

LOCUST CENTRAL BUSINESS DISTRICT

Minutes of the Annual Meeting of February 13, 2019

Board of Commissioners Present: Michael Beckermann (via telephone)
John Hayden
Daffney Moore
Jennifer Pruehsner

Others Present: Joy Christensen
Yulonda Carter
Aubrey Mear
Brenton Brown
Gery Kuthoff
Bernie Powderly
William Zorn

The annual meeting of the Locust Central Business District ("LBD") was duly noticed and held on Wednesday February 13, 2019 at 5:30 p.m. at the Locust Business District Office located at 715 N. 21st Street, #206, St. Louis, Missouri 63103.

A quorum of the Board of Commissioners being present, the meeting was called to order at 5:31 p.m.

Meeting Procedures

Mr. Hayden provided an overview of the meeting which is both the regular monthly meeting and the annual meeting of the LBD Board of Commissioners.

Election of Officers

Mr. Hayden noted that the annual meeting is the meeting at which the Commissioners elect officers. Mr. Hayden then nominated Ms. Pruehsner to be Secretary of the Board. A brief discussion ensued.

Motion 2-19-07. Upon motion of Mr. Hayden, seconded by Mr. Beckermann, the Board unanimously approved Ms. Pruehsner as Secretary of the Board of Commissioners with Commissioners Beckermann, Hayden, Moore, and Pruehsner voting in favor.

Ms. Pruehsner then nominated Ms. Moore to be Treasurer of the Board. Ms. Christensen inquired if the audience can nominate people to be officers of the Board of Commissioners. Mr. Zorn indicated that the Rules Policies and Procedures of the LBD call for the Commissioners to annually elect officers of the LBD from among the Commissioners.

Motion 2-19-08. Upon motion of Ms. Pruehsner, seconded by Mr. Beckermann, the Board unanimously approved Ms. Moore as Treasurer of the Board of

Commissioners with Commissioners Beckermann, Hayden, Moore, and Pruehsner voting in favor.

Ms. Beckermann then nominated Mr. Hayden to be Chairman of the Board. A brief discussion ensued.

Motion 2-19-09. Upon motion of Mr. Beckermann, seconded by Ms. Pruehsner, the Board unanimously approved Mr. Hayden as Chairman of the Board of Commissioners with Commissioners Beckermann, Hayden, Moore, and Pruehsner voting in favor.

Treasurer's Report

Ms. Moore provided the Treasurer's report, including written copies of the Balance Sheet, Profit & Loss Statement and the General Ledger to the Commissioners. She indicated the balance was approximately \$65,000 and that income was approximately \$2,380 mostly from parking and expenses were almost \$54,000. She also noted that the General Ledger contains detail on all expenditures.

Ms. Christensen asked if she can have copies and asked why this information is not on the LBD website. Mr. Hayden indicated that the financials are regularly to the website. Mr. Zorn indicated that the financials are added after they are reviewed by the Commissioners at their meetings and not before that in case there might be any questions or corrections to the reports.

Ms. Pruehsner inquired about what the payment to Daniel and Henry was for. Mr. Zorn indicated that was for the renewal of the appeal bond associated with the lawsuit against the LBD which is still pending appeal or other final resolution.

New Business

Ms. Christensen asked about the status of the Board of Commissioners and why there are only three Commissioners present. Mr. Zorn indicated that Mr. Beckermann is also present via telephone. Mr. Hayden indicated there are three vacancies on the Board. Ms. Christensen inquired as to there whereabouts of Commissioner Opsal. Mr. Hayden indicated that Mr. Opsal resigned last week. Ms. Christensen inquired as to why he resigned. Mr. Hayden was unaware of the reason for Mr. Opsal's resignation but noted it seems to have been in disregard to his commitment to this Board when he took office. Mr. Zorn indicated that the resignation letter did not indicate a reason for his resignation. He noted that Mr. Opsal was the representative of Ms. Christensen's company on the Commission so it's surprising that she was unaware of his resignation or the reason for his resignation.

Mr. Hayden indicated that the former Administrative Assistant left that position in January after providing a two week notice prior to her departure. He noted that the Board hired a new Administrative Assistant, Ms. Yulonda Carter, as soon as was possible after Mr. Hayden became Chair at the special meeting held last week as,

seemingly, no effort was made by the outgoing Chair to secure any candidates for or to otherwise take steps to fill the vacant position.

Mr. Hayden indicated that Clarion Marketing completed phase one of their marketing plan for the LBD and that it is time to consider keeping whether to keep them engaged for the next phase. The board did not have quorum for a meeting in January, but expressed they were in favor keeping Clarion engaged at the special meeting last week. Now the Commissioners have the proposed Letter of Agreement before them for Phase Two of the marketing work on behalf of the LBD. Brief discussion ensued.

Motion 2-19-10. Upon motion of Ms. Pruehsner, seconded by Ms. Moore, the Board approved entering into the Letter of Agreement for marketing services with Clarion Marketing with Commissioners, Hayden, Moore, and Pruehsner voting in favor and with Mr. Beckermann abstaining from voting due to Clarion being a client of his law firm.

Ms. Moore reminded the board that she is interested in updating the Rules Policies and Procedures of the LBD. Mr. Hayden indicated that a discussion of same will be on the agenda of next month's meeting. He asked Mr. Zorn to circulate copies of the Rules Policies and Procedures to the Board.

Mr. Hayden noted that the new office is looking good and he thanked Ms. Carter and Ms. Moore for all their help in getting the office moved and ready for business. He noted that the office move was not completed on the day the movers were engaged for the move, and that the landlord at the old office informed Mr. Zorn on the day he was to do a walk through with the landlord on February 6th that there was still LBD furniture and other belongings in the old office despite the fact that outgoing Chairman Opsal had indicated to Mr. Zorn that the move was completed on February 1st. Mr. Hayden then arranged for Mr. Washington of New Life Landscaping to move the rest of the LBD and requested Mr. Zorn coordinate with Mr. Washington and Ms. Quinn of the Edge Lofts to allow access and to complete the move and to do a final walk through with the old landlord thereafter. Mr. Hayden again thanked the Commissioners, Ms. Carter and Mr. Zorn for their assistance and for stepping up to get this move finally completed despite the added difficulties and lack of oversight.

Committee Reports

Security

Mr. Beckermann indicated that the damaged camera that was at Washington and Jefferson is waiting for parts and then will be ready for repair. Mr. Hayden requested there be a security meeting in March.

Ms. Christensen indicated she would like the LBD's security patrols to be around when shows get out as that is when panhandlers and car jackers are present. Mr. Beckermann indicated he will add that topic to the discussion at the security meeting and request patrols be aware of the show schedules at the Fox and Sheldon and Powell Symphony Hall and other venues in the District.

Marketing

Mr. Kuthoff of Clarion Marketing thanked the Commissioners for renewing the LBD's agreement for marketing services and provided the marketing report to the Commissioners. He indicated that the marketing strategy was rolled out in December to the LBD and the community and on the LBD website. He indicated he is looking forward to community input and support. He also reiterated that Clarion is actively seeking corporate support and underwriting for the marketing campaign. He provided examples of community branding and street way finding signage as well as neighborhood boundary monuments as parts of the marketing campaign being pursued and which can be underwritten.

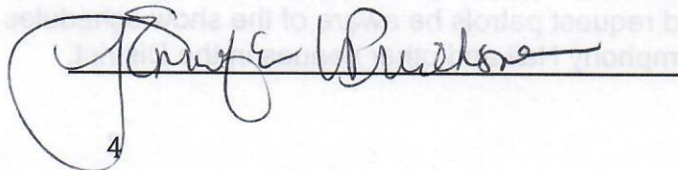
Ms. Christensen noted that she did not like the signage and asked how it got approved and who approved it and when. Mr. Kuthoff noted that the signage has not been approved or decided upon, but rather that it is a sample or option for signage offered as part of the presentation which seeks feedback. Ms. Moore noted that with regard to signage City approval should be sought well prior to ordering or installation, and that installation can cause additional fees as well as permit fees from the City. Ms. Christensen recalled a prior controversy with signage associated with the Midtown Alley branding in the area and indicated that she thinks it best to avoid such controversies.

New Business

Mr. Brown of Bootleggin' BBQ had another item of new business. He indicated that he had provided former Chairman Opsal with a presentation regarding the BBQ event that the LBD sponsored, and did not know whether that had been share with the Board or not. Mr. Hayden indicated that it was, but that he and other members of the Board wanted more information about the event itself and attendance at the event, rather than just details about the social media campaign associated with the event. Mr. Hayden was at the event and did not see any signage to indicate that the LBD had sponsored the event. Mr. Brown indicated that there were six booths at the event (and noted that wind knocked them down) and that the final attendance count was 750-760 attendees. He also noted that Eckert's had a concurrent event adjacent to the BBQ event which had several thousand attendees. Mr. Hayden requested to have the report in writing so that there is an attendance record of the event which the LBD sponsored.

Ms. Pruehsner requested of Clarion Marketing that the Town Hall events be more thoughtfully timed and that those times be communicated farther in advance so that she and others can plan to attend.

There being no additional business to discuss, Mr. Hayden asked for a motion to adjourn. Ms. Moore moved to adjourn, Ms. Pruehsner seconded the motion and the Commissioners unanimously approved adjournment of the meeting at 6:20 p.m.



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Secretary, Board of Commissioners