Strategic Action Playbook](#)
 - 3. Kansas City Investment Playbook

Next Meeting: Thursday, March 6, 2025 | 4:00 PM - 5:00 PM – Hybrid
Breidenthal Family Boardroom at the KCK Chamber Office, 727 Minnesota Ave and via Zoom