



DNA Board of Directors Meeting Notes

6pm, Monday, August 1, 2016
318 North 8th St., St. Louis, MO 63101

Attendees: Jonathan Andrus, Dana Kay Goddard (Chair), Elisha Newsome (Vice Chair), Missy Kelley (Ex-officio), Jared Opsal (Executive Director)

Dana Kay mentioned the idea of a board retreat once a year and all agreed. Will try to have one in November.

Dana Kay mentioned a formal process for checking in with committees before each town hall.

Jonathan mentioned wanting the Chair to check in with the board before each board meeting.

Dana Kay mentioned having multiple interns undertaking specific projects for the DNA committees.

Meeting Notes from June were approved by acclimation with a motion by Dana Kay and second by Jonathan.

Treasurer's Report for June was approved by acclimation with a motion by Dana Kay and second by Elisha: Taste of Downtown netted \$1,722.19 for DNA.

DSI updates: Missy spoke about reinstating committees for DSI/CID boards. Wants to make sure they are being helpful and not simply creating busy work.

SafeTrek is being rolled out. 4,000 residents are paid for, for 6 months. Building Captains have the info and are distributing. DNA has also put it in our emails. DSI is targeting women in downtown with ads since women are the apps targeted users.

Josh Wiese was hired to be director of executive services. Will help manage board relations, project tasks, and other tasks that are needed by Missy.

RFI applications are being reviewed for gigabit fiber.

Rebranding and upgrading OPO Plaza to Innovation Plaza with upgrades in the works.

Joint board work session on Aug. 11 looking are focus and vision of DSI/CID.

TIF for public infrastructure. Working through details of where the TIF will be. Working on an official bill to get to the Board of Aldermen in the Fall.

Look into surveying members about town hall meetings and other issues about DNA.

Employee evaluation tool is ready for the board to review.

Spark fundraiser is sitting at \$5,500 in sponsors. Making a last minute push for another \$10,000 in sponsors.

Need to sell tickets, about 240 tickets. Will send to link Lindsay V. with Downtown STL, Inc.



to help promote. Will also send link to board to help promote.

Partner with DSI on mayoral debates.

Biddle House is opening next week, and a final ruling on NLEC's appeal for a waiver of the Plat & Petition process and being located next to a school will be coming out soon.

Arts committee is looking at restoring a ghost sign in the neighborhood.

Discussion of a policy related to packaged liquor sales will be tabled until the next meeting.