

**Old Webster Special Business District Advisory Commission
MEETING MINUTES
APPROVED**

MEETING DATE: Tuesday, May 28, 2019
 LOCATION: City Hall
 CALLED TO ORDER: 8:02 AM
 MEETING ADJOURNED: 8:28 AM
 NEXT MEETING: Tuesday, June 25, 2019

NAME	PRESENT	ABSENT
Ron Clipp, Chair	X	
Joe Rath	X	
Mark Hinkle		X
Tim Delanty	X	
Micki Hansel	X	
Gary Schoenberger	X	
Margaret Stevens	X	
Vacancy		
Vacancy		
Pam Bliss, Council Liaison	X	
Mara Perry, City Liaison	X	

Also, in attendance:
 Detective Fred Bell – WGPD Community Resource Officer
 Fran Sudekum – Administrative Support

APPROVAL OF MINUTES

Motion to approve April 30th minutes was made by Joe Rath, seconded by Gary Schoenberger, and unanimously approved.

EMPLOYEE PARKING

- **Moody Parking Lot** – The police department will monitor the lot for a period of time to see if the initial issues have worked out or if identifying employee cars in some manner in the future is needed.

PEDESTRIAN SIGNS

- Signs for new businesses need to be added to the pedestrian sign kiosks, however, the company that produced and installed the signs initially has gone out of business. Mara Perry has found a different company to do the work. The new signs will match the existing in color, but will be made of metal and therefore be more durable.

CVC NEIGHBORHOOD MEMBERSHIPS

- **St. Louis Convention and Visitor Center (CVC)** – The City has renewed their umbrella neighborhood membership with the CVC (a.k.a. Explore St. Louis) which provides separate Webster Groves “neighborhood” listings of shopping and dining in the printed and online St. Louis Visitors’ Guide. At least 15 individual businesses will also need to renew/start their neighborhood membership. Mara Perry shared the information letter from the CVC with Commission Members (see Appendix A). The current printed guide and last year’s map were also available to for members to peruse. Fran Sudekum will be coordinating the renewals as well as new memberships with Webster businesses.

- A total of 20 Webster Groves businesses participated last year, 13 of which were in Old Webster:

The Block	Olive & Oak
froYo Premium Frozen Yogurt	Rolling Ridge Nursery
Green Door art gallery	The Sushi Station
Half & Half	Vitality Unlimited Spa
The Initial Design	Yucandu Art Studio
KIND Soap Company	Zoey's Attic
Leopard Boutique	

SUMMER NIGHT STREET DANCE

- The Old Webster Summer Night Street Dance takes place on Saturday, June 15th on N. Gore from Lockwood north to the railroad tracks from 5 to 10 PM; the street will be blocked off starting at 2 PM. All restaurants in Old Webster and numerous shops will be open during the event. As of this date, the on-street vendors are Straub's, C.J. Muggs, and the Masons; any Old Webster business may also participate if arranged in advance.

CITY UPDATE

- Guerrilla Street Food will open soon in Old Orchard.
- Blue Dahlia is doing some construction on their space; the former ScholarShop location.
- Story Seven will open soon in Old Webster.
- The Old Webster Brew Pub et al. will need to close one or possibly two lanes of traffic on Lockwood for one day towards the end of summer in order to move equipment onto the roof via a large crane. Will look at options to route the traffic around during the time the work is done.
- CUP for Reliance Bank becoming Simmons Bank in Yorkshire is at City Council.
- Plans for Regions Bank in Old Webster are being reviewed.
- Demo permits for the YMCA building are expected soon.
- The Home Occupation goes before City Council next week.
- Changes to the ordinance for the Historic Preservation Commission will be discussed in the City Council work session next week; looking at houses that are close to but not at 100 years old to be able to address issues or do research.
- City Council has been working on affordable housing.
- The Rolling Ridge project is regrouping. Their Spring Nights at Rolling Ridge events did not receive any complaints at City Hall.

ADJOURNED

Meeting adjourned at 8:28 AM.

NEXT MEETING

- Agenda item: Budget Update
- The next meeting will be held at City Hall on Tuesday, June 25, 2019 from 8:00 AM.

APPENDIX A

explore st.louis



Partnership Packages

Explore St. Louis is the driving force behind St. Louis' \$5 billion convention and tourism industry, the official destination marketing organization of St. Louis City and County and operator of the America's Center Convention Complex.

Neighborhood Business Partner – \$150

Connecting your business to leisure travelers

- Enhanced website listing on explorestlouis.com (more than 5 million yearly visits) including two photos (780 pixels x 520 pixels)
- Listing in the *Official St. Louis Visitors Guide* in the applicable category under a neighborhood specific area (300,000 produced and distributed yearly)
- Listing in the *Official St. Louis Visitors Map* (125,000 produced and distributed yearly)
- Brochure distribution at our Visitor Centers: St. Louis Lambert International Airport (Terminals 1 & 2), America's Center, Forest Park, Old Courthouse/The Gateway Arch (Summer 2018)
- Display restaurant menus at the Washington Avenue Concierge Desk
- Invitations to network at Partnership Events (14 per year)
- Receive the weekly 5-in-5 industry e-newsletter and the quarterly partnership e-newsletter
- Access to the cloud-based Hospitality Training program (additional fee applies)

Modules include:

- St. Lou is...Hospitality
- These Guests are Everywhere
- Referring and Recommending Things to Do in St. Louis
- Recovering from Difficult Situations

This opportunity is available to visitor service providers, such as specialty shops, restaurants, barber and beauty shops, etc. only.

(Minimum number of merchants for a Neighborhood Partnership: 10)

Please note: The Neighborhood Partnership must have a parent organization that has at minimum a leisure partnership with Explore St. Louis. The partnership does not provide merchants a listing in the online Partnership Services Directory, access to leads or convention information. The Neighborhood Partnership is for one (1) listing only. No other listings are available under this agreement. Any current Explore St. Louis partners who are in the neighborhood would be able to pay the reduced partnership investment if they elect not to have access to the items listed in the leisure or meeting & convention packages. Current Explore St. Louis partners would NOT count toward the minimum number needed to join.

