DOWNTOWN NEIGHBORHOOD ASSOCIATION

DNA Board of Directors Meeting Minutes

6pm, July 6, 2026

Attendance			
Board Member	**Present**	**Excused**	**Absent**
Dan Pistor	X		
James Page	X		
Ellen DeMucci	X		
Tauriana Lyles King	X		
Laura Sterman	X		
Roger Petersen	X		
Austin Blankenship	X		

- **Welcome (Dan)**
- **Meeting called to order at 6:03 pm**
- **Previous Meeting Minutes to be sent (Tauriana)**
- **Treasurer's Report (James)**
  - USBank 06/30/26 bank statement.
    - Balance = **$18,946.47** (Discussion)
  - USBank 07/05/26 bank summary.
    - Balance = **$18,836.78** (Discussion)
  - QuickBooks P&L Report (2026).
    - **Gain**/**Loss** (01/01/26 - 07/05/26) = **$1,170.69**
  - Braintree Payments.
    - 06/01/26 - 06/30/26 = **$15.00** (Discussion)
    - Less service charges.
  - **Motion to approve Treasurer's report: Motion by Laura 2nd by Ellen; Motion Carried**
- **Old Business**
  - Downtown Living Tour Recap (Dan/James) Written Report Provided
    - Attendance was down significantly with 48 tix sold
      - Media coverage was low and not favorable
      - Weather impacts due to rain
    - Use of Bucketlist STL did not result in added ticket sales
    - $5000 in donations was helpful in preventing overrun
    - Suggested moving the date potentially to May
    - 9 Rental Buildings and 4 Condos – Suggest showing furnished, not for sale vs. empty units
    - Consider lowering the price back to $15
    - Discussed options for getting property management participation
      - Happy Hours
      - Daytime Meeting
    - Discussed options for increasing overall participation
      - Tastings / Crawl
  - Downtown Forward Update (James/Dan)
    - Meeting 6/18
    - Nothing significant to report
  - CDA Neighborhood Plan (James)
    - Contract Delays persist
      - Grantees are collaborating to advocate for improvements
    - Training has not taken place
    - Insurance was purchased with the understanding that the cost was reimbursable
    - Concerns shared around entire grant process being on reimbursement basis
      - Opportunity for non-reimbursement process is rare
    - Agreed to move forward with caution
  - Rams Settlement Funds (Dan)
    - Passed and sent to Mayor's office with Downtown set to receive $55M
      - $100M was requested
      - Interest on $55M was lost

- Recent Advocacy (All)
  - Streamlining Food Truck Operations
    - Board Bill not aligned with DNA Advocacy for early closure
  - Club Europe
    - Excise Commissioner sided to require earlier closure
- Parking Lot at 11th and Washington (Roger)
  - Cited for being in violation

- **New Business**
  - Town Hall (James)
    - July Town Hall - July 13th
      - Bob O'Laughlin – Entertainment CID
      - Candidate Adam Hopkins
      - Darby Latham – Great Rivers Greenway
  - Possible DNA Logo Changes (All)
    - Discussed the following:
      - Options, Possible Impacts & Costs
      - Obtaining other logo suggestion/designs and having a contest
      - Option to utilize new logo as a marketing tool
  - Committee Updates
    - Membership (Laura)
      - Added 38 new members since January
      - Total 585
      - New Members receive welcome letter thanking them for their dues payment or encouraging them to become a paid member
    - Building Captains (Tauriana/Ellen)
      - Meeting reminders to be sent
      - Discussed adding new offering for the meetings to expose attendees to different businesses
    - Events
      - Next Happy Hour – 7/30 suggestions needed
    - Safety (Dan)
      - June meeting recap
      - Retail Survey
      - Next meeting 7/29
    - Urban Spaces (Open)
    - Fundraising (Open)
  - Dan moved to go into closed session; Laura 2nd | Motion carried
  - Open Discussion
    - Ellen – Nothing
    - James – Nothing
    - Austin – Suggested Mizu for Happy Hour
    - Tauriana – Nothing
    - Laura – Nothing
    - Dan – Reminded about July Town Hall

- **Motion to Adjourn:** Motion made to adjourn meeting by Laura 2nd by James| Motion Carried
- **Meeting adjourned**: 7:42 pm
- **Next Meeting**: August 3rd @ 6pm – Tech Artista

Respectfully Submitted,
Tauriana Lyles King, Board Secretary