



DOWNTOWN  
NEIGHBORHOOD  
ASSOCIATION

## DNA Board of Directors Meeting Notes

6 pm, June 3rd, 2019

Covo, 401 Pine Street, St Louis, MO 63102

**Attendees:** Mike Willis (chair), LaShana Lewis (vice chair), James Page (Treasurer), Dan Pistor (Secretary), Alex Hurst, Melanie Fries, Taylor Jackson

### Minutes:

No edits or changes from anyone. Dan said he has to change the date. James moved to approve the minutes, Melanie 2nd, all approved with the condition the date is corrected.

### Treasurer's Report:

James went over the Commerce Bank debit card being compromised due to a fraudulent transaction in NY. That has been taken care of. James downloaded the information from US Bank into Quick Books. The donate website is working normally. All contact info was changed to current from Jared Opsal.

### DNA Night at the Ballpark:

Each board member will get 10 tickets to sell. We negotiated a price for 13.70 a piece with a hot dog and a soft drink. Better seats and a better price than last year. We will sell for \$30. If a board member sells all 10, then their ticket price is only \$20. Dan asked if that was the happy hour for the month. Mike will discuss with the Event Committee. We committed to 150 tickets total. Taylor asked what payment forms we take. James said we take cash, check, or credit cards.

### Development Update:

Melanie said the plan is to come up with with a budget and a prospectus. Those efforts are ongoing. We need to know who and what we are asking funding for. A document Melanie sent out outlines how to strategize bringing more people into the ranks. It's better to say 1000 members want something rather than 275. She is unclear how everything is going to tie things together but it will have to happen soon. Melanie also brought up a challenge grant that the Symphony uses that could be an idea for us. The Gateway Arch may be a prospect. Melanie proposed to add a membership committee to DNA. Dan asked if it is necessary to add another or if it could fall as a subcommittee under development. Melanie would rather have membership as its own committee. It's better to have the committee approved so when we have someone that wants to spearhead the committee, they know what to expect. Dan asked if we have any one wanting to take it on. Melanie said she has someone that may do it if they have a partner. Dan said we usually want a board member to chair a committee and would that be needed for this committee. Melanie said that's possible but not necessary to get the committee up and running. There are a lot of upcoming opportunities for membership such as Taste of St Louis. Melanie moved to establish a membership committee, LaShana 2nd the motion. All voted to approve the motion. Dan asked if the budget and expenses are moving forward. Melanie said she is working with the board during Thursday office hours. We may not meet Rob's deadline though.



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### **Quality of Life Meeting with Mayor:**

Overall, we thought it was a good meeting. They listened to what we had to say. We want to work with them. We didn't get to the solutions part which will need another meeting for. James went over the attendees Missy, Mayor, Jimmy Edwards, 3 of 4 alderman, Director of Operations, and Captain Kriesmann. The Mayor asked how we feel about red light cameras, we are on the same page and would like to see them. Edwards encouraged us to find police candidates since they are down numbers. Edwards brought up that law enforcement agencies have their hands tied since Ferguson. Dan mentioned he thought it went well but it became clear they weren't focused on the issues we want enforced, so that will be a work in progress. We need to keep the dialogue open. Downtown residents are sometimes an afterthought and everyone wants to keep people safe going to events. LaShana said she had a conversation with Missy saying that same thing, that residents are an afterthought. Can't we at least have a system that is beneficial to residents and visitors. Basing all programs on visitors isn't adequate. Dan said we have to keep voicing residents concerns because the residential sector has really been the only sector that has grown over the past decade and will continue to grow and revitalize downtown. James concluded that no one is advocating for downtown residents except for us.

### **Events:**

The Oktoberfest event will not happen in 2019. There are plans for it to happen in 2020. We are still in contact with Jared on how to get involved with the event and set up a revenue opportunity. Mike said we are good to go with Taste of St Louis and will follow up with Chuck Justice to hammer out more details.

### **Open Discussion:**

Lashana emailed everyone survey results for the Town Hall. 51% of members prefer the 6pm start time. She has been distributing emails from DNA Info to the appropriate area she thins can address it.

Taylor said Brian Henson is a videographer and has offered to do some promo videos for DNA. Dan said there are a few liquor issues he will have to tackle personally in a building he owns a unit. He will be doing his best to separate his personal effort from DNA.

Alex said he will review the bylaw effort and have that for next meeting.