

# **LOCUST CENTRAL BUSINESS DISTRICT**

## **Minutes of the Special Meeting of April 23, 2018**

Board of Commissioners Present:

Michael Beckermann  
Bryan Hahlbeck  
Jared Opsal  
James Pendegraft  
Jennifer Pruehsner

Others Present:

Mandy Hawkins  
Gery Kothoff  
Kim Sjerven  
Daniel Thael  
Abdul Abdullah  
Lindsay Van Quaethem  
Lindsay Pattan  
Alisha Robinson  
William Zorn

A special meeting of the Locust Central Business District ("LBD") was duly noticed and held on Monday, April 23, 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.

### **Marketing Vendor Presentations**

Gery Kothoff and members of the Clarion Marketing team made a presentation to the the Commissioners. They provided an overview of their company, their clients and of the services they can provided to the LBD.

The Commissioners questioned members of the Clarion Marketing team.

Lindsay Pattan of Pattan & Co. and Lindsay Van Quaethem of City Block Communications made their joint Marketing presentation to the Commissioners. They indicated their other partner is Creo Agency, and that the three companies would work jointly to provide marketing services to the LBD.

The Commissioners questioned members of the Pattan & Co. team.

Representatives of Atomic Dust did not attend the meeting despite an invitation to present to the Commissioners.

The Marketing vendor presenters departed the meeting. Mr. Beckermann reminded the Commissioners of his business relationship with Clarion Marketing and the owner of

same and indicated he would abstain from any votes regarding the marketing vendors. Further discussion ensued among the Commissioners regarding the Marketing vendors.

**Motion 04-18-03.** Upon motion of Mr. Opsal seconded by Mr. Pendegraft the Board approved requesting of Clarion Marketing and of the Pattan & Co. team that they prepare and provide to the LBD a sample budget for and describe proposed Marketing Services which would promote attendance and engagement at LBD meetings, promote business and residential opportunities, including a list of deliverables on an illustrative timeline assuming a start date of June 1, 2018 and running through December 31, 2018 within thirty days of the request for same from the LBD. The motion passed with Mr. Hahalbeck, Mr. Opsal, Mr. Pendegraft, and Ms. Pruehsner voting in favor and with Mr. Beckermann abstaining due to his business relationship with Clarion Marketing and its owner.

There being no additional business to discuss, Mr. Opsal called for a motion to adjourn. Mr. Beckermann moved to adjourn, Ms. Pruehsner seconded and the Commissioners unanimously approved adjournment of the meeting at 7:50 pm.

  
Secretary, Board of Commissioners