

LOCUST CENTRAL BUSINESS DISTRICT Minutes of the Meeting of June 13, 2018

Board of Commissioners Present:

Michael Beckermann
Bryan Hahlbeck
Jared Opsal
James Pendegraft
Jennifer Pruehsner

Others Present:

Glenda Osby
Gery Kotthoff
Kim Sjerven
Capt. Adam Moore
Zachary McMichael
Mike Dolan
Daffney Moore
Eric Thaelke
Mary Thaelke
Jim Sherell
Danielle Bach
Capt. Renee Kriesmann
Paul Henkhaus
Alisha Robinson
William Zorn

The regular meeting of the Locust Central Business District ("LBD") was duly noticed and held on Wednesday, June 13, 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 May 9, 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 06-18-01. Upon motion of Ms. Pruehsner, seconded by Mr. Pendegraft, the Board approved the minutes of the May 9, 2018 regular meeting with Commissioners Beckermann, Opsal, Pendegraft and Pruehsner voting in favor.

Mr. Hahlbeck thereafter entered the meeting at 5:32 p.m.

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. He indicated that the balance at the beginning of May was approximately \$358,000 and that the balance at the end of May was approximately \$341,000 with eleven debits totaling approximately \$17,000. He noted that the office budget line item is roughly 86% spent, the security line item is approximately 21% spent, and that the communications line item is less than 1% spent. Mr. Pendegraft indicated that the LBD can have its accounting books on-line and all accounting data stored on and backed up to the cloud for \$420 per year. This would mean the data would be preserved electronically even if the LBD has another hardware failure, which has happened twice. It would also make access to the data available remotely to the Commissioners. Discussion ensued.

Motion 06-18-02. Upon motion of Mr. Pendegraft, seconded by Ms. Pruehsner, the Board approved the expenditure of \$420 from the auditing/accounting budget line for the on-line accounting service with Commissioners Beckermann, Hahlbeck, Opsal, Pendegraft and Pruehsner voting in favor.

Committee Reports

Mr. Opsal called for the Committee Reports.

Communications

Mr. Hahlbeck indicated he updated the website to be more mobile device compatible. He added a Brick River Cider Co. feature as well as information about the LBD security event on June 23rd to the website as well as new photos. He stated there were 146 visitors last month with 96 of those being unique and that the Constant Contact open rate continues to be around 21% with the security event email being at 22%. Mr. Hahlbeck indicated that he will continue to market the LBD. He posted the audit information and added a link to the SLMPD recovery of stolen property website. He indicated that a calendar subscription feature can be added to the website which would cost \$4 per month.

Motion 06-18-03. Upon motion of Mr. Hahlbeck, seconded by Ms. Pruehsner, the Board approved the expenditure of \$4 per month to add the calendar subscription feature to the LBD website with Commissioners Beckermann, Hahlbeck, Opsal, Pendegraft and Pruehsner voting in favor.

He stated that Metro Signs has provided a bid for the banner and street signs, and that Jim Sherell of Metro Signs has agreed to add changeable dates, times and locations to the banner at no additional cost to the \$500 bid. Discussion ensued regarding the bid/invoice for the signage that includes 10 18"x24" signs with steaks, one a-frame sandwich board sign, and one 16 square foot banner sign.

Motion 06-18-04. Upon motion of Mr. Hahlbeck, seconded by Mr. Beckermann the Board approved the bid/invoice and expenditure of up to \$500 to Metro Signs with Commissioners Beckermann, Hahlbeck, Opsal, Pendegraft and Pruehsner voting in favor.

Mr. Hahlbeck indicated that previously someone wanted to use the LBD popup tents, but the LBD declined due to lack of a written agreement for the tent use. He also indicated that the Downtown Neighborhood Association now wants to borrow the tents for an event this weekend. Discussion ensued regarding the tents, their condition, and ideas for their use by third parties including deposits, waiver of liability, and other matters that can become part of a policy for their use.

Motion 06-18-05. Upon motion of Mr. Beckermann, seconded by Mr. Pendegraft the Board approved allowing the Downtown Neighborhood Association's use of the LBD popup tents for the weekend of June 16-18 upon receipt of a \$500 deposit from Downtown Neighborhood Association with Commissioners Beckermann, Hahlbeck, Pendegraft and Pruehsner voting in favor and with Mr. Opsal abstaining.

Marketing

Mr. Opsal indicated that Eric Thoeke is present to make a presentation about a possible banner or mural project in the LBD similar to the mural projects which have been painted in the Grove neighborhood. Mr. Thoeke presented a slide show of murals in and around the City of St. Louis as well as mockup versions of murals on buildings in the LBD. He indicated that there are two costs associated with such projects, which include the artist commission and the actual costs of painting the work. He indicated total costs could range from \$3,000 to \$10,000 per mural depending on the amount paid as the commission.

Security

Mr. Beckermann indicated that Captain Kriesmann is here from the SLMPD. Captain Kriesmann provided a crime report for the period from May 10th to present. She indicated that two persons were taken into custody two weeks ago for a rash of car break-ins in the Downtown and Downtown West neighborhood. Over 900 pieces of stolen property are associated with these suspects. She indicated that after their bonds were reduced, the suspects were released on bail with ankle monitors, the monitors were cut off by the suspects and then they were on the lam until earlier today when they were taken back into custody. The Captain proceeded to summarize the crime report including 12 car break-ins, an assault, and one shots fired incident in which a car was damaged, but no person was injured. Discussion ensued.

Officer Paul Henkhaus provided an update regarding the Gold Shield Security patrols. He indicated Gold Shield has been focusing on visibility per the LBD's directive at the last meeting. Foot beats and business visits have been increased. Mr. Henkhaus visited Sherpa after last week's shooting and the SLMPD detectives were working hard on that case. He indicated that the June 23rd LBD Security event is ready to go, and that James Partee will be there as Mr. Henkhaus will be out of town. Mr. Hahlbeck indicated he observed the Gold Shield patrol car and that it did not have on its flashing lights contrary to what the LBD had directed Gold Shield to do.

Captain Kriesmann indicated that the SLMPD has a Citizens Academy that is for City residents and business owners to participate in a 12-week, one night a week, program to meet and learn more about what the police do. She indicated that fall classes are opening for enrollment and that the applications are on-line. Mr. Hahlbeck indicated that he will share that link on the LBD website.

Mr. Beckermann reiterated that the LBD Security Event featuring car security equipment sold at cost is this Saturday, June 23rd from 10am to 1pm on the Tap Room parking lot. He indicated that the mobile camera trailer that the SLMPD department had been pricing has come back at \$125,000 per trailer. Captain Kriesmann indicated the goal is for the Department to have six of these mobile units.

Mr. Beckermann indicated that the last LBD Security Committee meeting was on May 1st, and that just three people showed up. He indicated that attendance has been poor at the last three meetings of the committee despite the meetings being posted on the LBD website, being sent in email blasts, and Security Committee meeting times being announced during the regular LBD meetings.

Mr. Beckermann indicated he received an email from Zachary McMichael regarding a liquor license at 1900 Locust. Mr. McMichael introduced himself and indicated he is on the Downtown Neighborhood Association board of directors as well as affiliated with Downtown West. He indicated he is neither advocating for or against the liquor license at 1900 Locust. However, Mr. McMichael suggested that the LBD require liquor license applicants meet with the LBD before they apply for such licenses, and that he is advocating for the adoption of such a policy by the LBD.

Marketing

Mr. Opsal indicated that the two finalists for the provision of marketing services, Clarion and Patten and Co. provided the additional information requested by the LBD. Ms. Pruehsner indicated the Clarion package was great, but that it was more expensive than what the LBD is seeking and able to afford. Mr. Opsal shared Mr. Hayden's comments emailed to him in support of Clarion including their 31 years of experience and their local business location and ownership in the LBD. Mr. Hahlbeck indicated that he liked the Clarion proposal, but that \$20,000 is just a starting point on the costs. He also indicated that the Patten & Co. proposal was very cut and dry and clear. Mr. Opsal suggested another meeting with the two remaining vendors in the next two weeks. Mr. Beckermann indicated he is abstaining from any decision as Clarion has been a client of his in the past and could be again in the future.

Motion 06-18-06. Upon motion of Mr. Hahlbeck, seconded by Ms. Pruehsner, the Board approved entering into contract negotiations with Clarion for the provision of Marketing Services to the LBD with Commissioners Hahlbeck and Pruehsner voting in favor, Commissioner Pendegraft opposed, and with Mr. Beckermann and Mr. Opsal abstaining.

New Life Landscaping

Mr. Opsal indicated that the Commissioners have yet to approve the new contract for the provision of handyman services, including trash removal, with New Life Landscaping given that their proposed contract varied from what they originally proposed with regard to the trash pickup schedule. Discussion ensued.

LBD Office

Mr. Opsal indicated that there was no vote on closing the LBD office as he was reminded by Commissioner Hayden. Mr. Opsal suggested getting community input regarding the office via a survey on whether to maintain the LBD office, have a smaller office, or have no office at all. Mr. Hahlbeck indicated he is in favor of such a survey. Mr. Pendegraft noted that in a survey the LBD took last year, the office was a low priority among respondents, and that he personally doesn't believe having an office for the LBD is a priority. Discussion ensued.

Motion 06-18-07. Upon motion of Mr. Opsal, seconded by Ms. Pruehsner the Board approved conducting a survey via Constant Contract regarding the LBD office and to spend up to \$100 for same with Commissioners Beckermann, Hahlbeck, Opsal, Pendegraft and Pruehsner voting in favor.

New Business

Mr. Hahlbeck indicated that the Network Solutions payment on the LBD credit card did not go through. He indicated he will follow up with Ms. Pruehsner and the bank.

There being no additional business to discuss, Mr. Opsal called for a motion to adjourn. Mr. Pendegraft moved to adjourn, Mr. Beckermann seconded and the Commissioners unanimously approved adjournment of the meeting at 7:05 pm.


Secretary, Board of Commissioners