



DNA Board of Directors Meeting Notes

6pm, Monday, May 23, 2016
318 North 8th St., St. Louis, MO 63101

Attendees: Jared Opsal (Executive Director), Ruthie Clark (Treasurer), Dan Pistor (Secretary), Brenton Brown, Missy Kelly (Ex-officio), Dana Kay Goddard (Chair), Don Hawf.

Review/approval of notes - removed 2nd committee notes and approve.

Treasurers report – Research using Xero to manage books instead of QuickBooks. \$178 is for window clings for small biz.

Light my STL update - Vendor selected. Final specs are submitted. Will light Market and start there.

Employee Evaluation Tool - On hold for now. Completed and need final approval. Motioned to approve that Jared sees tool first which was approved. Evaluation every six months. Will meet with Jared to approve before Sept.

Fundraising - Spark, small events, other asks - first sponsor is Webster U for event called Spark, which will be a higher end party. Could do dinner and want to keep it a rooftop party. A lot of asks for sponsors. Will make a list so we aren't asking people twice. Lawrence Group donation came in over the weekend. Mills Properties agreed to donate too.

Taste of Downtown - Working on meeting later in the week. Found some music they may use. Problem surfaced where Health Dept requires vendor table to be covered. Will be 2 small events and a bigger one. Will comprise of 10-15 vendors. It was recommended to consult Lindsay Van Quaethem on logistics and tents.

7-11 Liquor License Protest - Property owners are protesting the 7-11 liquor license and asked DNA Safety and DNA Board to agree. DNA Safety agreed by a count of 14-1. Board Agreed also agreed unanimously to side with property owners.

JR Market - There has been an application for a liquor license at the JR Market 2020 Olive. A committee member had a discussion with the owner and needs the license to survive. Roughly 100 dollars of merchandise. Questions were asked on who files protest and the process after. Concerns were raised on the lack of hard facts on the business/owner. Using circumstantial facts over the past 10-15 years dealing with liquor licenses. Vote was taken with 5 agreeing to block application and 1 abstained. Liquor subcommittee will file protest.

Building Captain Meeting - list has been distributed of all buildings that do not have a captain. Need to have captains in all buildings to register to vote and give DNA a presence.



Dana Kay created Facebook group for board members to communicate.

Condo Owner Presentation Roundup - Presentation was made on how to better market building. Follow up on presentation within next 6 months. Setting up recommended realtor list for downtown properties. Try to get them invested when they live downtown. Complete survey when they move in and out. Need data on people moving in and out and within downtown. Recommended to connect with Mobin.

13th Street Charrette - had a Charrette on what's best for 13th street. Unanimous on closing it. Current use is not the best. Closing, painting electrical boxes, temp seating, movies, connect with Lucas Park. Shared with McGowan the brief plans. Was originally opened for emergency vehicles and to reroute cruising. Have police on board. Need to get streets and Ken on board. Need full support from McGowans and from community.

Proposal to Improve Safety on Washington Ave Weekend Nights - Asked to not point fingers, need a strategy on who are our alliances and expose the problems. Memo was distributed on mitigating chaos on Wash Ave weekends. Electronic copy was also distributed for review. Dan mentioned that small infractions (cruising, public drinking, panhandling, drug dealing, motorcycles, loud cars, underage kids, etc) needs to be strictly enforced. It leads to a mindset of anything goes. This needs to be a long-term solution and not a temporary band-aid in order to change the mindset and behavior within the Loft District.

Planning & Zoning Committee Stance on Proposed Cupples 10 - New building proposed on Cupples 10 site at 7th and spruce. Building surrounded by parking and plaza. Looks like a suburban building instead of urban and has been rejected by Planning and Zoning. Should move up and to the corner and put parking in back. Since it is asking for an abatement and has to be approved by alderman, we can share our concerns with the Aldermen.

A list of the upcoming meetings and events was reviewed with no concerns or comments.