



DNA Board of Directors Meeting Notes

6pm, Tuesday, October 18, 2016
318 North 8th St., St. Louis, MO 63101

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

We reviewed the last month's meeting minutes. Jonathan moved to approve based on error. Don and Brenton 2nd.

Treasurer's Report - Brenton moved to approve the report. Don 2nd. The budget was approved.

DSI Updates - A lengthy discussion was had on a variety of topics.

- The Heller departure cannot be discussed due to it being a private personnel matter at DSI. He was brought in for business recruitment and spent time working on a TIF. Mobin Khan will continue to do data and will assume certain tasks such as questions and data requests.

- Planning RFP for economic agency to lead an inclusive project on what we want downtown to be for certain districts (Garment, Ballpark, etc.). Need an overall downtown plan. The agency would work with a committee for business and resident input.

- A consultant is being brought in to help with a security plan. Questions that need answers are: what can we do with the funds we currently have? what can be done without money constraints?

- The CID wants to focus on safety and the perception of safety. They haven't spent money due to Economic Development. The real story of Downtown needs to be communicated on a consistent basis.

- DSI side will lead the Economic Development efforts. They will look at Economic Development through safety. DSI will be the convener, advocacy, and the catalyst.

- A discussion was had on the letter sent by Adam Rustige and what it contained. He also sent it to the Business Journal. Because of that DSI spent around \$5,000 in attorney fees. Will have all the information sent to Adam by Thurs. It was requested that DNA write letter saying this is not their action. Some CID/DSI Board members are questioning what DNA's relationship with this letter is.

- There was a motion to have Jared act on certain matters that need attention if board members are notified within 48 hours. Jonathan motioned, Dana Kay 2nd, all approved.

- Missy said if we are looking for new office space they have a spot at the DSI offices if we want it.

DNA Review and Work Session - Still shooting for a January work session.



Events

Spark Fundraiser - a beauty bar for sparkly makeup with gift bags for attendees was added.

Fall Fires - event starts Oct 28th and continues every Friday through November 18th.

Halloween Block Party - Takes place Oct 29th in Lucas Park. Will have beer and wine, candy, music, and costumes for pets and children are welcome.

Liquor Law Proposal - will have more next meeting.

Membership Update - Currently have 692 residents and 50 businesses.

Board elections - We need to start asking for members to run for the board. Jonathan mentioned it would be ideal if we had 2 people running for every seat open.

Dog Park - It's currently a vacant lot owned by the Locust Business District located at 2100 block of Washington. Jared spoke to Alderman Ingrassia about the plan. The Locust Business District will pay costs, DNA may potentially run operations. Alderman will prep land for redevelopment with the possibility of DNA being involved to spur development.

Bar and Restaurant Sub-committee - We need someone to spearhead the effort. Over/Under and Wheelhouse think it's a great idea but didn't seem interested in owning it. Maybe ask Dave Bailey.

Event to Support First Responders and/or Homeless Service Providers - We brought the idea to St. Patrick's Center and they need food the early part of year. We may provide a credit with distributors and St Patrick's will use it when they need it.

Neighborhood Holiday Decorations - We are still planning on delivering packages to participating businesses. \$100-120 dollars for a tree, stand, and lights. Seen as a way to spruce up the neighborhood during the holidays and potentially use as a marketing effort to get people to walk around to view the different decorated storefronts.

Misc.

Jonathan moved to approve bereavement time for the Executive Director position. Dana Kay seconded. All approved.

Upcoming Meetings and Events

Spark, 10/22, 6-11:30pm - Arcade Building

Safety Meeting, 10/26, 6pm - Lucas Park Grille

Happy Hour, 10/27, 530pm - Morgan Street Brewery

Fall Fires, 13th Street between Washington Ave & St Charles Street

Halloween Block Party, 10/29, 4-8pm - Lucas Gardens Park

Election Day, 11/8, 6am-7pm

Town Hall Meeting, 11/14, 6pm - Central Library Auditorium