

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

MEETING DATE: Tuesday, February 23, 2016  
LOCATION: City Hall  
CALLED TO ORDER: 8:02 AM  
MEETING ADJOURNED: 9:46 AM  
NEXT MEETING: Tuesday, March 22, 2016

<b>NAME</b>	<b>PRESENT</b>	<b>ABSENT</b>
Ron Clipp, Chair	X	
Amanda Payne, Vice Chair		X
Chris Hite	X	
Joe Rath	X	
Keli Richards	X	
Stacie Swederska.	X	
Morry Cole	X	
Mark Hinkle	X	
Tim Delanty	X	
Gerry Welch, Council Liaison	X	
Mara Perry, City Liaison	X	

Also in attendance:

Scott Davis – Director of Parks & Recreation  
Fran Sudekum – Administrative Support

**APPROVAL OF MINUTES**

Motion to approve the January minutes was made by Chris Hite, seconded by Joe Rath, unanimously approved.

**BUDGET**

Mara Perry handed several budget-related documents which reflect year-to-date figures as of February 21, 2016. The handouts included roof top lighting project maps and costs, advertising and Parks & Recreation budget items, an overall budget spreadsheet, and an advertising proposal from BOTT Communications (a local radio station). Mara reviewed the budget timeline and categories.

Mara has just received the bill for the Holiday Open House; it came in at \$5,500 which is \$500 over budget. Ron Clipp made a motion to pay the \$500 over budget amount for the 2015 Holiday Open House, Keli Richards seconded the motion, and the motion was unanimously approved.

Commission members commended the Parks & Recreation Department on the great job they do on all the landscaping in the District. The plants look beautiful and really help make the District visually appealing. “The overall attractiveness of the area is what brings people here.”

A discussion was held with Scott Davis on the possible addition of hanging baskets to the District landscaping plans for the upcoming season. Baskets and brackets would need to be purchased. If the District added five baskets, the additional labor incurred would be minimal since his staff is already in the District taking care of the existing sidewalk pots; however, a higher number of baskets could impact labor cost. Labor represents 70% of the cost the District pays to the Parks & Rec department for landscaping, holiday decorations, and snow removal. Commission members would like input into the location of the hanging baskets. Scott said his staff could work together with the Commission to determine locations. Shawnell Faber, Parks Manager, is leaving his department for a position with Forest Park forever, but the remaining staff will work together with the Commission.

Ron Clipp suggested more than 5 be ordered. Brackets would also have to be ordered and can be costly; figure \$1,000 for 10 baskets plus brackets. The number of baskets proposed was put at 20 for \$2,000 and spread throughout the District. Additional thought would have to be put in to address the areas of the District that don't have City-owned lamp posts, such as Gore north of the railroad tracks or Moody. A Purchase Order from last year for \$2,000 is still available.

Scott and Mara met with Paul Verheyen, Director of Public Works, and reviewed the "street" trees in the District that need to be replaced. There are four slated for removal and replacement for 2017 (20 Allen Avenue, 32 Allen Avenue, 306 Lockwood, and 45 E. Lockwood) and six for 2018. There is currently some money in the City Tree Fund that can be used. Scott would like the District to start a line item in the budget to cover trees in the future; possibly add \$1,000 in a future budget. There are some trees that will start causing sidewalk issues in the future.

Joe Rath inquired if the City needed to purchase some sort of snow removal equipment for sidewalk snow removal. Scott would like to purchase a snow broom just for that purpose.

Operational Equipment category contains \$3,000 for the 50/50 Rooftop Lights Project 50/50 Match and \$1,500 for such things as replacing a bench or putting in a bike rack.

Recycle Services is \$95 a month; Mara is working with Public Works to possibly lower that amount. A discussion was held on general trash hauling; would it be prudent to pursue a contract that covers all the businesses in order to get a better price rather than each business have their own contract with a trash hauler which results in different trash haulers coming and going all the time in the District at individual contract prices.

Currently, the employee parking lot on Gore is rented. Let's clarify the contract as to when we are entitled to use the lot and have signage to identify that availability.

The electric costs for lighting the street lights have been corrected to reflect the proper assignments by district.

There are three Pedestrian Wayfinding Sign Posts. Two of the signs are filled and one is blank. The one that is blank is near The Initial Design. The District pays for the structure and the business pays for their panel.

Stacie Swederska suggested putting in a directional kiosk centrally located in the District at "Concrete Park" on Lockwood at the entrance to the parking deck. This kiosk would contain a map, a little history, and all the businesses in the District and their websites order to access individual business info. One much like the one they have in The Loop and Old St. Charles.

Not this year, but in a near future budget year, new banners will be needed.

A discussion was held on Advertising dollars. A large percentage of the Advertising budget is spent during the holiday season. Ron Clipp made a motion to approve \$5,500 for the 2016 Holiday Open House, Mark Hinkle seconded the motion and the motion was unanimously approved.

Joe Rath made a motion to approve the 2016 budget, Chris Hite seconded the motion, and the motion was unanimously approved.

### **OLD BUSINESS**

Tim Delanty shared with the Commission the leaks on Dr. Kurt Weisenfels' building are coming from the skylights and are not a result of the rooftop lighting.

### **CITY UPDATE**

- Red Lead has closed.
- A new fabric/quilting store, DelveMIY (Make It Yourself), will be opening in the location recently vacated by Red Lead. They hope to open on April 1st. They currently have a store in Cedar Rapids, Iowa.

### **NEW BUSINESS**

- Utility and engineering companies' sidewalk "graffiti" is on the rise again. Mara will let Paul Verheyen know.
- A question was raised whether there is a cumulative two-hour parking limit which includes using more than one parking spot over a 24-hour period. Two Commission members were told this was the case by the "traffic" officer. There is a two-hour ordinance that covers Monday thru Friday hours. Some parking spots are specifically marked as three hours however. Calls and complaints from business owners about employees taking up prime customer parking spots will focus the traffic officer's efforts. Commission members noted business owners need to manage where their employees park.

### **MARCH AGENDA ITEMS**

- Ideas for a District kiosk so we can get costs; bring examples
- Signage for Gore employee parking lot and clarify contract
- Hanging basket bracket costs
- Unified trash contract; how do we get one?
- New Sub-Committee: A group to reach out to businesses and landlords to survey their experiences with doing business in Webster Groves, the pros and the cons. Purpose: To help identify and resolve issues. Put forth by Keli Richards.

### **ADJOURNED**

Meeting adjourned at 9:46 AM.

### **NEXT MEETING**

The next meeting will be held on Tuesday, March 22, 2016 at 8:00 AM – City Hall.