

Old Orchard Special Business District Advisory Commission
MEETING MINUTES
APPROVED

MEETING DATE: Tuesday, April 8, 2014
 LOCATION: City Hall
 CALLED TO ORDER: 8:02 AM
 MEETING ADJOURNED: 9:15 AM
 NEXT MEETING: Tuesday, May 13, 2014

NAME	PRESENT	ABSENT
Joe Fichter, Chair	X	
Tim Brennen	X	
Dave Sanders, Vice Chair	X	
Angel Venegoni		X
Claire Winkler	X	
Mary Jane Armstrong	X	
Greg Gunderson	X	
Jessica Kester	X	
Vacant		
Gerry Welch, Council Liaison		X
Mara Perry, City Liaison	X	

Also in attendance:

Fran Sudekum – Administrative Support

APPROVAL OF MINUTES

Motion to approve the March minutes was made by Dave Sanders, seconded by Jessica Kester, unanimously approved.

CITY UPDATE

- Special Activities Permits:
 - The District gets potentially four events annually; additional events the owner of the event pays for the city support services.
 - The permit will include any related park request information.
 - Event owners still have to pay any park rental fees.
 - Event for review: Gazebo Series
 - Commission discussed concerns shared from last year’s series on available restrooms during event. Many businesses would be willing to allow event attendees to use their facilities. Willing businesses will be identified and announced during the event along with signage. Mara will get with event facilitator, Cindy Underwood-Oleshak to coordinate.
 - Upcoming Event: A 5K run in September, currently slated for a Saturday, but could be on a Sunday. Event will be put on by the Webster Groves Arts Foundation (WGAF). The route will be the same as that used for Santas on the Loose this past December; they may have something in the park as part of the event.
 - Commission discussed concerns surrounding parking; will need to have a discussion with parking lot “owners” in the District.
 - Based on the experience with the Santas on the Loose run, the route taking it in front of Boardwalk Cafe needs to be adjusted to keep the road open at one end. The Police Department determines the route based on safety purposes. Bike races in the past have kept the street in front of Boardwalk open. The WGAF will have to secure a permit from St. Louis County for use of the county-controlled streets for the event.
 - Having the event on a Saturday would provide more exposure for the District. Also any activities in the park should be timed later than the actual race to maximize traffic flow and exposure.

- BP Station at Murdoch and Big Bend – Still waiting on DNR letter. They started doing some demolition in the building, but City Hall had to stop them because the DNR letter has not been received.
- Status of “Quonset Hut” – The architect has still not supplied the needed load calculations for the mezzanine and additional information on the elevator; the clock on the permit is ticking.
- New Tenants for the 10,000’ space previously held by Ben Franklin – Some paperwork has been received; signs and licenses have been approved, inside work permits have not yet been received.
 - Anytime Fitness will occupy 6K.
 - Black Box Theatre will occupy 4K and should hold 100 to 120 people.

COUNCIL UPDATE

- The city-wide flyers put together by the BDC have been sent out; extras are available at City Hall for any that need a supply.

NEW BUSINESS

- OOMBA Report – Jen Reiger and Chris Rubin de la Bordolla at The Clover along with an intern from Webster University have taken on the social media duties for the District Facebook page and Twitter account.
- Art on the Town – Since the event will not be in Old Orchard this year as previously promised, the WGAF will refund the District’s \$500 contribution. Joe had a conversation with Janice Seele of the WGAF sharing with her Old Orchard’s desire to host the event in the future.
- Art & Air – How can the District be welcoming to the visitors of the event and draw them into the District.
 - Ideas:
 - Designated parking which would walk an event patron thru the District to and from the event; use of Webster University’s garage is available.
 - Can we use “day of event” temporary signs to entice patrons into the District. Mara will check ordinances, etc.
 - Perhaps signage at the Gazebo Series.
 - A District welcome package for all the visiting artists and their families and support staff.
 - An Old Orchard flyer/brochure with information on what’s available in the District.
 - ◆ Mara will take a look at the budget and see what’s available to fund pulling the info together, designing the flyer/brochure, and printing.
 - ◆ The brochure could be used for going forward, not just for Art & Air.
 - ◆ The design should tie in with the other existing “city” brochures which use local watercolor streetscapes by Marilynne Bradley. Mara will check with Marilynne to see if she has any of Old Orchard.
 - ◆ Dave Sanders made a motion to prepare a directory of retail businesses and restaurants in the Old Orchard District to be distributed at the Art & Air event with an overprinting not to exceed \$1,000, seconded by Claire Winkler, unanimously approved.
 - What’s the plan this year for severe weather and tornadoes? Mara will check with police and fire.
- Additional Recycling Bin – Public Works says there is room in the existing enclosure on the parking lot the south side of the District to add a recycling bin.
- Earth Day Workshop – Mara went to an earth day workshop and connected with an individual from Maplewood who talked about restaurant composting and consolidating dumpsters to free up parking spaces; potential ideas the District could pursue. There is a group of restaurateurs called the Green Dining Alliance who compost. Mara will get more information.

- Farmers' Market Special Meal Experience – Three restaurants (Cravings, Cyrano's, and Big Sky) are in the early stages of planning a tie-in with the Farmers Market. A special meal experience, a 3 to 5 course meal using items from the Farmers' Market. The plan is to try it one at the end of June or early July and see how it works and whether it would be beneficial to do again and/or expand to more locations. There will be a small Farmers' Market fundraising component included in the ticket price.
 - How can the District help promote this experience? Perhaps a drawing/raffle for a ticket to the experience. Cross promotion at the Gazebo Series perhaps.
- Public Parking Discussion: Do we need to look at time limits, permits, employee and student parking? With the meeting closing time looming, it was decided to table the discussion for another meeting.

NEXT MONTH

- Summer meeting schedule

ADJOURNED

Meeting adjourned at 9:15 AM.

NEXT MEETING

The next meeting will be held on Tuesday, May 13, 2014 at 8:00 AM – City Hall.