

LOCUST CENTRAL BUSINESS DISTRICT

Minutes of the Meeting of October 13, 2021

Board of Commissioners Present:

Karen Drake
John Hayden
Ken Nuernberger
Jennifer Pruehsner

Commissioners Not Present:

Michael Beckermann

Others Present:

Yulonda Carter
Jeanette Bax-Kurtz
Victor Washington
Mary Thaelke
Eric Thaelke
Edgar A. Stith
Jassen Johnson
AJ Fontana
Nick Walden
Teresa Hargrow-Simmons
William Zorn

The regular meeting of the Locust Central Business District ("LBD") was duly noticed and held on Wednesday, October 13, 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. 21st 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 4:34 p.m.

Approval of Minutes

Mr. Hayden called for consideration of the minutes of the meeting of the Board of Commissioners held on September 8, 2021 which were provided to each Commissioner prior to the meeting.

Motion 10-21-01. Upon motion of Mr. Hayden, seconded by Ms. Pruehsner, the Board approved the minutes of the September 8, 2021 regular meeting with Commissioners Drake, Hayden, Nuernberger and Pruehsner voting in favor.

Treasurer's Report

Mr. Nuernberger reviewed the statement of assets, statement of expenditures, expenses by class, and budget vs. actual. He indicated that the LBD has approximately \$263,000 on deposit with banks and roughly \$30,000 is spent each month so a reserve is in place for a new project in the future.

Mr. Nuernberger also prepared a proposed budget for 2022 with projected income of \$384,200 and with proposed percentages for expenses by category. A discussion of allocations for spending in the various categories ensued, including an increase for outside maintenance, a reduction in security expenditure due to low crime incidence, and the addition of a special projects category. Mr. Nuernberger indicated he will update the budget in accordance with the discussion for final approval later in the meeting.

Committee Reports

Marketing

AJ Fontana from Elasticity indicated that 54 survey responses have been received with none in the past two weeks. Mr. Walden from Elasticity summarized the survey responses and discussed the Brand Brief and Brand Tenets and Naming Concepts for the District including LoMo (The Locust Motor District), The Luna, Hermes Landing, Off-Center (or The OC) and The Owl (after Olive, Washington, and Locust Streets in the District). Mr. Walden will send links to the presentation and to the survey results so that those can be shared with the Commissioners.

Treasurer's Report contined

Mr. Nuernberger presented the revised proposed budget to the Commissioners in accordance with their earlier discussion.

Motion 10-21-02. Upon motion of Ms. Pruehsner, seconded by Mr. Nuernberger, the Board approved the 2022 Budget with Commissioners Drake, Hayden, Nuernberger and Pruehsner voting in favor.

New Business

Mr. Hayden indicated that the LBD's District Clean Up Day is Saturday, October 30th and he proposed to a budget of \$1,200 to \$1,500 to cover permits, LBD t-shirts in safety orange for volunteers, rain ponchos, portable toilets and a roll out dumpster. Trash bags and tools will be loaned to the LBD by Operation Brightside. Mr. Nuernberger indicated that recruiters would help the cause, that he supports the budget, but that he will be out of town that day. Mr. Hayden requested that Commissioners send another volunteer if they are unable to attend the Clean Up Day.

Motion 10-21-03. Upon motion of Mr. Hayden, seconded by Ms. Pruehsner, the Board approved the budget of \$1,500 for the LBD Clean Up Day Commissioners Drake, Hayden, Nuernberger and Pruehsner voting in favor.

Mr. Hayden indicated that State Representative LaKeySha Bosley has requested a tour of the LBD.

There being no additional business to discuss, Mr. Hayden called for a motion to adjourn. Ms. Drake moved to adjourn, Mr. Nuernberger seconded the motion and the Commissioners unanimously approved adjournment of the meeting at 6:32 p.m.


Secretary, Board of Commissioners