

# LOCUST CENTRAL BUSINESS DISTRICT

## Minutes of the Meeting of July 14, 2021

Board of Commissioners Present:

Michael Beckermann  
Karen Drake  
John Hayden  
Ken Nuernberger  
Jennifer Pruehsner

Others Present:

Yulonda Carter  
Jeanette Bax-Kurtz  
Eric Thoelke  
Paul Henkhaus  
Victor Washington  
Nick Welden  
William Zorn

The regular meeting of the Locust Central Business District (“LBD”) was duly noticed and held on Wednesday, July 14, 2021 at 4:30 p.m. via web based tele/video conference Zoom Meeting hosted from the Locust Business District Office located at 715 N. 21<sup>st</sup> Street, Suite A, St. Louis, Missouri 63103.

A quorum of the Board of Commissioners being present, the meeting was called to order by Mr. Hayden at 4:35 p.m.

### **Approval of Minutes**

Mr. Hayden called for consideration of the minutes of the meeting of the Board of Commissioners held on June 9, 2021 which were provided to each Commissioner prior to the meeting.

**Motion 7-21-01.** Upon motion of Mr. Nuernberger, seconded by Ms. Drake, the Board approved the minutes of the June 9, 2021 regular meeting with Commissioners Beckermann, Drake, Hayden, Nuernberger and Pruehsner voting in favor.

### **Treasurer’s Report**

Mr. Nuernberger provided the Board with updated financial information. He reviewed the statement of assets, statement of expenditures, expenses by class, and budget vs. actual. He discussed outside maintenance costs and suggested the budget be amended to reflect expenses at \$75,000 vs. the \$60,000 in the current budget. He also explained that income is budgeted at \$338,000, is currently at \$354,000, and is expected to reach as much as \$378,000. He suggested the income in the budget be amended to \$364,000. Discussion ensued.

**Motion 7-21-02.** Upon motion of Mr. Hayden, seconded by Mr. Nuernberger, the Board approved amending the budget to increase outside expenses to \$75,000 and to amend the budget to increase income to \$364,000 with Commissioners Beckermann, Drake, Hayden, Nuernberger and Pruehsner voting in favor.

## **Committee Reports**

### **Security**

Mr. Beckermann indicated it has been a quiet month in the District but that there has been a uptick in property crimes. He mentioned that crime statistics are trackable on the St. Louis Metropolitan Police Department website.

Mr. Henkhaus of Gold Shield Security indicated that there have been ten car break-ins or catalytic converter thefts since last month including the stealing of two handguns from cars. He also mentioned two burglaries one of office equipment and one involving the theft of \$30,000 in cash, six guns, and 41 pounds of marijuana from an apartment. He indicated there were some car thefts, but that several of these are actually non-returns of rental cars from Enterprise, which in is more akin to a civil matter than to other car thefts.

### **Marketing**

Ms. Weldon from Elasticity provided a survey update and indicated the are just twenty-three surveys completed with the survey period ending this Friday. He also provided an outline of the Brand Brief process and a description of the behind the scenes work that goes into same. Discussion of the survey, and some lack of receipt of surveys ensued and Mr. Weldon indicated that he can hold the survey open for longer if surveys did not reach the intended targets. Mr. Beckermann noted that a prior survey by the LBD also got very few responses. Mr. Weldon noted that Elasticity also made forty personal appeal which were reach outs to get survey responses.

Mr. Weldon provided a timeline for the upcoming work by Elasticity with initial naming concepts being presented in late July and initial brand identity concepts being presented in mid-August.

Discussion of the Midtown Alley branding ensued. Mr. Thaelke gave a background of the 4-5 block neighborhood and the branding of same. Mr. Hayden indicated that we should be working together rather than having separate branding of certain parts of the District. Mr. Thaelke indicated he's happy Elasticity is working on this and would be happy to stop using the Midtown Alley brand if a new identity is developed. Mr. Weldon indicated that the intersectionality will be stressed and will show that the District is close to everything and that it shares boundaries with sports, arts, and other districts.

### **Old Business/New Business**

Mr. Hayden indicated that the audit was completed, that the Peoples Bank account was closed and funds were transferred to Regions with additional funds to be added to that account later this month. He indicated that two LBD ads have appeared in the Green Sheet so far. He also indicated that his survey of stakeholders in the area around The

Fountain and Red Flag has resulted in an overwhelming "no" to a proposed 90-minute parking limitation in the area.

Mr. Nuernberger indicated he has no additional information about the newly planted trees in the District. Mr. Thaelke indicated that his contract at the City Forestry Department is open to meeting with the Commissioners regarding trees in the District.

Ms. Hayden indicated the LBD is on a month-to-month lease now with the landlord at the LBD office and that the LBD can remain on a month-to-month for \$600 per month, can enter a six-month lease at \$585 per month, or can enter a year long lease for \$550 per month. He indicated that the Commissioners will consider this matter at the next regular meeting.

Mr. Washington indicated that he's getting caught up on weed control with monthly spraying. He's getting the LBD water tank trailer operational. He noted that his trailer is 16 feet long and that the LBD trailer is 7 feet long and easier to use, once it is operational. Discussion ensued regarding watering, the LBD trailer, and weed control.

Ms. Carter indicated that the parking lot gate was repaired for \$800 and that now the walkout gate to the lot is sticking and needs repair.

Mr. Hayden noted that the refrigerator in the LBD office stopped working and that a new smaller refrigerator was purchased for \$210 and the old one was disposed of for \$50.

There being no additional business to discuss, Mr. Hayden called for a motion to adjourn. Ms. Drake moved to adjourn, Mr. Beckermann seconded the motion and the Commissioners unanimously approved adjournment of the meeting at 6:14 p.m.

  
Secretary, Board of Commissioners