

Old Orchard Special Business District Advisory Commission
MEETING MINUTES
APPROVED

MEETING DATE: Tuesday, May 14, 2019
 LOCATION: City Hall
 CALLED TO ORDER: 8:04 AM
 MEETING ADJOURNED: 8:51 AM
 NEXT MEETING: Tuesday, June 11, 2019

NAME	PRESENT	ABSENT
Joe Fichter, Chair	X	
Angel Venegoni		X
Claire Winkler	X	
Holland Saltsman	X	
Robert Weber	X	
John Barr	X	
Steve Zielinski	X	
Vacancy		
Vacancy		
Bud Bellomo, Council Liaison	X	
Mara Perry, City Liaison	X	

Also in attendance:

Detective Fred Bell – WGPS Community Resource Officer
 Che Sanchez & Dorian Palmer – Radio63119; Gazebo Park Summer Kick Off Concert
 Fran Sudekum – Administrative Support

APPROVAL OF MINUTES

Motion to approve the April minutes as was made by Holland Saltsman, seconded by Steve Zielinski, motion was unanimously approved.

VISITOR COMMENTS

- Che Sanchez & Dorian Palmer (Radio63119; **Gazebo Park Summer Kick Off Concert**) have submitted a Special Activities Permit to use Gazebo Park for a free concert on the last day of school to kick off the summer. Performers will be Webster Groves High School Class of 2019 graduates as well as recent alumni. The concert will be from 3 to 8PM; no street closures have been requested.

GAZEBO SERIES

- Claire Winkler provided an updated sponsor solicitation letter that includes the musical line up for the series. So far, last year’s sponsors have been approached to sponsor again this year; however, more sponsors are needed. Fran Sudekum will send out the sponsor letter to District businesses via the Constant Contact email list.
- Dale Ashauer is the point person on the event.
- Ads for the event will appear in the Webster-Kirkwood Times.

OLD ORCHARD JAZZ CONCERT

- The Annual U-City Jazz Festival that would normally have taken place in University City's Heman Park, has been re-branded as the Old Orchard Jazz Fest and moved to Old Orchard's Gazebo Park this year due to a dispute between University City and the event's organizers. Since all the musicians were already booked, the festival organizers then worked with Webster Arts in relocating the event to Gazebo Park on June 8th. Webster Arts welcomes the event happening at the same time as their nearby Webster Arts Fair and are sponsoring the event. The Jazz Fest is free to the public. Costs to put on the event will be borne by its organizers. The Webster Arts Fair will be taking place at the same time (June 7th thru 9th). East Lockwood will be closed from Noon until 10 PM on June 8th, from Big Bend to South Old Orchard.

SUMMER OF MUSIC BUSINESS OPPORTUNITIES

- Commission Members see all the various musical events taking place in Gazebo Park this summer as an opportunity for the businesses in the District to engage with all the people attending these events and want to encourage the businesses to reach out, participate, cross-promote, etc. Numerous opportunities for pre and post activities and dining abound as well as providing dining carry out and picnic supplies. The nearby Webster Arts Fair is not having as many food trucks at their event this year, so more patrons than in the past will be looking outside of that event for their dining needs.
- In addition to Commission Members personally sharing these opportunities with their business neighbors, it was determined a large ad in the Webster-Kirkwood Times would be placed promoting both the Jazz Fest and the Gazebo Series using advertising dollars from the District's advertising budget and from the Gazebo Series advertising budget. It was also determined Fran would put together an eblast to District businesses letting them know about all the musical events and the opportunities they offer. Finally, Fran will also share information about the summer concerts on the District's social media platforms.

STREETSCAPE UPDATE

- Based on construction taking place in 2020, utilities would be moved at the end of 2019. Mara will attempt to get an update for the next meeting; a construction schedule should be available soon.

SECURITY LIGHT

- A motion-sensitive security light needs to be installed at the trash enclosures on the Log Cabin public parking lot. District maintenance funds will be used.

DISTRICT BANNERS

- Mara Perry shared examples of the new spring and fall designs for District lamppost banners put together by the Old Webster Business District. Old Webster has a different design for each season. Currently, Old Orchard only has two seasons. The new winter design has already been produced and is in use for both districts. The summer design has been previously approved by both districts but has not yet

been produced. If Old Orchard would like to go with four seasons as well; the spring and fall designs need their approval. Caveat - the background color in the presented fall design example will need to change to a darker color to avoid bleed thru; in addition, both the fall and spring designs may need to go from three colors to four.

- The intent of the district banners is to have consistency in design for all districts while the wording for each district may be different. It was previously decided by Commission Members that Old Orchard's district banners will say Webster Groves and no longer say Old Orchard. Currently, the Crossroads Business District is focused on their streetscape project which would potentially change their lamppost banner opportunities, so they are not opting for new banners at this time. Old Webster banners will continue to say Old Webster.

MOTION: John Barr made a motion to approve the spring and fall banner designs as presented, Holland Saltsman seconded the motion and it was unanimously approved.

CITY UPDATE

- Blue Dahlia will be opening in a portion of the former ScholarShop location; a nail salon may open in the remaining portion.
- Reliance Bank in Yorkshire Plaza is becoming Simmons Bank; a CUP will be needed.
- The Brew Pub et al. is working to acquire historical tax credits (former Auto Beauty location); still working on the parking plan as well.
- Regents Bank (former Gerber Chapel location) has not yet submitted the associated retail plans.
- Ridge House Apartments (former YMCA location) building permits are ready.
- Guerrilla Street Food is opening soon in Old Orchard.
- Story Seven will be opening in Old Webster.
- Chase Bank will be opening in the former Massage Envy location in Old Webster.
- Ever Love Adult Day Care will move from Big Bend in Crossroads to Watson Road next to the Lawn Care Equipment location. A large medical office will be moving into the location vacated by Ever Love and by the surgery center.
- Amendments to the home-occupation ordinance to balance residential needs and still welcome home-based businesses is being worked on.
- City Council is working on affordable housing.

ADJOURNED

Meeting adjourned at 8:51 AM.