

# LOCUST CENTRAL BUSINESS DISTRICT

## Minutes of the Meeting of October 10, 2018

### Board of Commissioners Present:

Michael Beckermann  
John Hayden  
Daffney Moore  
Jared Opsal  
James Pendegraft  
Jennifer Pruehsner

### Others Present:

Captain Kriesmann  
Paul Henkhaus  
Benton Brown  
Trey Quinn  
Mary Sprague  
Gery Kotthoff  
Kim Sjerven  
Alisha Robinson  
William Zorn

The regular meeting of the Locust Central Business District ("LBD") was duly noticed and held on Wednesday, October 10, 2018 at 5:30 p.m. at the Locust Business District Office located at 3150 Locust Street, Suite 200, St. Louis, Missouri 63103.

A quorum of the Board of Commissioners being present, the meeting was called to order by Mr. Opsal at 5:30 p.m.

### **Approval of Minutes**

Mr. Opsal called for consideration of the minutes of the July 23, 2018 special meeting of the Board of Commissioners which were previously sent to the Commissioners and copies of which were provided to each Commissioner at the meeting.

**Motion 10-18-01.** Upon motion of Mr. Beckermann, seconded by Mr. Hayden, the Board approved the minutes of the July 23, 2018 special meeting with Commissioners Beckermann, Hayden, Opsal, Pendegraft and Pruehsner voting in favor.

Mr. Opsal called for consideration of the minutes of the September 12, 2018 regular meeting of the Board of Commissioners which were previously sent to the Commissioners and copies of which were provided to each Commissioner at the meeting.

**Motion 10-18-02.** Upon motion of Mr. Pendegraft, seconded by Ms. Pruehsner, the Board approved the minutes of the September 12, 2018 regular meeting with Commissioners Hayden, Opsal, Pendegraft and Pruehsner voting in favor and



with Commissioner Beckermann abstaining due to not being present at the meeting.

### **Treasurer's Report**

Mr. Pendegraft provided the financials, including the balance sheet, profit and loss statements, and a summary of the transactions in the LBD operating account to the Commissioners. Since the last meeting there were fourteen (14) expenditures totaling approximately \$17,000. The cash on hand totals approximately \$235,000. He indicated that the new account at Jefferson National Bank & Trust is open, that signature cards are signed and that LBD vendors are being added to the online banking system. He indicated that the transition Jefferson bank should be completed in the next 30 to 60 days.

Mr. Pendegraft indicated that the proposed 2019 budget for the LBD has been drafted. The draft budget is for \$449,400 in the same budget categories as the 2018 budget. Mr. Hayden inquired if there is any increase in the security budget this year. Mr. Pendegraft indicated the security line item is the same for 2019 as it was for 2018.

**Motion 10-18-03.** Upon motion of Mr. Pendegraft, seconded by Ms. Pruehsner, the Board approved the 2019 Budget with Commissioners Beckermann, Hayden, Opsal, Pendegraft and Pruehsner voting in favor.

Mr. Pendegraft indicated that the answers that he prepared to the online questions received regarding the budget were drafted and forwarded to the Commissioners. Discussion ensued, and minor corrections were made.

**Motion 10-18-04.** Upon motion of Mr. Pendegraft, seconded by Ms. Pruehsner, the Board approved publishing the LBD responses to questions received regarding the LBD budget to the LBD website with Commissioners Beckermann, Hayden, Opsal, Pendegraft and Pruehsner voting in favor.

### **Committee Reports**

Mr. Opsal called for the Committee Reports.

#### **Communications/Marketing**

Mr. Gery Kotthoff from Clarion Marketing provided a written Project Status Summary to the Board and he reviewed same with the Board. Mr. Opsal inquired how Clarion might increase attendance at LBD meetings. Mr. Kotthoff indicated that he's developing a PowerPoint presentation with an overview of the LBD as well details as to what the LBD marketing and communications strategy is and will be. He indicated that the website, email blasts as well as use of signage for posting meeting dates and times will be utilized.

Ms. Moore joined the meeting at 5:50 p.m.



Mr. Hayden indicated he would like to have meeting attendance goals. Mr. Beckermann noted that the security event that the LBD hosted over the summer showed that many residents in the LBD don't even know what the LBD is. Discussion ensued regarding meetings generally and a meeting to review the proposed PowerPoint presentation.

**Motion 10-18-05.** Upon motion of Mr. Hayden, seconded by Mr. Beckermann, the Board approved having a special meeting to discuss marketing on December 12<sup>th</sup> immediately following the regular monthly meeting of the Board of Commissioners on December 12<sup>th</sup> with Commissioners Beckermann, Hayden, Moore and Opsal voting in favor and with Commissioners Pendegraft and Pruehsner opposed.

### Security

Captain Kriesmann of the SLMPD provided a crime report to the Commissioners. She indicated that there were 9 car break-ins with one weapon stolen in the last month in the LBD. The Captain indicated one car was stolen from 3010 Washington and that the car was recovered, and two arrests were made after a LPR hit for the car was made on Goodfellow Blvd. She noted that there are 130 LPR cameras in the City. The Captain indicated that a new security camera was added at 20<sup>th</sup> and Locust with newer noise-alert activation technology to the Real Time Crime Center system.

Paul Henkhaus of Gold Shield Security provided a secondary security update for the LBD. He indicated that car break-ins are not following any discernable pattern and that weekend staffing is going well and that evenings have been relatively quiet. He suggested that this might be in part to the increased use of security technology in the District and in the City. He asked what the LBD budget for security will be in 2019. Mr. Pendegraft indicated that it is the same as last year which results in \$8,000 per month available for secondary security patrols. Mr. Pendegraft noted that just \$3,590 was invoiced by Gold Shield Security to the LBD last month. Mr. Henkhaus indicated that invoices are sent to Ms. Robinson and Mr. Beckermann. Mr. Hayden requested that the Gold Shield Security invoices be circulated to the other Commissioners as well. Ms. Robinson will circulate them to the Commissioners in the future.

### LBD Office Location

Mr. Hayden indicated he has followed all LBD office leads to conclusion and that he met with Ron and Joy Christensen who have a 10 foot by 10 foot office room available in the Fountain on Locust building. He indicated that the office has interior windows into a common area with kitchen and restroom, it has Wi-Fi included, has a separate entrance from the restaurant and rent is \$500 per month with utilities included. LBD meetings will be held at other locations if the Fountain office space is used by the LBD. Mr. Zorn will review the proposed lease provided by the building owner.

### New Business

Mr. Zorn indicated that the Memorandum of Understanding (MOU) between the LBD and the City and the St. Louis Police Foundation has been approved as to form. He shared copies of the MOU with the Commissioners. The MOU encompasses the latest



proposed additions to the City's Real Time Crime Center security system by the LBD which the LBD Board of Commissioners have previously approved.

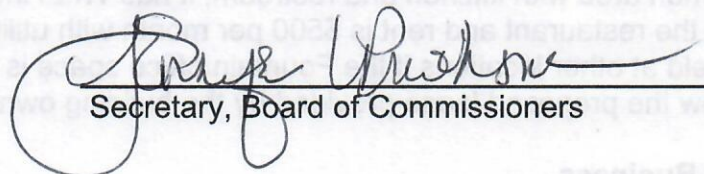
**Motion 10-18-06.** Upon motion of Mr. Pendegraft, seconded by Ms. Pruehsner, the Board authorized the Chairman to enter into the MOU with the St. Louis Police Foundation and the City of St. Louis with Commissioners Beckermann, Hayden, Moore, Opsal, Pendegraft and Pruehsner voting in favor.

Mr. Opsal indicated that Brenton Brown of Bootleggin' BBQ approached him about the LBD sponsoring A Downtown West Block Party event. Mr. Brown indicated that the block party being thrown in conjunction with Bootleggin' BBQ's fourth anniversary, but that it may be the first of several block parties to promote the area and to help counteract some of the negative coverage associated with recent crime in the neighborhood. The block party will be a family-friendly event with live music and a special family area hosted by Eckert's. Mr. Brown indicated that business in the area is picking up and with businesses working together the synergy naturally increases. He noted that Red Brick and Schlafly are also participating. Mr. Brown provided the Commissioners with a Presenting Sponsorship form outlining the event and the benefits associated with the sponsorship. The cost of the sponsorship is \$2,000. Discussion ensued. Mr. Pendegraft indicated he would abstain from voting as his company is participating in the event which could be seen as a conflict of interest.

**Motion 10-18-07.** Upon motion of Ms. Moore, seconded by Ms. Pruehsner, the Board authorized entering into an agreement with Bootleggin' BBQ for the LBD to be the Presenting Sponsor of A Downtown West Block Party and that the LBD will raffle off or give away any drink or food vouchers received in conjunction with the sponsorship with Commissioners Beckermann, Hayden, Moore, Opsal, and Pruehsner voting in favor and with Commissioner Pendegraft abstaining.

Mr. Opsal indicated that New Life Landscaping has provided a bid to replace the dead shrubs adjacent to the LBD parking lot for \$800. A discussion of the bid and care for and watering of the shrubs ensued.

There being no additional business to discuss, Mr. Opsal called for a motion to adjourn. Ms. Pruehsner moved to adjourn, Mr. Pendegraft seconded the motion and the Commissioners unanimously approved adjournment of the meeting at 6:57 pm.

  
Secretary, Board of Commissioners