



## DNA Board of Directors Meeting Notes

6 pm, October 7th, 2019

Covo, 401 Pine Street, St Louis, MO 63102

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

**Guest Attendees:** Les Sterman and Matt O'Leary from Citizens for a Greater Downtown St Louis.

### Minutes:

LaShana made a motion to approve the September meeting minutes, James 2nd, all approved.

### Treasurer's Report:

James sent out the bank statements and Treasurers report before the meeting since he wasn't able to attend.

### Membership and Development:

Melanie and Rob will be meeting with Amos Harris to get leads and ideas. They met with Maura Brady and Karen Leverenz. They are working on getting the budget and annual report. Melanie wants them soon.

### Events:

Mike thanked everyone for their help with Spark. It was a success. The funds have not been reconciled yet and hopes to have them wrapped up by the end of the week. The first Fall Fires is on Friday. Mike will not be available and will need someone to help James. The next fires are the 25th and Nov 8th. Mike will recommend combining Spark with the Holiday party next year. LaShana will create a flyer for Taylor regarding Fall Fires. Desiree will step down as chair of Events.

### Taste of St Louis:

James shared some estimates with us. Cash tips were \$1374.37. Square tips were \$1387.32. Total tips were \$2761.69. We sold a total of \$47,177.60 in beverage sales. We get 15% of the proceeds from beverage sales. Everyone agreed we should do Taste again next year if they still want us.

### Safety:

National Night Out was a success. We donated the left over snacks to the Bike Unit. Dan sent a Good Neighbor Agreement to The District Social and will send one to Reign Restaurant. Dan mentioned we need another meeting with the Mayor. James recommended we schedule at least a week in advance. Once we get out talking points in order we can schedule.



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### **Design Downtown:**

They listened to a presentation from Mass Economics but admitted they are not from here and may be missing some information. LaShana asked that we share the public information regarding demographics with them and wanted to know if everyone was ok with it. It would be a data dump from Survey Monkey regarding demographics. Mike asked that we have our name added to it so we get credit. James moved that we provide the demographic data from our surveys to Mass Economics. Alex 2nd. All were in favor. They also want us to get the word out regarding Design Downtown. James said everyone needs to fill out the survey for Design Downtown. LaShana mentioned that she will be serving on the Garment District Advisory Committee Board. James will be at the CID Board Meeting tomorrow.

### **Urban Spaces:**

LaShana went over a list of items the committee

### **Building Captains:**

Taylor sent a list of DNA members to Building Captains for people that live in their building. She is working on putting together a comprehensive list of captains. Vanessa North is resigning as Chair of Building Captains. We need more Captains and will be pushing the program more at meetings, events, and Town Halls.

### **Board Elections:**

Taylor has made an offer on a home in Tower Grove East and will not be running for a seat in 2020. She will stay on until her term ends since she will not be moving until next year. She will continue working on Building Captains and groom some others to Chair the committee. Dan said the seat Taylor holds is up in January despite what was communicated by Jonathan. If it wasn't we would have to nominate someone. It was Bob Ray's seat which was Tavons. Tavon was elected in 2018 and resigned, Bob was appointed the seat. We have 4 up for re-election in 2020. 3 seats with 2 year terms and 1 seat with a 1 year term.

### **Citizens for a Greater Downtown St Louis:**

Les Sterman and Matt O'Leary gave a presentation on Citizens for a Greater Downtown St Louis efforts to re-imagine the Downtown Community Improvement District (CID). They are a group of volunteers that have been engaged in Downtown for many years. Their goal is to assure that any authorization of a successor CID meets key standards. The presentation defined what a CID is and discussed it's history. They then explained how the current CID and its predecessors have been ineffective in addressing the issues that will support sustainable economic growth, value for property owners, and quality of life for those who live and do business in Downtown. Downtown needs a CID, but unlike the current CID, it must operate according to key principles and practices to be successful such as Effectiveness and Performance, Governance, Management, and Operation. They went over examples on how Downtown St Louis is not performing at the same



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level as peer downtowns and even other city neighborhoods. The current CID Board is too large and lacks geographical diversity. The CID is not independently managed. Downtown STL, Inc. has been given an exclusive non-competitive contract to manage the CID, an arrangement that the state auditor suggested is potentially corrupt. There is also no plan and no evaluation of the current CID. A new CID should be self-managed by a truly independent Board of Directors, have a dedicated, experienced and skilled staff accountable to an engaged Board of Directors, be governed by a smaller board of about 19 members, have a board that is geographically and demographically diverse and includes significant representation from residents, be totally transparent and comply with Missouri Sunshine Law, and adopt a strategic plan and continuously measure and document performance. DNA can help by recommending members, assist in engaging the downtown community, be a voice for residents and small businesses in shaping the next CID, support the key principals discussed in the presentation.

### **By-Laws:**

Alex went over the changes for the bylaws. Dan asked about the small business change. Zach's edits were to tie it to the SBA definition. Alex's does the same but he included the site of what to actually says. He did change the part if 2 members had same address to be a test on whether 2 entities are controlled by the same person, not the whether they had the same registered agent. We then discussed incorporating a family membership. We decided to have Alex incorporate that the board may by resolution adopt other group membership tiers for family memberships. We can vote on these at the next board meeting, present the revisions to the By-Laws at the November Town Hall, and vote at the January Town Hall.

**Alex made a motion to adjourn, Dan 2nd, all in favor to adjourn.**





