

LOCUST CENTRAL BUSINESS DISTRICT

Minutes of the Meeting of September 12, 2018

Board of Commissioners Present: Bryan Hahlbeck (via telephone)
John Hayden
Jared Opsal
James Pendegraft
Jennifer Pruehsner

Others Present: Debbie Casey
Gery Kotthoff
Rich Pendl
Victor Washington
Kim Sjerven
Joy Christensen
Alisha Robinson
William Zorn

The regular meeting of the Locust Central Business District ("LBD") was duly noticed and held on Wednesday, September 12, 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 August 8, 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 09-18-01. Upon motion of Mr. Pendegraft, seconded by Ms. Pruehsner, the Board approved the minutes of the August 8, 2018 regular meeting with Commissioners Hahlbeck, Hayden, Opsal, Pendegraft and Pruehsner voting in favor.

Mr. Opsal called for consideration of the minutes of the August 22, 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 09-18-02. Upon motion of Mr. Pendegraft, seconded by Mr. Hayden, the Board approved the minutes of the August 22, 2018 special meeting with Commissioners Hahlbeck, Opsal, and Pendegraft voting in favor and with Commissioners Hayden and Pruehsner abstaining due to not being present at the August 22, 2018 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 thirteen (13) expenditures totaling approximately \$17,000, two (2) deposits totaling \$280 and interest income of \$40.88. The cash on hand totals approximately \$258,000. He indicated that the new account at Jefferson National Bank & Trust is open and that once signature cards are signed he will transfer \$200,000 of LBD funds to the account and leave enough in the PNC account to cover outstanding checks. He indicated that the transition from PNC to Jefferson bank should be completed by the end of the year. Discussion of outstanding LBD checks ensued. Mr. Opsal thanked Mr. Pendegraft for his efforts in setting up the new account.

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. The Board and Mr. Kotthoff discussed the website, the proposed Sister City program, the LBD mailing list, and the budget for marketing. Mr. Pendegraft noted that the marketing budget for 2018 was \$36,000. Mr. Hayden requested that Clarion provide a report in November as to marketing results so the Board can review those results before approving the budget for next year.

Mr. Pendegraft indicated there will be an open forum regarding the 2019 budget at 5:30pm on September 26th at the Tap Room. He then reviewed the responses to the budget survey. He indicated there were 79 responses which is double the responses received compared to last year. He noted that one-third of respondents indicated they had never attended a LBD meeting and another one-third had not attended a LBD meeting in the last year. He indicated that security and beautification were survey respondents' priorities and that an overwhelming percentage of the respondents favored the LBD use its funds in 2019 in the same category allocations as in 2018 budget. Mr. Opsal indicated that he will schedule a marketing meeting to develop responses to questions raised by the respondents.

Security

Captain Kriesmann of the SLMPD provided a two-month crime report to the Commissioners. She indicated that there were no violent crimes in the LBD, but that there were 17 larcenies with 14 car break-ins and three cars stolen. The Captain indicated that a new security camera was added to the Real Time Crime Center system at 20th and Locust with newer noise-alert activation technology. Mr. Pendegraft indicated that the LBD also approved a camera near Cardinal and Locust. A discussion of graffiti and graffiti remediation ensued.

Paul Henkhaus of Gold Shield Security provided a secondary security update and also provided a four-year historical crime report for the LBD. He indicated that crime is

trending in the right direction generally. Discussion ensued regarding an aggressive panhandler, and possible additional camera locations in the LBD. Mr. Opsal noted that the LBD recently approved \$48,000 in expenditures for new cameras to be added to the Real Time Crime Center system.

LBD Office Location

Mr. Hayden provided a future office location update and indicated that Tower Real Estate at 2800 Locust will have a 15' by 15' office space available soon. He noted that the Hudson Security building on Jefferson as well as the Edge Lofts building may also have available office space but that the YWCA and Jefferson Bank buildings do not.

New Business

Mr. Opsal indicated that the LBD tax rate forms are due to the City and that the City provides those forms to the State. He requested authorization to complete and sign the form and forward them to the City.

Motion 09-18-03. Upon motion of Mr. Pendegraft, seconded by Ms. Pruehsner, the Board authorized the Chairman to complete and sign the 2018 Special Business Rate Tax Forms to be submitted to the City of St. Louis with Commissioners Hahlbeck, Hayden, Opsal, Pendegraft and Pruehsner voting in favor.

Mr. Pendegraft departed the meeting at 6:43pm.

Mr. Opsal indicated that the State Auditor has been in the news recently regarding taxing districts and reporting requirements. He indicated that there is no indication that the LBD has not complied with any reporting requirements but requested that Mr. Zorn investigate to be certain that the LBD is in compliance with any reporting requirements.

Ms. Christensen indicated she is pleased with the sidewalk weed remediation she has noticed in the District and thanked the LBD for those efforts. Ms. Robinson indicated that she will follow up with the City's Forestry Department to request replacement trees for those removed by the City at 2020 Locust. Mr. Hayden requested that Mr. Washington of New Life Landscaping provide a breakdown of the bid he previously provided to replace the dead bushes adjacent to the LBD parking lot. He also congratulated Ms. Christensen on the appearance on Channel 2 earlier in the day.

Mr. Opsal noted that this is Commissioner Hahlbeck's last meeting as a Commissioner and thanked him for his service. All of the Commissioners thanked him for his service. Mr. Hahlbeck indicated that serving as a Commissioner was a pleasure and that he would continue to attend meetings and volunteer in the District as his increased work-travel schedule permits.

There being no additional business to discuss, Mr. Opsal called for a motion to adjourn. Ms. Pruehsner moved to adjourn, Mr. Hayden seconded the motion and the Commissioners unanimously approved adjournment of the meeting at 6:52 pm.


Secretary, Board of Commissioners