



DNA Board of Directors Meeting Minutes

6pm, May 1, 2023

Virtual Meeting

Present: Dan Pistor, James Page, Jace Brotherton, Kristin Denbow, LaShana Lewis, Erline Bell, Justin Scarbrough

- **Welcome (Dan)**

- **Previous Meeting Notes (Dan)**

- LaShana moves to approve, James seconds. All in favor.

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

- USBank 04/28/23 bank statement.
 - Balance = **\$16,450.27**
- USBank 04/30/23 bank summary.
 - Balance = **\$ 16,450.27**
- QuickBooks P&L Report (2023).
 - Gain/Loss (01/01/23 - 04/30/23) = **-\$356.98**
- Kristin moves to approve, Justin seconds. All in favor.

- **Old Business -**

- ***Tucker Shell Update (Dan/James)***
 - Efforts ongoing
- ***Downtown SUD/I-Zone Update (Dan/James)***
 - Updates to come
- ***Downtown Engagement & Public Safety Initiative - Update (LaShana/Dan)***
 - Unsure on status
- ***Meeting with GSL***
 - Erline to meet with Kurt and Dan to meet with GSL to discuss ideas
- ***Downtown Economic Development Council - Update (Dan/James)***
 - Meeting 4/20 Agenda Topics:
 - The Downtown Infrastructure Plan



- Next Meeting 5/18 Agenda Topics: N/A
 - **Website Update (LaShana/Kristin)**
 - We met with Eric on 4/25 to discuss remaining optional tasks:
 - Integrating New Membership Signups into Mailchimp and Membership Spreadsheet
 - Membership portal
 - Looking to have the ability for members to manage their own profiles
 - Will be able to gather input from residents and allow them to advertise community events
 - Calendar
 - Basic website updates
 - Meeting Minutes
 - Regular Updates
 - **Board Bills (James)**
 - James is staying on top of bills in front of aldermen, including short term rentals and surface parking lots
 - **2023 Goals**
 - See below
- **New Business**
- **May Town Hall - May 8th @ 6pm (James)**
 - **Bi-State**
 - **Hybrid Meeting**
 - **Attendance Prizes**
 - All agree to give out gift cards to Downtown businesses for in-person attendees
 - **Ely Walker Letter (Kristin)**
 - All approve
 - **Liquor License Letter (Dan)**
 - Will send to all appropriate elected officials
 - **CID Board Members**
 - All are encouraged to join
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- ***Taste of St. Louis (James)***
 - We believe Chuck will allow us to operate a beverage stand in 2024
- ***Communication***
 - Will allow downtown resident to manage social media
- ***Start Discussion on Membership Blitz/Drive***
 - Dan to reach out to smart kiosks
 - Will consider ongoing door hanger initiative
- ***Committee Updates***
 - Membership (Kristin)
 - Urban Spaces (Jace)
 - Jace to organize a Spring cleanup
 - Jace to figure out what needs to be done in order to host a 5k
 - Events (Dan)
 - Happy Hour Recap - National Blues Museum 4/28
 - Next Happy Hour – Potentially Maggie O’Briens.
 - Development (Open?)
 - Safety (Dan) LL Laws. Upcoming hearings
 - Will invite chief of police to Town Hall and Safety Meetings
 - Building Captains (Dan/James)
- ***Open Discussion***
 - Will invite Mayor to speak at Town Hall
 - Will reach out to Metro to get their input on safety issues
 - Will look into DNA Night at the Ballpark
- ***Kristin moves to adjourn, James seconds. All in favor.***

- ***2023 Goals (I am keeping these on here for reference. We do not have to discuss them every meeting, however I want to keep them fresh in everyones minds)***
 - Continue with Happy Hours and Loft Tours
 - Get people back out meeting in person
 - Communicate with Membership what we do and why we are beneficial



- Increase Engagement by Growing Membership
 - Membership Blitz
 - Door Hangers
 - Increase Social Media Presence
- Cleanup Efforts
- Continue with Advocacy Efforts (SUD, Shell, Scooter, 5 Point Plan, Board Bills, etc)
- Look for Fundraising Opportunities
- Look at other Downtown Efforts in the Midwest
 - Partner with GSL, CID, DEPSI, Downtown North