

LOCUST CENTRAL BUSINESS DISTRICT

Minutes of the Meeting of December 11, 2019

Board of Commissioners Present:

Michael Beckermann
John Hayden
Marc Hirshman
Ken Nuernberger
Jennifer Prueshner

Others Present:

Yulonda Carter
Jassen Johnson
Gery Kotthoff
Jeanette Bax-Kurtz
Vin Ko
Tracey Webley
William Zorn

The regular meeting of the Locust Central Business District ("LBD") was duly noticed and held on Wednesday, December 11, 2019 at 4:30 p.m. at the Locust Business District Office located at 715 N. 21st Street, #206, St. Louis, Missouri 63103.

A quorum of the Board of Commissioners being present, the meeting was called to order by Mr. Hayden at 4:38 p.m.

Approval of Minutes

Mr. Hayden called for consideration of the minutes of the regular meeting of the Board of Commissioners held on November 13, 2019 which were previously sent to the Commissioners and copies of which were provided to each Commissioner at the meeting.

Motion 12-19-01. Upon motion of Mr. Beckermann, seconded by Mr. Hirshman, the Board approved the minutes of the November 13, 2019 regular meeting with Commissioners Beckermann, Hayden, and Hirshman voting in favor and with Commissioner Pruehsner abstaining because she was not present at the meeting.

Treasurer Election

Mr. Hayden explained that given former Commissioner Moore's resignation, and given that she was serving as Treasurer at the time, there is now a vacancy in the office of Treasurer. He also indicated that Mr. Nuernberger previously indicated a willingness to serve as Treasurer. Mr. Zorn indicated that the bylaws call for the filling of vacancies in officer positions to be filled by secret ballot and he passed out ballots to Commissioners Beckermann, Hayden, Hirshman, and Pruehsner (as Commissioner Nuernberger had not yet arrived at the meeting).

Motion 12-19-02. On the secret ballot to approve Mr. Nuernberger as the Treasurer of the LBD for the remainder of the existing term, the Commissioners unanimously approved Mr. Nuernberger as Treasurer with all four (4) secret ballots in favor.

Vendor RFP Review

Mr. Hayden indicated that the board will now review the proposed vendor RFPs and the changes the Commissioners previously made which have been incorporated. Ms. Bax-Kurtz reviewed the changes and the board had additional minor edits to the vendor RFP.

Commissioner Nuernberger joined the meeting at 5:10 p.m.

Discussion ensued about announcing the RFPs on LBD social media and email as well as possible ads in the local newspapers.

Motion 12-19-03. Upon motion of Mr. Beckermann, seconded by Mr. Nuernberger, the Board approved the Vendor RFPs and posting the RFPs on LBD website, social media and email as well as placing one advertisement in Post-Dispatch and one in the St. Louis American with Commissioners Beckermann, Hayden, Hirshman Nuernberger, and Pruehsner voting in favor.

Treasurer's Report

The Commissioners were provided copies of the balance sheet, year to date budget vs. actual statement and the general ledger and Ms. Bax-Kurtz provided a summary of each.

New Business

Mr. Vin Ko of MLS4THELOU provided a video presentation regarding soccer in St. Louis as well as an overview regarding the new soccer stadium project. He also took questions from the Commissioners and noted that there is another public information session next Tuesday in the Pear Tree Inn from 11am until 7pm.

Ms. Tracey Webley provided an overview of the STLMade movement and marketing effort which seeks to discover and give a voice to an authentic and unified story of St. Louis that will help to share St. Louis' identity and help to forge its future. She noted that the website is theSTL.com and the focus is on messaging that St. Louis is a place you can start up, stand out, and stay. She indicated that the effort is privately funded and that the public and businesses are free to use their hashtags and videos from the website.

Ms. Webley noted that Cannonball is her employer and the firm is marketing both the MLS4THELOU and STLMade campaigns which helps in the effort to message like messages from one source. She also noted that individuals as well as entities like the LBD are welcome to use the STLMade framework to keep the messaging unified across many users and entities.

Mr. Hayden thanked Mr. Ko and Ms. Webley for their presentations.

Mr. Hayden noted that we have the annual invoice for MOPERM insurance and shared copies of that with the Commissioners.

Motion 12-19-04. Upon motion of Ms. Pruehsner, seconded by Mr. Hirshman, the Board approved paying the MOPERM invoice with Commissioners Beckermann, Hayden, Hirshman, Nuernberger, and Pruehsner voting in favor.

Mr. Hayden noted that it is time to put up the LBD holiday decorations and called for a vote.

Motion 12-19-05. Upon motion of Mr. Beckermann, seconded by Ms. Pruehsner, the Board approved having the holiday decorations installed with Commissioners Beckermann, Hayden, Nuernberger, and Pruehsner voting in favor and with Mr. Hirshman opposed.

Mr. Hayden indicated that his office was broken into and burglarized, but that the suspect was caught by the SLMPD and will be tired.

Mr. Kotthoff briefly reviewed Clarion Marketing Agency Activity Summary for October and November for the LBD which was previously provided to the Commissioners.

Mr. Hirshman requested the Commissioner discuss the Town Hall meeting that the LBD hosted last month. Discussion ensued regarding the meeting, the speakers, the turnout, and the strengths and weaknesses of the meeting.

There being no additional business to discuss, Mr. Hayden called for a motion to adjourn. Mr. Beckermann moved to adjourn, Mr. Nuernberger seconded the motion and the Commissioners unanimously approved adjournment of the meeting at 7:00 pm.


Secretary, Board of Commissioners