

DOWNTOWN IMPROVEMENT BOARD
Council Chambers, 18 East 22nd Street
January 7, 2026
8:30 a.m.

1. Announcement of Open Meetings Act.
2. Roll call.
3. **Action Item**— Approve Minutes of Meeting Held October 1, 2025.
4. **Action Item**— Approve Monthly Financial Statements and Claims.
5. **Discussion Item**— SDL Information from City Clerk.
6. **Action Item**— 2026 Events.
7. **Discussion Item**— Creative District Assembly 2026.
8. **Discussion Item**— Report/Updates from City Staff.
9. **Discussion Item**— Report/Comments from Board Members.
10. **Action Item**— Adjournment.

Board Member Chelsie Bebensee 210 W 21 st Street Kearney NE 68845 234-1987 Divas Floral ccbebeensee@yahoo.com	Board Member Megan Goeke 2309 Central Avenue Kearney, NE 68847 233-2240 Hello Beautiful megan@hellobeautifulbridal.com	Chairperson Kari Printz 9865 85th Road Elm Creek, NE 68836 224-4940 Ktown Cakery kari.printz@ktowncakery.com
Board Member Scott Klone 14 E 21 st Street Kearney, NE 68847 (308) 224-6776 Brix Bar scott@brixkearney.com	Vice Chairperson Chais Meyer 503 East 17 th Street Kearney, NE 68847 708-1263 24 Hour Tees hello@chaismeyer.com	

A current agenda is on file at the City Clerk’s Office at City Hall, 18 East 22nd Street, Kearney, Nebraska. The current packet is available online at <https://www.cityofkearney.org/791/Downtown-Improvement-Board>. For more information, call 233-3222 or visit our website at www.cityofkearney.org

***Downtown Improvement Board
Kearney, Nebraska
October 1, 2025
8:30 a.m.***

A meeting of the Downtown Improvement Board was called to order by Chairperson Kari Printz, at 8:30 a.m. on Wednesday, October 1, 2025, in Council Chambers at City Hall. Present: Kari Printz, Chais Meyer, Scott Klone, Megan Goeke, and Chelsie Bebensee. Absent: None. Representing City Staff: Brenda Jensen, City Manager and Kelsey Anderson, Downtown Coordinator.

Notice of the meeting was given in advance thereof by publication in the Kearney Hub, the designated method for giving notice, a copy of the proof of publication being attached to these minutes. Advance notice of the meeting was also given to the Board Members. Availability of the Agenda was communicated in the advance notice and given to the Board Members. All proceedings hereafter shown were taken while the meeting was open to the attendance of the public.

ANNOUNCEMENT OF OPEN MEETINGS ACT:

Chairperson Printz stated that in accordance with Section 84-1412 of the Nebraska Revised Statutes, a current copy of the Open Meetings Act is available for review and is posted on the wall of the Board Chambers.

APPROVE MINUTES OF MEETING HELD JULY 2, 2025:

Moved by Member Meyer, seconded by Member Bebensee to approve the July 2, 2025 minutes as presented. All voted: Aye. Nay: None. Absent: None. Motion carried.

REVIEW AND APPROVE MONTHLY FINANCIAL STATEMENTS AND CLAIMS:

Moved by Member Klone, seconded by Member Bebensee to approve the monthly financial statements and claims as presented. All voted: Aye. Nay: None. Absent: None. Motion carried.

MARKETING PACKAGE OPTIONS:

Kelsey Anderson presented this item to the board. At July's Downtown Improvement Board Meeting, the board earmarked an additional \$10,000 to go towards attracting visitors from off the interstate and to the district. Anderson first explained the current marketing efforts, both at tourist hubs and general efforts. Downtown is featured via rack cards and digital kiosks at The Archway Monument and the Visit Kearney Center. Additionally, Downtown deploys a multimedia marketing effort through state-wide and local radio ads, targeted social media campaigns, presence in Livability magazine, digital billboards, state wide recognition as a Creative District, and more.

Anderson provided the board with some marketing options to choose from, with their prices and potential impact. TV commercials, billboards along the interstate, collaboration with a Nebraska-based influencer, and increased presence at SportsPlex and Hotel Campus area were the options provided and reviewed. The board decided to move forward with a \$4,995 investment in TV commercials through NTV, additional printed marketing materials and campaigns catered to visitors, and a \$500 3-year contract with the SportPlex. Moved by Meyer, seconded by Bebensee. All voted: Aye. Nay: None. Absent: None. Motion carried.

2025 EVENTS REPORT & 2026 EVENTS DISCUSSION:

Kelsey Anderson presented this item to the board. Anderson provided a cost analysis for events hosted by Downtown Kearney. In summary, the two events that cost the most money to facilitate are Destination Downtown and Christmas Walk averaging about \$9,000 each. The three events that generate revenue through ticket sales are Masters of The Bricks, Taste of Downtown, and the Costume Crawl. Brenda Jensen included some attendance statistics that she sourced through Placer.ai, a tool that the City of Kearney and Downtown will soon be able to utilize regularly for event analysis. Anderson asked the board to brainstorm ideas for new events or ways to improve existing events. A *Wine Walk* in February is a potential new event, that bridges the gap between retail and nightlife.

CAPITAL FUNDING PLAN:

Brenda Jensen, City Manager, presented this item to the board. Jensen explained that between Downtown Improvement Board's budget, and City of Kearney budget, there is opportunity to start Phase 1 of a capital improvement project. Jensen estimates \$500,000 to be available for Phase 1 in 2026. Based off of estimates from Good Life Architecture, an additional \$75,000 will need to be sourced through outside channels, like donations or fundraising. Jensen asked the board which portion of the capital improvement project do they want to start with as Phase 1. The board chose to start with lighting the intersections with decorative columns and festoon lights at the 4 intersections along Central Avenue from Railroad Street to 24th Street. The board also granted permission to recognize future donors with name plaques on display through a to-be-created sponsorship/partnership program. Member Goeke moved to approve Phase 1: lighting the intersections at 4 intersections along Central Avenue, as well as recognizing future sponsors. Seconded by Bebensee. All voted: Aye. Nay: None. Absent: None. Motion carried.

REPORT FROM CITY STAFF:

Kelsey Anderson and Brenda Jensen presented this item to the board. Anderson shared upcoming events for the remainder of the year, including this year's theme for Christmas Walk "the North Pole". Jensen relayed a message from the City Planner, Melissa Dougherty-O'Hara, who was unable to attend in person. The City Planner alongside Planning Commission are considering changes to regulations and codes on short term

rentals, specifically in the downtown district. Planning Commission requested feedback from the Downtown Improvement Board regarding allowing residential units on the first floor of downtown properties. Ultimately, the board recommends for the street-facing portion of the first-floor property to remain commercial use. Additionally, they request that at least 50% of the first-floor remain commercial use.

Lastly, Jensen mentioned a reoccurring concern from downtown business and property owners regarding street closures. The board suggests for those who are concerned about the street closures to try and find ways to get involved in the events or find ways to capitalize on the increased foot traffic as a result of the special events. Chairperson Printz and Member Klone shared testimonials from their experiences with street closures. Initially, street closures were considered to be unfavorable for their businesses until they found ways to pivot and use them as an opportunity to attract business.

REPORT/COMMENTS FROM BOARD MEMBERS:

None.

ADJOURNMENT

Moved by Bebensee, seconded by Meyer to adjourn the meeting. All voted: Aye. Nay: None. Absent: None. Motion carried.

Kari Printz, Chairperson

**CITY OF KEARNEY
OFFSTREET PARKING DISTRICT NUMBER 1
MONTHLY BUDGET WORKSHEET
2025 - 2026**

Account Number		Budget 2025 - 2026	Actual Thru December 31, 2025	Over (Under) Budget	Percent Expended/ Received
EXPENDITURES					
250042105	Administrative	100.00	16.92	(83.08)	17%
250042115	Marketing	44,434.00	11,054.38	(33,379.62)	25%
250042520	Maintenance	0.00	0.00	0.00	0%
250042910	Utilities	0.00	0.00	0.00	0%
250044100	Capital improvements	259,500.00	0.00	(259,500.00)	0%
	TOTAL EXPENDITURES	304,034.00	11,071.30	(292,962.70)	4%
	Necessary cash reserve	10,000.00	0.00	(10,000.00)	
	TOTAL REQUIREMENTS	314,034.00	11,071.30	(302,962.70)	

REVENUES					
250031130	Property tax	70,959.00	3,105.40	(67,853.60)	4%
250032138	Mobile Food Vendor Permits	800.00	320.00	(480.00)	0%
250033202	Events	5,000.00	690.00	(4,310.00)	14%
250036100	Interest	250.00	26.08	(223.92)	10%
250037109	CRA Contribution	0.00	0.00	0.00	0%
250037115	Donations	5,000.00	141.22	(4,858.78)	3%
250037180	Miscellaneous	1,000.00	1,000.00	0.00	100%
	TOTAL REVENUE	83,009.00	5,282.70	(77,726.30)	6%
	Beginning fund balance	228,525.00	204,757.85	(23,767.15)	
	County Treasurer's balance	2,500.00	0.00	(2,500.00)	
	Total cash available	314,034.00	210,040.55	(103,993.45)	
	Less total requirements	314,034.00	11,071.30	(302,962.70)	
	Ending fund balance	0.00	198,969.25	198,969.25	

Fund balance distribution:

Unrestricted fund balance 198,969.25
Restricted for:

Total fund balance **198,969.25**

Fund balance history:

9-30-05	145,898.70
9-30-06	151,683.62
9-30-07	110,213.19
9-30-08	68,422.17
9-30-09	48,893.47
9-30-10	30,815.19
9-30-11	83,492.18
9-30-12	77,613.01
9-30-13	52,666.29
9-30-14	52,443.77
9-30-15	53,455.37
9-30-16	56,720.37
9-30-17	106,551.74
9-30-18	84,768.37
9-30-19	63,585.91
9-30-20	78,818.79
9-30-21	74,763.40
9-30-22	130,421.86
9-30-23	161,108.89
9-30-24	189,883.99
9-30-25	204,757.85
12-31-25	198,969.25

PS PERSONNEL SERVICES
SMCS SUPPLIES, MATERIALS, AND CONTRACTUAL SERVICES
ER EQUIPMENT RENTAL
CO CAPITAL OUTLAY
DS DEBT SERVICE

Claims
October 1, 2025
through December 31, 2025

Vendor	Amount	Purpose
AMAZON	\$164.95	SMCS
AMAZON	\$264.21	SMCS
AMAZON	\$553.12	SMCS
APPLE	\$16.04	SMCS
APPLE	\$16.04	SMCS
APPLE	\$16.04	SMCS
APPLE MARKET	\$3.49	SMCS
CANVA	\$119.40	SMCS
CARD MY YARD	\$128.40	SMCS
CELEBRATION ON CENTRAL	\$476.16	SMCS
CENTRAL MERCANTILE	\$7.48	SMCS
CENTRAL MERCANTILE	\$30.00	SMCS
CENTRAL MERCANTILE	\$40.00	SMCS
CONTROL YOURS	\$135.45	SMCS
COPYCAT PRINTING	\$133.54	SMCS
DOLLAR TREE, INC.	\$7.67	SMCS
ENCORE STUDIOS	\$206.28	SMCS
FACEBOOK	\$3.17	SMCS
FACEBOOK	\$8.72	SMCS
FACEBOOK	\$21.39	SMCS
FACEBOOK	\$21.39	SMCS
FACEBOOK	\$100.00	SMCS
FACEBOOK	\$107.00	SMCS
FACEBOOK	\$115.00	SMCS
FAVE	\$49.62	SMCS
JOURNAL COMMUNICATIONS	\$2,910.00	SMCS
K TOWN BUSSIN	\$515.00	SMCS
KAPLAN EARLY LEARNING	\$114.88	SMCS
KGFW	\$203.00	SMCS
KGFW	\$403.00	SMCS
KITTS KITCHEN	\$8.64	SMCS
LEE ENT ADVERTISING	\$16.92	SMCS
METAPAY	\$21.39	SMCS
OTC BRANDS	\$32.08	SMCS
OTTER	\$99.99	SMCS
PENNY COFFEE ROASTERS	\$5.40	SMCS
ROCK IT EVENT PROS	\$1,687.34	SMCS
ROCK IT EVENT PROS	\$1,947.87	SMCS
SAFE BARS TRAINING	\$250.00	SMCS
SIGN CENTER INC	\$453.96	SMCS
SINCLAIR BROADCAST GROUP	\$200.00	SMCS
SINCLAIR BROADCAST GROUP	\$625.00	SMCS
TARGET	\$50.66	SMCS
TEXT ALERTS	\$228.00	SMCS
THE KYLE SAYLER BAND	\$1,200.00	SMCS
VISTA PRINT	\$141.22	SMCS
WALMART	\$23.57	SMCS
WEDDING SISTERS	\$357.50	SMCS
WEE-CYCLE	\$20.00	SMCS
YANDA'S MUSIC	\$2,000.00	SMCS
	\$16,259.98	

Peggy Eynetich, City Clerk
Jake Misener, Deputy City Clerk
City of Kearney
18 East 22nd Street
P. O. Box 1180
Kearney, NE 68848-1180



TELEPHONE · (308) 233-3216
E-MAIL · peynetich@kearneygov.org
jmisener@kearneygov.org
WEBSITE · www.cityofkearney.org

December 19, 2025

RE: Special Designated Liquor License

Dear Downtown Business Owner:

You are receiving this letter because your business is located in the CBD (Central Business District).

It has come to the attention of the City Clerk's office that alcohol is being served at several Downtown businesses during either in store events or in connection with a larger Downtown event. The Clerk's office understands that many businesses are likely not aware that dispensing alcohol requires a Special Designated Liquor License (SDL). Per the Nebraska Liquor Control Commission (NLCC), alcohol may not be dispensed at a public event without an SDL, which must be obtained by a retail liquor license holder or a non-profit organization exempt from federal income tax under Nebraska Revised Statutes 53-124.11(1).

The following shall apply to events where alcohol is being served:

- Is alcohol being served to the public?
 - Alcohol is being served to the public - you MUST have an SDL.
 - Open houses/Grand openings
 - Publicly advertised events
 - Events in public or in an area accessible to the public

The NLCC always recommends obtaining an SDL in most circumstances to avoid potential problems. However, if you have questions about whether your event requires an SDL, please contact the NLCC at 402-471-4885 or 402-471-2821 to discuss your event further.

Please note that future complaints will be turned over to the Kearney Police Department or the Nebraska State Patrol. Failure to comply with Nebraska liquor laws can result in criminal charges and/or administrative citations for event hosts and attendees.

SDL information and fillable SDL applications can be found by going to: www.cityofkearney.org → "Government" → City Clerk → Liquor License → Special Designated License and will also be available on the downtownkearney.com website. If you have questions, please contact the City Clerk's office at 308-233-3216.

We look forward to working with you to ensure your future events are safe and successful.

Sincerely,
Peggy Eynetich

Peggy Eynetich
City Clerk
18 East 22nd Street
PO Box 1180
Kearney, NE 68848-1180
Phone: 308-233-3216

We provide services, solutions, and opportunities for our community.



DOWNTOWN IMPROVEMENT BOARD

Agenda Item #6

FROM: *Kelsey Anderson, Downtown Coordinator*

MEETING: *January 7, 2026*

SUBJECT: *2026 Events*

PRESENTER: *Kelsey Anderson*

SUMMARY:

The purpose of this memo is to request the Downtown Improvement Board's approval to host the following Downtown events in the coming year. Some of these events already have confirmed dates, while others will be finalized pending upcoming Forum votes. In addition, this memo is intended to gauge Board interest in continuing or discontinuing the Destination Downtown, as well as to explore potential interest in adding a new Wine Walk–style event in February.

EVENTS:

- Spring Open House-?
- Masters of the Bricks-Saturday, April 11th
- Taste of Downtown-Saturday, June 13th
- Summer Sidewalk Sales- Thursday-Saturday, July 23rd-25th
- Destination Downtown-?
- Trick-or-Treating-Thursday, October 22nd or Thursday, October 29th?
- Costume Crawl- Saturday, October 24th or Saturday, October 31st?
- Holiday Open House-Saturday and/or Sunday, November 7th-8th
- Small Business Saturday- Saturday, November 28th
- Christmas Walk- Thursday, December 3rd