



## DNA Board of Directors Meeting Minutes

6pm, April 4, 2022

Virtual Meeting

Present: LaShana Lewis, Dan Pistor, James Page, Jace Brotherton, Corey James, Mike Willis

- **Previous Meeting Notes (Jace)**

- James moves, Dan seconds

- **Treasurer's Report (James)**

- USBank 04/30/22 bank statement.
  - Balance = **\$29,024.29**
- USBank 05/02/22 bank summary.
  - Balance = **\$29,024.29**
- QuickBooks P&L Report (2022).
  - Gain (01/01/22 - 05/02/22) = **+\$8,607.27**
- All approve James's plan to purchase items under \$500
- Jace moves to approve the report, Dan seconds

- **Old Business -**

- ***Tucker Shell Update (Dan/James)***
  - SLMPD Invoice - Paid, Awaiting Report
  - Board of Public Safety (BPS) Revocation Hearing Recap
  - We, along with other interested parties, were only given 2 minutes to speak at the hearing.
  - We believe the legal team is going to move forward with an appeal.
- ***Board Bills (James) -***
  - BB122 Surface Lots - [Bill Website](#)
  - Other board bills, as needed
  - Bill was built to satisfaction, went off to other parties, and came back a disaster. Continuing to discuss/negotiate.
- ***Downtown SUD / I-Zone Update (Dan/LaShana)***
  - Recap of DNA Special Meeting on Thursday, April 21st @ 4PM



- Plan is to redo/change the I-Zone instead of implementing new initiative
  - Concern about DNA getting pushed out of the picture.
- ***Downtown Engagement & Public Safety Initiative - Update (LaShana)***
  - City Social Recap - April 29th: Spring event in Downtown (by Evtiv.)
    - Overall, great turnout
    - Good job at supporting local restaurants instead of bringing in food trucks or other vendors
    - Concern that we were told the event cost \$100,000
  - DEPSY Community Microgrants Program
    - Microgrants are for impact-oriented projects that improve St. Louis' quality of life by improving access to recreational, historic, artistic, and cultural experiences
    - About \$1k - \$5k per
    - Reviewers are Downtown stakeholders (16+ years of age)
    - Will push to get DNA member on reviewing board
- ***MAC Signage (LaShana)***
  - LaShana sent approval via letterhead. All approve.
- ***Website Update (James/LaShana)***
  - Transferring site info to Kinsta
  - Waiting for nonprofit pricing
- **New Business**
  - ***May Town Hall Prep (May 9th @ 6p)***
    - Labyrinth Smart Mobility - Mark Minden
    - 22nd Judicial Circuit Court - Jacob Long
  - **Downtown Shuttles**
    - Planning to cover the entire Downtown area and surrounding neighborhoods
  - ***July Town Hall Prep (July 11th @ 6p)***
    - In-person + Zoom
  - ***Secret Happy Hours @ The Last Hotel***
    - Recap of April 27th event
    - Q would like more, needs some ideas



- Trying to keep the rooftop nice
- **Short-Term Rentals**
  - Legislative efforts continue stall
  - Waiting for information on meeting with DEPSY, others to discuss initiatives
- **Committee Updates**
  - ***Membership (Kristin)***
    - Door hangers are here!
  - ***Urban Spaces (Jace)***
    - Meeting with Gateway Arch Park Foundation, James, Operation Brightside, SLACO to discuss clean-up initiatives
      - Goal is to do the Eads Bridge by mid- to end of June.
  - ***Events (Mike)***
    - Happy Hour @ Whisky on Washington
    - DNA Happy Hour at One Cardinal Way on May 26
      - Might start at Salt n Smoke first.
      - DNA to provide up to \$50 for snacks
    - New event space – The Hawthorn – coming to Downtown West. DNA will consider hosting something there in the future.
  - ***Development (Corey)***
    - DNA Card Deck - [Promotional PDF](#)
      - May/June: Obtain pledges
      - July: Obtain all funds and artwork / Begin Design
      - Aug: Finalize Designs and take pre-orders for wholesale packs
      - Sept: Submit order (6-8 weeks production time)
      - Oct: Distribute packs
    - Business plan is that we sell the deck to businesses at wholesale who can then resell them to consumers. Consumers pay a small price in order to get a stack of promotional cards specifically related to Downtown STL.
  - ***Safety (Dan)***
    - Level on Locust



- Problems with problematic tenants and short-term rentals
- Scooters
  - Business owners, particularly hotels, concerned with usage including riders coming into hotels. Want to organize and request further restrictions.
  - Will consider joining the effort to ban them Downtown in hopes that City will at least cut them off at 6:00 PM
- Herald's Chicken
  - Waiting to receive Good Neighbor agreement. Liquor license hearing this week.
- ***Building Captains (Dan/James)***
- **Open Discussion**
  - SLACO Trivia Night May 7. James purchased his own table, offering to DNA first.
  - PocketParks having Pizza Day on May 16 at 9<sup>th</sup> & Locust
- **Meeting Adjourned**