

LOCUST CENTRAL BUSINESS DISTRICT

Minutes of the Meeting of July 10, 2019

Board of Commissioners Present: Michael Beckermann
John Hayden
Daffney Moore
Jennifer Pruehsner

Others Present: Yulonda Carter
Paul Henkhaus
Gery Kotthoff
Mark Sutherland
Joy Christensen
Ruby Terry
William Zorn

The regular meeting of the Locust Central Business District ("LBD") was duly noticed and held on Wednesday, July 10, 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 5:38 p.m.

Approval of Minutes

Mr. Hayden called for consideration of the minutes of the regular meeting of the Board of Commissioners held on June 4, 2019 which were previously sent to the Commissioners and copies of which were provided to each Commissioner at the meeting.

Motion 7-19-01. Upon motion of Mr. Beckermann, seconded by Ms. Pruehsner, the Board approved the minutes of the June 4, 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. Moore provided copies of the balance sheet, year to date budget vs. actual statement and the general ledger and provided a summary of each. She indicated that the QuickBooks reporting is being cleaned up.

Mr. Hayden called for the committee reports.

Committee Reports

Security Committee

Mr. Beckermann indicated that a replacement LPR camera for the camera previously donated to the SLMPD which has broken and is out of warranty will cost approximately \$5,000 to replace. He will also get pricing for an extended warranty for the LPR cameras. Discussion ensued.

Motion 7-19-02. Upon motion of Mr. Beckermann, seconded by Ms. Pruehsner, the Board approved making a donation to the St. Louis Police Foundation for up to \$7,000 to cover the cost of purchasing and installing a new LPR camera with extended warranty to replace the broken LPR camera at Washington and Jefferson as part of the SLMPD Real Time Crime Center with Commissioners Beckermann, Hayden, Moore, and Pruehsner voting in favor.

Mr. Beckerman indicated he received the Gold Shield Security bills and that those will be paid. Officer Henkhaus indicated that there was a rash of car break-ins in June in the LBD, but that there have been no violent crimes. He indicated that it has been relatively peaceful in the District and that no incidents have occurred during Gold Shield Security shifts. Ms. Moore indicated she has seen the Gold Shield car on patrol many times.

Marketing Report

Mr. Kotthoff provided a summary sheet of Clarion Marketing's activities on behalf of the LBD and provided details regarding same. He reminded the Commissioners of the partnerships he is pursuing on behalf of the LBD, including the one with The Missouri Partnership headed by Mark Sutherland. Mr. Kotthoff wants to promote the LBD within the region, identify potential corporate sponsors and underwriters, and to expand the LBD's name recognition beyond the local and state areas to the UK via Mr. Sutherland's organization. Mr. Kotthoff introduced Mr. Sutherland. Mr. Sutherland indicated that The Missouri Partnership is a public-private economic development partnership increasing Missouri's visibility as a globally competitive business location. He noted that state monies and corporate donations fund the activities of the Missouri Partnership, so its services will be offered to the LBD at no cost whatsoever. Mr. Sutherland indicated that he has been in the LBD many times without knowing it, and that the LBD is in the center of much that is desirable in the City and the State. He indicated it is also in an Opportunity Zone. He indicated that Clarion Marketing's involvement with the LBD is also a plus, and that a Sister Cities arrangement can be helpful when there is at least one passionate person in each city as well as real economic connections between the two cities. A discussion of Opportunity Zones and other economic incentives ensued. Ms. Moore indicated she is interested in bundling incentives as other states are doing. Mr. Sutherland indicated it is important to have a champion for the City and the LBD at the state level, for example at the Department of Economic Development. Mr. Hayden asked if there is anything the LBD can do to prepare for such activities. Mr. Sutherland indicated that having information about available properties, their locations, available incentives, utilities and workforce information and the like is all helpful in attracting potential interested businesses. Ms. Moore indicated that the City does have an available prospectus. Mr. Sutherland indicated that is also helpful. He noted that his firm is deliberately state-wide, and deliberately apolitical.

Mr. Kotthoff indicated that the Branding and Corporate Identity efforts that Clarion is pursuing on behalf of the LBD includes the business cards that he previously provided samples of to each Commissioner. He indicated that each Commissioner can have a set of business cards at Clarion's cost of \$26 per Commissioner.

Motion 7-19-03. Upon motion of Mr. Beckermann, seconded by Ms. Moore, the Board approved purchasing the Commissioners LBD business cards for \$26 per Commissioner with Commissioners Beckermann, Hayden, Moore, and Pruehsner voting in favor.

Mr. Kotthoff reminded the Commissioners that he previously provided pricing for the reusable and refaceable directional and branding A-Frame signage and asked if the Commissioners want to proceed to order the signage. Discussion ensued.

Motion 7-19-04. Upon motion of Ms. Moore, seconded by Mr. Beckermann, the Board approved purchasing the directional and branding signage with Commissioners Beckermann, Hayden, Moore, and Pruehsner voting in favor.

Mr. Kotthoff provided an update regarding the LBD website and indicated that he previously circulated an article based on the crime report provided by Officer Henkhaus at the last meeting. Mr. Kotthoff requested permission to post the article on the LBD website. Discussion ensued regarding approval of content for the LBD website.

Motion 7-19-05. Upon motion of Mr. Hayden, seconded by Mr. Beckermann, the Board approved the security article for publication on the website subject to further input by any Commissioner, and also approved the procedure whereby Clarion Marketing may add content to the website after circulation to the Commissioners if there are no comments or objections from any Commissioner with Commissioners Beckermann, Hayden, Moore, and Pruehsner voting in favor.

He also indicated that the website enhancement continues. Ms. Pruehsner suggested that the map of the LBD with business listings that the actual business information be imbedded in the body of the map rather than just a number on the map with a key at the bottom of the map.

Mr. Kotthoff indicated that the video interviews are still being pursued with the only difficulty being getting the busy participants scheduled. He also indicated that guest speakers, such as today's speaker Mr. Sutherland, will continue to be scheduled to help bolster interest and attendance at the LBD meetings. Matt Flinner of the Better Business Bureau will be scheduled next.

Ms. Carter has been working with Jeanette Bax-Kurtz, CPA, who has volunteered nine hours of her time to the LBD to organize its QuickBooks accounting and financial reporting. Ms. Carter suggested that Ms. Bax-Kurtz's services be retained by the LBD on an ongoing basis. Ms. Moore, who also worked with Ms. Bax-Kurtz to resolve the

QuickBooks reporting when Ms. Bax-Kurtz was volunteering, supports formalizing an ongoing relationship with Ms. Bax-Kurtz. A letter proposal from Mr. Bax-Kurtz to the Commissioners was circulated proposing assistance to the LBD in preparation for monthly meetings as well as making the LBD books audit ready. The proposal calls for an estimated four hours of work per month with three hours paid and one donated for a monthly cost of \$300.00. Discussion ensued.

Motion 7-19-06. Upon motion of Ms. Pruehsner, seconded by Ms. Moore, the Board approved entering into an Independent Contractor Agreement with Ms. Bax-Kurtz based on the proposal with Commissioners Beckermann, Hayden, Moore, and Pruehsner voting in favor.

Mr. Hayden requested Mr. Zorn prepare an Independent Contractor Agreement between the LBD and Ms. Bax-Kurtz for the Board's approval.

New Business

Ms. Ruby Terry indicated she is opening a restaurant at 1901-1905 Washington Avenue called Renee's Bar & Grill. She indicated that she is moving from Delmar to Washington and that the restaurant previously was located in University City and in Hazelwood. Ms. Terry showed shared a sample menu and indicated she is seeking a liquor license for the new location as well.

Mr. Hayden shared a letter from New Life Landscaping regarding the weed problem in the LBD and sharing a weed control schedule. Discussion ensued regarding the pronounced weed problem this year.

Mr. Hayden shared a handout regarding the N. Jefferson/Parnell Corridor Project and public open house regarding same that he attended yesterday. Discussion ensued regarding the project.

Ms. Pruehsner indicated she is still arranging a meeting with the CFO of Wells Fargo and has learned that the CEO is also interested in meeting with her to learn more about the LBD.

Ms. Moore indicated that she did talk with Rafco and Smith Management regarding sharing meeting information about the LBD.

There being no additional business to discuss, Mr. Hayden called for a motion to adjourn. Ms. Pruehsner moved to adjourn, Mr. Beckermann seconded the motion and the Commissioners unanimously approved adjournment of the meeting at 7:25 pm.


Secretary Board of Commissioners