

LOCUST CENTRAL BUSINESS DISTRICT Minutes of the Special Meeting of March 6, 2018

Board of Commissioners Present:

Michael Beckermann
Bryan Hahlbeck (via telephone)
John Hayden
Jared Opsal
James Pendegraft

Others Present:

Alisha Robinson
William Zorn

A special meeting of the Locust Central Business District ("LBD") was duly noticed and held on Tuesday, March 6, 2018, at 4:30 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 4:30 p.m.

Consideration of vendor responses to LBD RFPs for services

Mr. Opsal called for consideration of the vendor responses to the LBD RFPs for services.

Marketing Services – Mr. Opsal asked if there were any general comments or conflicts. Mr. Pendegraft indicated he provided a written memo which included that his company St. Louis Brewery has hired Atomic Dust to do a pitch in the late summer of 2017. He also indicated it was a positive experience. Mr. Beckermann noted that Clarion Marketing was a client in the past and could be again in the future. Mr. Opsal indicated that a principal at Patten & Co. has volunteered at his organization, and that it was a positive experience. Mr. Hayden indicated he has had no business relationship with any of the vendors. Mr. Opsal noted there are five vendor responses to the RFP for marketing services which were all previously provided to the Commissioners.

Mr. Hayden suggested the Commissioners consider the local vendors first, which would include Atomicdust, Clarion Marketing, and Patten & Co. The Commissioners agreed. Mr. Beckermann indicated that the LBD needs to get the word out to the broader community as to what businesses are in the LBD and to promote same. Mr. Hayden suggested that the Commissioners get a presentation from the two finalists whomever they may be. Mr. Pendegraft agreed and thinks the presentation should 1) formalize a brand identity for the LBD; 2) establish a media plan for earned, owned, and purchased marketing; and 3) establish a platform for the LBD as a value add. Mr. Opsal noted that the vendors each discussed strategy development in their proposals. He also noted that Patten is a woman owned business. Mr. Hayden noted that cost is also an important factor. Mr. Hahlbeck suggested that the Commissioners hear a half hour presentation from each of the local vendors. Discussion ensued.

Motion SM 03-18-01. Upon motion of Mr. Beckermann seconded by Mr. Pendegraft, the Board approved having 30-minute marketing strategy plan presentations from Atomicdust, Clarion Marketing and Patten & Co. The motion passed with Commissioners Beckermann, Hahlbeck, Hayden, Opsal and Pendegraft voting in favor.

Mr. Opsal indicated the presentations will be scheduled for approximately 4-6 weeks to give the vendors adequate time to prepare and to find mutually agreeable dates for the presentation.

Audit Services - The Commissioners considered the two proposals submitted for the provision of Audit Services from KEB and RubinBrown. Mr. Pendegraft noted that KEB is the current auditor, that their price has remained the same, and that they are much more affordable than RubinBrown. Discussion ensued.

Motion SM 03-18-02. Upon motion of Mr. Pendegraft, seconded by Mr. Hayden, the Board approved KEB for the continued provision of Audit Services with Commissioners Beckermann, Hahlbeck, Hayden, Opsal and Pendegraft voting in favor.

Administrative Services - The Commissioners considered the proposals for the provision of Administrative Services received from Thom. Assoc., Park Central Development, and Alisha Robinson. Mr. Beckermann suggested that Thom Assoc. seems more like an IT firm. A discussion of hours, costs, and references ensued. Mr. Pendegraft provided a link to reference questions on workable.com which can be used to make a written request to the references provided by the vendors.

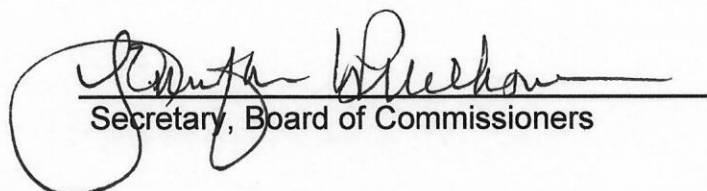
Motion SM 03-18-03. Upon motion of Mr. Opsal, seconded by Mr. Pendegraft, the Board decided to check references of Park Central Development and Alisha Robinson by sending their listed references the written questions from workable.com with Commissioners Beckermann, Hahlbeck, Hayden, Opsal and Pendegraft voting in favor.

Legal Services – The Commissioners considered the proposals for the provision of Legal Services received from Lewis Rice, Riley Safer Holmes and Cancila, Smith Amundsen, and The Zorn Law Firm. Mr. Pendegraft indicated he has a conflict with Lewis Rice as they were a provider of legal services to his business and also represented a party adverse to his business without obtaining a waiver of the conflict. Mr. Opsal indicated that an attorney at Smith Amundsen is on the board of the Downtown Neighborhood Association, which is a conflict for Mr. Opsal who indicated he would abstain from voting on the vendors for the provision of Legal Services. A discussion of the vendors, fees, hours, ensued.

Motion SM 03-18-04. Upon motion of Mr. Hayden seconded by Mr. Pendegraft, the board approved The Zorn Law Firm for the provision of Legal Services with the caveat

that The Zorn Law Firm provide notice to the officers of the LBD if hours are expected to exceed ten (10) per month with Commissioners Beckermann, Hahlbeck, Hayden, and Pendegraft voting in favor and with Mr. Opsal abstaining from voting.

There being no additional business to conduct Mr. Hayden moved to adjourn the meeting, Mr. Beckermann seconded, and the Commissioners unanimously approved adjournment of the meeting at 6:25 pm.


Secretary, Board of Commissioners