

LOCUST CENTRAL BUSINESS DISTRICT

Minutes of the Annual Meeting of February 9, 2022

Board of Commissioners Present: Michael Beckermann
John Hayden
Ken Nuernberger
Jennifer Pruehsner

Commissioners Not Present: Karen Drake

Others Present: Yulonda Carter
Jeanette Bax-Kurtz
Nick Walden
A.J. Fontana
Eulonda Nevels
Cheryl Watkins
LaShana Lewis
William Zorn

The annual meeting of the Locust Central Business District (“LBD”) was duly noticed and held on Wednesday, February 9, 2022 at 4:30 p.m. via web based tele/video conference Zoom Meeting hosted from the Locust Business District Office located at 715 N. 21st Street, Suite A, St. Louis, Missouri 63103.

A quorum of the Board of Commissioners being present, the meeting was called to order by Mr. Hayden at 4:32 p.m.

Mr. Hayden welcomed the Commissioners and other attendees to the Annual Meeting.

Annual Summary

Mr. Hayden indicated that a summary of 2021 LBD Accomplishments was provided to the Commissioners and that it will also be posted on the LBD website.

Election of Officers

Mr. Hayden noted that the annual meeting is the meeting at which the Commissioners elect officers. A brief discussion ensued. Mr. Hayden indicated that Ms. Pruehsner has indicated she is willing to continue to serve as Secretary of the Board and that he is willing to continue to serve as Chairman. Mr. Nuernberger indicated he is willing to continue to serve as Treasurer.

Motion 2-22-01. Upon motion of Mr. Nuernberger, seconded by Mr. Beckermann, the Board unanimously approved Mr. Hayden as Chairman, Ms. Pruehsner as Secretary, and Mr. Nuernberger as Treasurer of the Board of Commissioners with Commissioners Beckermann, Hayden, Nuernberger and Pruehsner voting in favor.

Treasurer's Report

Mr. Nuernberger and Ms. Bax-Kurtz provided the Board with updated financial information. Mr. Nuernberger indicated that the year end balance at the end of 2021 was \$189,647 and that at the end of January 2022 it was \$169,062. Ms. Bax-Kurtz reviewed the income and expenses comparison between 2020 and 2021. She also indicated that there was almost \$35,000 more revenue in 2021 than 2020 and that expenses were approximately \$33,000 less in 2021 compared to 2020. Mr. Hayden asked where the additional revenue came from. Mr. Nuernberger indicated it may be from new development and that he will check with the Assessor's office. Ms. Bax-Kurtz indicated it could also be additional payments of back taxes due.

Ms. Bax-Kurtz reviewed the budget to actual for 2021, and the budget to actual, profit and loss, and balance sheets for January 2022 with the Board who were provided with copies of same prior to the meeting.

Committee Reports

Security

Mr. Beckermann indicated that he spoke with Mr. Henkhaus of Gold Shield Security and that it has been quiet in the LBD but that there are still car break-ins. He indicated that one of the security cameras is still down and he has not heard back as to when it will be repaired. He has heard of several around the City which are broken and are not being repaired. He indicated that an email was received about 2600 Locust being a problemed property and that an officer chased a juvenile from the property. Mr. Nuernberger indicated that the Schlafly Tap Room has problems with juveniles breaking into cars. He indicated he spoke with David Schlafly about it who indicated that there are problems getting through to 911 when trying to report incidents. He also indicated that David Schlafly has submitted an application to be a Commissioner. Mr. Beckermann indicated that he saw three crimes on the SLPD in the District all of which were vehicle property damage incidents.

Marketing

Mr. Walden and Mr. Fontana of Elasticity indicated that Off-Center, Midfield, and Locust Landing all got top votes, and that The OWL got 2nd and 3rd choices from several Commissioners for alternative names for the Locust Business District. They indicated that The Luna and Hermes Landing are out of the running. Mr. Nuernberger indicated he likes Locust Landing but that it has connotations of the riverfront. He also likes Midfield. Ms. Pruehsner agreed about the problem with using the term Landing and noted she likes Midfield and The OWL. Mr. Beckermann indicated that he doesn't think the name is the issue, but instead letting people know the District is here and what is in it is the challenge. Mr. Fontana agreed, but noted that the better course of action is to rename and rebrand first and then raise awareness with the new name and logo in place while indicating it is more than just a business district. Mr. Walden concurred. Discussion ensued.

Further discussion ensued regarding naming. Mr. Walden indicated that he will take all of the ideas discussed today, add some visuals, and come back to the Board with those for next time. He indicated he may send them before the next meeting to the Board has them prior to discussing same.

New Business

LaShana Lewis indicated she is a resident downtown just outside of the LBD boundary and that he is involved with the Downtown CID and would be happy to collaborate with the LBD. She also indicated she is on the Board of the Downtown Neighborhood Association.

Mr. Hayden indicated that Mr. Nuernberger shared a memo/letter with the Commissioners regarding a staffer or consultant to help the LBD analyze the District. Discussion ensued. Mr. Nuernberger indicated he will put something together like an RFP for this person with pricing that the Board can consider.

Mr. Hayden tried to introduce Ms. Watkins of the YWCA but she had logged off of the meeting. He indicated that we hope to hear from her at a future meeting.

Mr. Hayden indicated a draw of funds of \$216,000 was received from the City.

Old Business

Mr. Hayden indicated that he sent a letter to the owner of 2155 Locust but got no response. He indicated he will follow up regarding this problemed property.

Approval of Minutes

Mr. Hayden called for consideration of the minutes of the regular meeting of the Board of Commissioners held on January 12, 2022 which were provided to each Commissioner prior to the meeting.

Motion 2-22-01. Upon motion of Mr. Beckermann, seconded by Ms. Pruehsner, the Board approved the minutes of the January 12, 2021 regular meeting with Commissioners Beckermann, Hayden, and Pruehsner voting in favor and with Mr. Nuernberger abstaining.

There being no additional business to discuss, Mr. Hayden called for a motion to adjourn. Ms. Pruehsner moved to adjourn, Mr. Nuernberger seconded the motion and the Commissioners unanimously approved adjournment of the meeting at 6:10 p.m.



Secretary, Board of Commissioners