

**Downtown Community Improvement District  
Executive Committee Meeting  
Tuesday, March 1st, 2022  
ZOOM**

**Present**

Kathy Becker - CID  
Hannah Bilau - CID  
Nickie Davis - CID  
Kenny Greene  
Mike McClung  
Deb Rust  
Aric Jarvis  
Van Hawxby  
Lara Pieper

**Guests**

**Absent**

**Approval of Agenda**

Mike made a motion to approve the agenda at 3:31 pm. Aric seconded.  
Approved.

**March Board Agenda Creation**

Nickie went over the options we have for next week's meeting. Reminded the committee that the City Manager will be joining us next week. Asked the committee if they would like the CID to go back over our ARPA asks and present it again to the City Council - Aric and Mike think we should. Mike and Van are indifferent toward inviting the Mayoral candidates. They believe that unless the District is going to back a candidate it does not make sense to have them present at this meeting. Van suggested talking with Pat Fowler about her recommendations for the ARPA funds and what we would like to see. Her priorities are having the funds be directed to the unhoused.

- **Finalize Budget FY22**
- **Begin Budget Process FY23**
- **Mayoral Candidates**

- Nickie asked the committee if they think it would be beneficial to hear from all of the mayoral candidates - decided not to.
- **Presentation from Local Motion**
  - Local Motion reached out to ask if they can present on livable streets/creating a walkable, bikeable downtown.
- **Presentation from Parking Utility**
  - Aric would like to hear from the parking utility. Mike said only if we are looking for something specific in the data.

### **Member, Staff, and Public Comment**

None

### **Adjournment**

Mike made a motion to adjourn at 3:45pm. Van seconded. Approved.

**Downtown Community Improvement District  
Board of Directors Meeting  
Tuesday, March 8th, 2022  
ZOOM**

**Present**

Nickie Davis - CID  
Kathy Becker - CID  
Hannah Bilau - CID  
Rachael Norden  
Aric Jarvis  
Mikel Fields  
Mike McClung  
Sarah Johnson  
Lara Pieper  
Dani Little  
Kenny Greene  
Connor Stewart  
Kathy Murphy  
Deb Rust  
Camellia Cosgray  
Russell Boyt

**Guests**

Lisa Hawxby  
Dave Parmely  
Carol Rhodes  
De'Carlton Seewood  
Pat Fowler  
James Spoke  
Mike Sillcop  
Brad - CPD  
Amy Schneider  
Maria Oropallo  
Dan Wright - CPD  
Chief Geoff Jones - CPD

**Absent**

Lydia Melton  
Heather McGee

## **Introductions**

### **Approval of Agenda**

Mike made a motion to approve the minutes at 3:30 pm. Van seconded. Approved

### **Approval of Minutes**

Van made a motion to approve the minutes and Lara seconded. Approved.

### **Approval of Financials**

Lara went over the financials for the board. We will be over budget for sales tax collection. 100% of the property assessment budget has been collected. Recurring expenses are under budget, non-recurring are over due to the Gateway Plaza. Rachael made a motion to approve the financials. Mikel seconded. All in favor. Approved.

### **Police Report**

CPD reported several thefts from student complex hallways. Working with property managers to reduce those. True/False went well as far as they are concerned - no issues to report from them. Dave Parmely asked about an incident on February 20th at Hitt and Broadway - around bar close he noticed an increased presence in that area and didn't see anything in the paper and wanted to inquire about it. Police didn't know anything off the top of their heads, but will look into it for him. Mentioned there is going to be an increased presence in that area around bar close as part of a routine effort to get the streets cleared at that time and reduce incidents. Chief Jones also informed the board of a new camera technology they are considering - nothing set in stone yet, just an idea they are looking at. Dave Parmley asked about how St.Louis puts blue flashing lights on cameras so the public knows they are there. Chief Jones said he doesn't know specifics or any data on if the light helps or hurts crime reduction.

### **City Report**

Nothing exciting to report from the City from Carol, but she let the board know she is happy to answer any questions. Van asked her and De'Carlton about the status of the Ameren lot. The lot has been purchased by the City, but development planning is not scheduled to begin on the lot until 2025 - Van and the board expressed dissatisfaction on the timeline. De'Carlton said he hears their comments and is going to begin communications with the head of parks and recreation to maybe get the planning phase going earlier than 2025. The issue is the collection of the parks tax and getting feedback from the community on how the space will/can be used. Nickie asked about the movement on the city funding an additional BlockByBlock staff member to clean the alleyways. De'Carlton said he understands the need for it to be done, but a conversation and decision need to be had on how and who will fund it.

Mikel asked about the lighting we have purchased - Carol will be reaching out to Dave Sorrell to check on the status. Aric asked about the planters - Parks and Rec will be taking planting and watering back from them, but they are struggling to find masons to do the brickwork on the planters. De'Carlon also let the board know funding has been allocated for curb repair. Deb asked about extra trash collectors in general - De'Carlon said that hiring for it has been a city-wide issue that is not just isolated to downtown.

### **REDI Report**

Lisa Hawxby introduced herself to the board and let them know that she is in charge of business retention and being a liaison between local businesses and the City government. Nickie asked about Jim Witt's former position - applications are now closed and interviews are starting to be scheduled.

### **CVB Report**

Amy thanked Nickie for talking to the CVB's strategic event consultant. The consultant is helping them create a tourism strategic plan. She also voiced how excited she was for how successful True/False was this past weekend. Loved seeing the crowds back downtown.

### **New Business**

#### **- Parking Utility Presentation**

- The Gate arms have been in place since August of 2020. The Parking Utility has been able to collect a large amount of data about parking and garage use downtown. Garages to the south of Broadway get more use than garages north of Broadway - Short street being the exception. 10th and Cherry is the most used garage, and 5th and Walnut is the least used. James walked the board through some data he had collected from the 6th and Cherry garage - dropoff on occupancy level when the University is not in session and on weekends. He also went over the data from 5th and Walnut. Some of the data had been compromised due to a gate arm malfunction. 5th and Walnut occupancy rate stays consistent regardless of student activity. 8th and Cherry maintains an 80-90% occupancy rate. Data is also a bit messy from the Short Street garage due to guests of the hotel being able to use their key cards. The 10th and Cherry garage regularly operates at a 100% occupancy rate. Mike McClung pointed out that the data shows that students are not using the garages as storage or a long-term parking option. The data shows that the majority of students who use the garages move their cars in and out at a regular frequency. Most permit holders keep their cars in the garage from 0-10 hours basis. Some cars are staying overnight or are staying for multiple days, but it's

a very small amount. Aric asked about unsheltered folks sleeping in garages and relieving themselves in the stairwells. Asked about the process on how to move these people along. Parking does not have any authority aside from asking folks to leave. James recommended calling CPD. Aric mentioned that he would like more cleaning sweeps done to move folks along. Officer Wright encouraged the board to call CPD or him directly whenever they see an issue. Aric mentioned that every time he calls everyone is super helpful, but if he did call every time there was an issue he would be calling every day. Asked for parking and CPD to make it a regular occurrence. Nickie asked for an update on the safety barricades in the 5th and Walnut garage. The top floor has been completed. There is a bid out right now for the lower floors. Pat asked if going to floor 5 was enough - she would like all of the openings to be covered but asked the board their thoughts and if they see a need for it. Mike voiced that putting barriers on all levels would most likely result in a rate increase for parking downtown. Pat reminded the board that we have lost 9 lives from that garage. Rachael asked about signage and resources in the garage for folks going through a mental health crisis - there are signs in the elevators and at each landing starting on the 4th floor. Pat reminded everyone there will be a public reading of the proposal on March 21st if they would like to voice an opinion. Sarah asked about snow being pushed into parking spots at Wabash - right now it's a logistics issue, but it would require snow being dump-trucked out.

**- Budget Process FY23**

- Later this month we will be starting the plan for FY2023. We have a good list of priorities created from the retreat. She went over important dates for the budget process and the deadlines.

**Old Business**

**- Finalize Budget FY22**

- Kathy went over the revised budget based on the suggestions from the board retreat - hiring an additional BBB ambassador, putting more funds into 4AChange, \$10,000 more into the gift card grant, more into alley doors, creating a wellness fair, doing horse-drawn carriages, during the holidays, doing a public safety marketing campaign, increasing holiday decor, purchasing more banners, doing a feasibility study for the convention center, and doing a grant to help businesses purchase external cameras.
- Lara made a motion to increase the sales tax revenue by \$20,000. Aric seconded the motion. All in favor. Approved.

- Lara made a motion to approve the final budget. Aric seconded. All in favor. Approved.
- **Minority-Owned Business Grant**
  - Mikel went over last week's presentations for the grant. We had 24 people who were interested and 5 people who went through the whole program and presented. We awarded 4 of them with \$5,000 - Topsy Treats, Play College Golf.com, Crowned Counseling, and Fluid Bodywork llc. Topsy Treat's award is contingent on them signing a lease downtown by the end of the fiscal year. Overall the economic committee is very pleased by the turnout and the businesses we heard from. We would like to fine-tune our expectations for the grant, but overall it went really well. Aric made a motion to approve awarding the 4 grants the economic development presented. Camellia seconded the motion. Lara abstained. Approved.
- **ARPA Funds**
  - Nickie went over the recommendations the CID made in July for the ARA funds. De'Carlton is hoping to have a vote made by this fall on the funds. Since we made the recommendations so quickly, Nickie asked the board if we would like to adjust our priorities. Aric does not want it to be sent to just one committee - asked for it to go to every committee for comment. De'Carlton and Pat clarified what the qualifications are for infrastructure repairs. Pat voiced her support for our small-business recovery line item. De'Carlton will bring an expert and a map to our next meeting. Tabling this discussion until then.

## **Committee Reports**

- **Operations**
  - Chatted about the plans that came out of the retreat. Most of the conversations were related to the camera grants. Going to survey business owners on what their needs and interest levels are. Also talked about the alleyway masterplan - committee will be setting a date to walk the alleys to see what the needs are.
- **Economic Development**
  - Mikel went over econ's meeting. Budgeted for 3 more alley doors to be added to the gallery. Discussed gift cards, minority business grant, the convention center feasibility study, discussed alley cleanup with solid waste - mentioned maybe joining Operations on the alley walk.
- **Marketing**
  - Discussed holiday decor additions, carriages, ice-skating rink, picked a date for the caffeine crawl, started ideating wellness fair & 5k, wedding stroll is March 20th. Graphic designer will be working on new banners

for the summer. Discussed Taste of the District - interested in partnering with United Way.

- **Gateway**

- No report for Gateway. Thinking of dissolving it for the time being.

**DLC Report**

- Nickie and Chief Jones presented at DLC and answered questions about security downtown. Was a short meeting, but there was a good amount of coverage on the meeting.

**Parking Commission Report**

- Did not meet. Did not have a quorum.

**Staff Report**

Chatted some more about how successful True/False was. Did not receive any complaints about trash - received several positive comments on how The District was a great host and perfect backdrop for the fest.

**Board, Staff, and Public Comment**

Pat let the Board know that the Historic Preservation Commission and the City's eventual sale of 2 lots on E Walnut - she will be sending Nickie more information on the sale and a public comment coming up at council soon that she would like our support for.

Pat also mentioned that we have 10,000 historic paving bricks in storage. She asked the committee to consider them as we repair the planters or do any further projects. Great for sustainability.

Pat let the board know that map boundaries will be coming up for a vote at the next council meeting. The second and fourth wards need more people. First ward has a lot of people, but most of them don't vote since they are students. How we redraw the boundaries matters in the first ward because we do need to retain active voters.

Pat let the board know that she spends quite a lot of her free time spending time with our unsheltered population and the services that serve them. There are 150 people who are currently unsheltered who are ready to move into a place to receive services. The main problem is that people have vouchers, but there are not enough properties accepting them currently. Pat is happy to talk to anyone at length about it. So we can understand how the parts interconnect and come up with feasible solutions.



Maria Oropallo let the board know about the annual comprehensive financial report. They have condensed the 400 page report to an accessible 40 page document. Goes through the City's finances from 2020 through September 2021. It is available on the website. Kenny asked about a hard copy.

Had a brief discussion regarding bird scooters. No complaints have been received so far.

Van made a motion to adjourn at 5:15. Lara seconded. Approved.

**Downtown Community Improvement District  
Economic Development Committee Meeting  
Tuesday March 15th, 2022**

**Canceled due to lack of Quorum**

**Downtown Community Improvement District  
Operations Committee Meeting  
Thursday, March 1st, 2022  
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**Present**

Nickie Davis - CID  
Kathy Becker - CID  
Hannah Bilau - CID  
Aric Jarvis  
Van Haxby  
Tom Mendenhall  
Kathy Murphy  
Lydia Melton  
Chris Kelly  
John Ott  
Camellia Cosgray

**Guests**

Lisa Hawxby

**Absent**

none

**Approval of Agenda**

Kathy made a motion to approve the agenda at 3:29pm. Van seconded. All in favor.

**Cameras in the District/Grant to Business**

Nickie provided an update on where we are at on the need for cameras downtown. Nickie will be traveling to Atlanta at the end of this month with CPD to view a demo of a software program Chief Jones is interested in purchasing. Committee members chatted about the legality of cameras

facing traffic - brought back a discussion we had with the former city manager related to cameras at the gateway plaza. Aric feels before we get into the specifics of this program, we need to learn more about what the city/cpd is planning with this system they are looking into. If we are going to provide funds for businesses to put up cameras, we want to make sure they will work with the potential system. Decided that if we move forward with the grant, we want to make sure the businesses place them in a way where the outside of their business is visible. The discussion has been tabled until next month. Members will be emailing Nickie with questions they would like her to ask on her trip later this month.

### **Alleyway Master Plan**

At our last meeting, we discussed setting a date to walk the alleys to help create a plan. Economic Development will be joining. Scheduled date and a potential rain date for the walk.

### **District Gift Card Program**

Staff is meeting with potential vendors for a district gift card. Decided to rule out any digital-only option. They like the idea of a digital card, but would like a physical option. Asked questions about the legality of fees being charged on the gift card after one year. Will have another update next month.

### **Updates**

- **4A Change**
  - Went over the 4AChange report from last month. Was bigger this month due to the cold and room at the inn being located downtown in February. He is working on getting a second staff member.
- **Block by Block**
  - BBB is still trying to hire two staff members. Having a difficult time finding the right people. We have a lot of banked hours built up so we can get some projects done once they are staffed up.
- **Planters on Broadway Update**
  - The proposal is going to the city council soon. They are still struggling to find a mason to do the work. Parks and Rec has asked the CID to hire one, but we feel like they have better resources to find the right person. John Ott suggested hiring a concrete cutter to take them down to ground level. Tom

suggested some people in construction that we could reach out to.

### **2023 Operations Budget**

Reviewed the line items for the operations budget. Kathy went over the categories and any changes we might see, asked if there is anything the committee would like to see amended. Tom would like to allocate money toward curb repairs. Sent the new design standard to the city, waiting to hear back. Also learned at the board meeting that the city has allocated money to repairing curbs downtown. Nickie mentioned a potential to up the horticulture budget - committee liked this. Van recommended upping the contingency - upped to \$10,000. Kathy brought up the \$30,000 for the camera grant, but the committee feels we don't have enough information to act yet. Chatted a bit about the convention center, but that is in Economic Development's budget.

### **Other Discussion Items**

John asked if there are any updates on what the city and CPD is doing to prevent gun violence downtown. Nickie related that Chief Jones has a long list of action items he is working on. CPD is cracking down on underage drinking as well. Nickie let the committee know that she will try to get his list of action items and send it out to the committee.

Nickie brought up a line item from the City's Planning and Zoning commission that brought up a group that is trying to make the storefront next to Tellers a storage facility. John brought up the logistics of it being on Broadway and having people bring moving trucks through the alley to load/unload. Would potentially complicate that alley becoming more of a pedestrian-centric alley. Committee would like to see what Broadway Brewery and the other businesses around there - Bluestem, American Shoe, etc. think about the plan.

### **Public Comment**

None

### **Adjournment**

Camellia made a motion to adjourn at 4:24pm. Tom seconded. Approved.

**Downtown Community Improvement District  
Marketing Committee Meeting  
Tuesday March 22nd, 2022**

**Canceled due to lack of Quorum**