

LOCUST CENTRAL BUSINESS DISTRICT

Minutes of the Meeting of June 4, 2019

Board of Commissioners Present: Michael Beckermann
John Hayden
Daffney Moore (via telephone)
Jennifer Pruehsner

Others Present: Yulonda Carter
Paul Henkhaus
Gery Kotthoff
William Zorn

The regular meeting of the Locust Central Business District ("LBD") was duly noticed and held on Tuesday, June 4, 2019 at 5:30 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 5:32 p.m.

Approval of Minutes

Mr. Hayden called for consideration of the minutes of the regular meeting of the Board of Commissioners held on May 15, 2019 which were previously sent to the Commissioners and copies of which were provided to each Commissioner at the meeting.

Motion 6-19-01. Upon motion of Mr. Beckermann, seconded by Ms. Pruehsner, the Board approved the minutes of the May 15, 2019 regular meeting with Commissioners Beckermann, Hayden, Moore, and Pruehsner voting in favor.

Mr. Hayden called for the Treasurer's report.

Treasurer's Report

Ms. Carter indicated that statements are unavailable at this time due to issues with the LBD QuickBooks account and that she will email them to the Commissioners when they are ready.

Mr. Hayden called for the committee reports.

Committee Reports

Security Committee

Mr. Beckermann indicated he looked into the security camera warranty coverage. He indicated that the LPR cameras have on one-year warranty but that the other cameras have a longer warranty. He indicated he will get pricing for extended warranties for the LPR cameras.

Officer Henkhaus provided a five-year crime statistics report to the Commissioners for the LBD including the Downtown and Downtown West neighborhoods. The report shows that for June 1st through May 31st crime is down each of the past five years. He attributed that trend to a variety of things including the technology investment and secondary security patrols that the LBD has directly made happen as well as the active 4th District SLMPD patrols. He indicated that the Gold Shield secondary security shifts are going well and that they are a substantial deterrent to crime. Ms. Pruehsner asked if fewer vacant buildings helps. Officer Henkhaus indicated that certainly helps. Mr. Beckermann noted that the five-year report should be shared on social media.

Mr. Hayden reminded Mr. Henkhaus that the administrative fees on the Gold Shield Security invoices should be removed. Mr. Henkhaus agreed. He indicated that the fees were removed from the but that the invoices will be corrected to more clearly reflect that. Mr. Hayden indicated he would like to see additional early a.m. hours on Gold Shield shifts. Ms. Moore indicated there is additional activity in and around the nightclubs from midnight to 3 a.m. Mr. Henkhaus indicated he will look to cover more shift hours at that time, but also indicated there are additional supplemental shifts from the SLMPD in the area as well as secondary police officers hired for security by Marquee and Pepper Lounge.

Marketing Report


Mr. Kotthoff provided a summary sheet of Clarion Marketing's activities on behalf of the LBD and provided details regarding same. He updated the Commissioners on the website enhancement. He discussed application of the LBD logo/corporate identity branding on letterhead, business cards and envelopes and provided samples of same. He discussed how the LBD might pass on neighborhood news on its social media and website, and he discussed possible corporate marketing underwriting opportunities. Mr. Kotthoff indicated that Mark Sutherland of the Missouri Partnership would be a great speaker to have at a LBD meeting. Ms. Moore indicated she would favor hosting speakers for the LBD business community. Discussion ensued.

Motion 6-19-02. Upon motion of Mr. Beckermann, seconded by Ms. Moore, the Board approved ordering fifty LBD business card for each Commissioner at Clarion Marketing's in-house cost for same with Commissioners Beckermann, Hayden, Moore, and Pruehsner voting in favor.

New Business

Mr. Hayden noted the he is working with The Edge Lofts property manager Trey on connecting with other apartment and condo buildings in the area to spread the word about the LBD meetings. Ms. Moore said she will talk to Rafco and Smith Properties about promoting the meetings as well.

There being no additional business to discuss, Mr. Hayden called for a motion to adjourn. Ms. Pruehsner moved to adjourn, Ms. Moore seconded the motion and the Commissioners unanimously approved adjournment of the meeting at 6:45 pm.


Secretary Board of Commissioners