

**Old Orchard Special Business District Advisory Commission
MEETING MINUTES**

APPROVED

MEETING DATE: Tuesday, February 13, 2018
LOCATION: City Hall
CALLED TO ORDER: 8:01 AM
MEETING ADJOURNED: 9:06 AM
NEXT MEETING: Tuesday, March 13, 2018

NAME	PRESENT	ABSENT
Joe Fichter, Chair	X	
Angel Venegoni		X
Claire Winkler		X
Mary Jane Armstrong		X
Holland Saltsman	X	
Robert Weber	X	
John Barr	X	
Steve Zielinski		X
Vacancy		
Frank Janoski, Council Liaison		X
Mara Perry, City Liaison	X	

Also in attendance:

Pam Bliss – Business Development Commission

Fran Sudekum – Administrative Support

APPROVAL OF MINUTES

Motion to approve the January minutes as was made by Robert Weber, seconded by Holland Saltsman, motion was unanimously approved.

VISITOR COMMENTS

Pam Bliss, Member of the Business Development Commission and a candidate for Webster Groves City Council, shared a little of her background and why she decided to run for City Council.

BUDGET DISCUSSION

Commission Members reviewed an updated budget history for fiscal year 2018 and projections and possibilities for fiscal year 2019 for the Old Orchard Business District (see Appendix A).

- Category #751 Area Maintenance – Now at zero; change over to LED lights is paid off.
- Category #850 Parking Lot Lighting – Recent billing showed an increase but may be incorrect and will be verified; once corrected billing should actually go down.
- Category #810 Disposal – Recycling costs may go up.
- Category #824 and #827 Electricity and Water – May go down.
- Category 971 Operating Transfer Out – 2019 shows a slight increase over 2018 to cover a small salary increase.
- Items to consider for 2019 include:
 - Continued funding support of pooled BDC social media and holiday promotions.
 - Continued funding support for the Gazebo Series.
 - New Summer lamp post banners using same material and number of colors as the Winter banners; design may tie in with Old Webster if they also do new summer banners, Crossroads has opted not to do new banners this time around.
 - Additional lamp post decorations during the holidays.
 - Start a 50/50 Rooftop Lighting Program; a very rough estimate of funding can be found in Appendix B.
 - Possible use of KWRH-LP 63119 radio station snippets promoting the District and/or individual business or both; radio station info and offerings can be found in Appendix C.

- Commission Members favored the following:
 - Increase Category 971 Operating Transfer Out by 3%.
 - Increase Category #810 Disposal.
 - BDC Social Media – \$3,000
 - BDC Holiday Package – \$3,850
 - Gazebo Series Sponsor – \$3,000
 - Gazebo Series Coordinator – \$2,400
 - 50 Summer Lamp Post Banners and Design Set Up – \$2,512
 - 30 Holiday Décor on the Lamp Posts – \$1,500
 - 50/50 Rooftop Lighting Program – \$15,100
 - KWRH-LP 63119 Radio Snippets promoting the District and individual businesses – The manager of the station will be invited to the March meeting to discuss details.

MOTION: Holland Saltsman made a motion to allocate \$15,100 in #751 Area Maintenance for the 50/50 Rooftop Lighting Program. The motion was seconded by Mary Jane Armstrong and unanimously approved.

MOTION: Holland Saltsman made a motion to allocate \$2,512 in #830 Advertising for new Summer Lamp Post Banners. The motion was seconded by Angel Venegoni and unanimously approved.

MOTION: Angel Venegoni made a motion to allocate \$1,500 in #971 Operating Transfer Out for additional Holiday Lamp Post Decorations. The motion was seconded by Steve Zielinski and unanimously approved.

MOTION: Holland Saltsman made a motion to reduce #827 Water down to \$250. The motion was seconded by Angel Venegoni and unanimously approved.

MOTION: Holland Saltsman made a motion to pre-approve #850 Lighting down to \$1,500 once the specifics of the billing are verified as expected. The motion was seconded by Mary Jane Armstrong and unanimously approved.

MOTION: Holland Saltsman made a motion to approve a total budget of \$72,577 for the District. The motion was seconded by Steve Zielinski and unanimously approved.

CITY UPDATE

- The Planning Commission approved an amendment to allow signs on the second story of commercial buildings in the business districts; it now goes before City Council for approval.
- Staff is working on updating commercial use language in the code; new definitions and new uses and put all information into a chart format. This process will take several months.
- Anticipating an application for rezoning of the former Gerber Chapel location quite soon.
- Social Media is continuing to promote new businesses that have opened up.
- The commercial building next to Walgreens on Watson is now full; all with medical except for Jersey Mikes.
- In the newly designated historic business neighborhood at Marshall & Summit there will be a new business opening up on the corner. They are renovating the 1890's building; the first floor will house a coffee shop and plant store, a greenhouse will be in the back, office space will be on the second floor, a small addition off the back for ADA restrooms, and it will have nine parking spaces.

NEXT MEETING

Tuesday, March 13, 2018 at 8:00 AM – City Hall.

ADJOURNED

Meeting adjourned at 9:01 AM

APPENDIX A

Old Orchard – 52 Account Name	Budget FY 2019	Expenses to Date	Balance to Date	Budget FY 2018	Budget FY 2017	Budget FY 2016	Budget FY 2015	Budget FY 2014	Budget FY 2013	Budget FY 2012	Budget FY 2011	Budget FY 2010
602 Part Time												\$6,100.00
609 Workman's Comp												\$110.00
696 F.J.C.A. workman comp												\$360.00
701 Miscellaneous	\$100.00	\$0.00	\$100.00	0%	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
730 Operational Equipment	\$300.00	\$0.00	\$300.00	0%	\$300.00	\$300.00	\$300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,200.00	\$1,200.00
751 Area Maintenance Materials	\$0.00	\$0.00	\$0.00	0%	\$0.00	\$10,000.00	\$0.00	\$0.00	\$4,000.00	\$4,000.00	\$4,000.00	\$2,500.00
803 Professional Services	\$3,500.00	\$0.00	\$3,500.00	0%	\$3,500.00	\$5,000.00	\$9,000.00	\$7,600.00	\$4,800.00	\$1,000.00	\$1,000.00	\$1,000.00
810 Disposal Services	\$1,440.00	\$0.00	\$1,440.00	0%	\$1,200.00	\$1,200.00	\$1,600.00	\$600.00	\$900.00	\$900.00	\$450.00	\$225.00
824 Electricity	\$150.00	\$0.00	\$150.00	0%	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$0.00	\$125.00	
827 Water	\$500.00	\$0.00	\$500.00	0%	\$500.00	\$500.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$650.00	\$1,200.00
830 Advertising	\$19,000.00	\$0.00	\$19,000.00	0%	\$19,000.00	\$14,000.00	\$12,000.00	\$15,000.00	\$13,400.00	\$16,250.00	\$16,900.00	\$15,100.00
831 Postage		\$0.00	\$0.00								\$0.00	\$0.00
850 Lighting (Parking Lot)	\$2,300.00	\$0.00	\$2,300.00	0%	\$2,300.00	\$2,300.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,650.00	\$1,650.00	\$1,650.00
851 Area Maintenance	\$0.00	\$0.00	\$0.00	0%	\$3,720.00	\$1,220.00	\$5,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$5,400.00	\$11,600.00
852 Pay Other Agencies	\$0.00	\$0.00	\$0.00	0%	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$0.00
971 Operating Transfer Out	\$27,225.00	\$0.00	\$27,225.00	0%	\$26,640.00	\$27,147.00	\$27,270.00	\$33,190.00	\$16,740.00	\$12,240.00	\$12,000.00	\$0.00
Summary Totals	\$54,515.00	\$0.00	\$54,515.00		\$57,410.00	\$59,417.00	\$69,040.00	\$70,940.00	\$52,090.00	\$51,540.00	\$48,050.00	\$41,375.00

Beginning Balance	\$136,713.14	\$0.00
Projected Revenue	\$50,000.00	\$23,386.57
Projected Fund Balance	\$132,198.14	\$160,099.71

2019 DRAFT 13 5 52 Old Orchard

BDC Holiday Package	\$3,000	
Social Media	\$3,850	
Gazebo Series	\$3,000	\$2,400.00 (Sponsor & coordinator)

Banners	\$2,512 for 50 includes Design setup
Building Lighting	\$15,100 (rough estimate for full cost with 50/50 program)
Décor on Poles (not lit)	\$40-60 per decoration (suggests 30 more)

Old Orchard -- 52 Account Name	Budget FY 2018	Expenses to Date	Balance to Date
602 Part Time			
609 Workman's Comp			
696 F.I.C.A./workman comp			
701 Miscellaneous	\$100.00	\$0.00	\$100.00
730 Operational Equipment	\$300.00	\$0.00	\$300.00
751 Area Maintenance Materials	\$0.00	\$0.00	\$0.00
803 Professional Services	\$3,500.00	\$2,022.88	\$1,477.12
810 Disposal Services	\$1,200.00	\$704.73	\$495.27
824 Electricity	\$150.00	\$0.00	\$150.00
827 Water	\$500.00	\$80.04	\$439.96
830 Advertising	\$19,000.00	\$10,090.18	\$8,909.82
831 Postage		\$0.00	\$0.00
850 Lighting (Parking Lot)	\$2,300.00	\$915.10	\$1,384.90
851 Area Maintenance	\$3,720.00	\$0.00	\$3,720.00
857 Pay Other Agencies	\$0.00	\$0.00	\$0.00
971 Operating Transfer Out	\$26,640.00	\$26,640.00	\$0.00
Summary Totals	\$57,410.00	\$40,432.93	\$16,977.07

	Budget FY 2017	Budget FY 2016	Budget FY 2015	Budget FY 2014	Budget FY 2013	Budget FY 2012	Budget FY 2011	Budget FY 2010
							\$5,100.00	\$6,900.00
							\$110.00	\$210.00
							\$300.00	\$490.00
0%	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
0%	\$300.00	\$300.00	\$300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,200.00	\$1,200.00
0%	\$0.00	\$10,000.00	\$0.00	\$0.00	\$4,000.00	\$4,000.00	\$4,000.00	\$2,500.00
58%	\$5,000.00	\$9,000.00	\$7,600.00	\$7,600.00	\$4,800.00	\$1,000.00	\$1,900.00	\$1,000.00
59%	\$1,200.00	\$1,200.00	\$1,600.00	\$800.00	\$900.00	\$900.00	\$450.00	\$225.00
0%	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$0.00	\$125.00	
12%	\$500.00	\$500.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$850.00	\$1,200.00
53%	\$14,000.00	\$12,000.00	\$15,000.00	\$13,400.00	\$16,250.00	\$16,900.00	\$15,100.00	\$15,500.00
							\$0.00	\$0.00
40%	\$2,300.00	\$2,300.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,050.00	\$1,050.00	\$1,050.00
0%	\$3,720.00	\$1,220.00	\$5,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$5,490.00	\$11,500.00
0%	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$0.00
100%	\$27,147.00	\$27,270.00	\$33,190.00	\$16,740.00	\$12,240.00	\$12,000.00	\$0.00	\$15,000.00
	\$52,969	\$48,846	\$60,182.81	\$35,272.35	\$44,570.72	\$39,684.67	\$43,657.06	\$41,713.52


Beginning Balance	\$136,713.14	\$40,432.93	Expenses Date
Projected Revenue	\$50,000.00	\$23,386.57	Revenue total
Projected Fund Balance	\$129,303.14	\$119,666.78	Current Fund Balance

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APPENDIX B

	Bid	Feet Approx.	Lights Cost	Install Cost		Owner Share
601	E. Lockwood	210	447.3	1680	2127.3	1063.65
600 thru 642	E. Lockwood	130	276.9	1040	1316.9	658.45
6	S. Old Orchard	140	298.2	1120	1418.2	709.1
34	S. Old Orchard	65	138.45	520	658.45	329.225
8193	Big Bend	68	144.84	544	688.84	344.42
8169	Big Bend	50	106.5	400	506.5	253.25
8103 thru 8161	Big Bend	300	639	2400	3039	1519.5
8045	Big Bend	160	340.8	1280	1620.8	810.4
8005 thru 8027	Big Bend	150	319.5	1200	1519.5	759.75
7985	Big Bend	25	53.25	200	253.25	126.625
7979	Big Bend	142	302.46	1136	1438.46	719.23
7973	Big Bend	30	63.9	240	303.9	151.95
7967	Big Bend	20	42.6	160	202.6	101.3
7961	Big Bend	20	42.6	160	202.6	101.3
7955	Big Bend	30	63.9	240	303.9	151.95
7945 thru 7949	Big Bend	50	106.5	400	506.5	253.25
7931 thru 7935	Big Bend	50	106.5	400	506.5	253.25
7927	Big Bend	40	85.2	320	405.2	202.6
7923	Big Bend	40	85.2	320	405.2	202.6
7919	Big Bend	40	85.2	320	405.2	202.6
7915	Big Bend	20	42.6	160	202.6	101.3
7909	Big Bend	40	85.2	320	405.2	202.6
7905	Big Bend	125	266.25	1000	1266.25	633.125
			0	0	0	0
			0	0	0	0
			0	0	0	0
8110 thru 8165	Big Bend	300	639	2400	3039	1519.5
8050	Big Bend	75	159.75	600	759.75	379.875
8032 thru 8034	Big Bend	50	106.5	400	506.5	253.25
8028	Big Bend	160	340.8	1280	1620.8	810.4
7996	Big Bend	100	213	800	1013	506.5
7982	Big Bend	110	234.3	880	1114.3	557.15
7954	Big Bend	45	95.85	360	455.85	227.925
7924 thru 7930	Big Bend	185	394.05	1480	1874.05	937.025
			0	0	0	0
			0	0	0	0
			0	0	0	0
			0	0	0	0
			0	0	0	0
			0	0	0	0
			0	0	0	0
			0	0	0	0
			0	0	0	0
			0	0	0	0
			0	0	0	0


TOTAL	30086.1	15043.05
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KWRH-LP
 A community radio station
 broadcasting the good news
 of and to the 63119 municipalities

Presented to:
 The Old Orchard Business District of
 Webster Groves

What is KWRH-LP Radio 63119?
Community radio at its best!



KWRH-LP Radio, 92.9FM, is the 100-watt, low-power communications arm of the Webster-Rock Hill Ministries, a non-profit organization dedicated to serving people in need within the community.

KWRH-LP produces and broadcasts programming designed to meet the educational, cultural, economic, civic, organizational, health, spiritual, entertainment and informational concerns associated with the uniquely diverse 63119 and neighboring communities. This is an opportunity for residents to claim their slice of the local airwaves and voice their unique vision for a better future.

Supportive content can be found on the station's website at www.radio63119.org, Facebook (Radio 63119), Twitter, Snap Chat and Instagram pages.

Primary coverage map of the 63119 area 8.39 square miles of prosperous communities



Population:
33,969

Median Age:
40.7 years

Education:
95.9% high school
graduate or higher



Median house/condo
value: \$200,000+

Home Ownership: 89%

Regional median income
range: \$68,348 - \$90,993

Programming

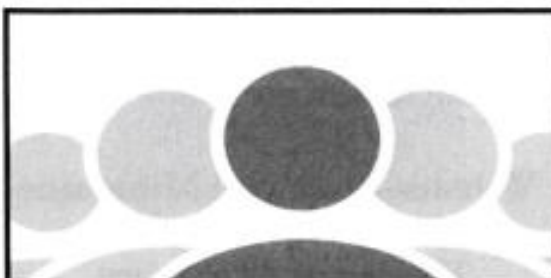


While desiring to provide open airwaves to the community, KWRH-TV is dedicated to upholding the standards set forth by the FCC regarding on-air decency. It is our pledge to provide enriching, community-friendly programming and reliable lifestyle information.

- | | |
|---|--|
| <input type="checkbox"/> Art and Culture | <input type="checkbox"/> Education |
| <input type="checkbox"/> Business and economy | <input type="checkbox"/> Government and civic issues |
| <input type="checkbox"/> Christian religious expression | <input type="checkbox"/> Health and wellness |
| <input type="checkbox"/> Citizen concerns | <input type="checkbox"/> Music |
| <input type="checkbox"/> Civic pride and values | <input type="checkbox"/> WGHS Sports |
| <input type="checkbox"/> Community events | <input type="checkbox"/> Youth involvement |

KWRH-LP provides various options for promotion and marketing

- **Developing 30-/60-minute programs:**
\$25.00 - \$50.00/week
- **Underwriting of Specialty programs:**
\$25.00 - \$50.00/week
See following page for available programs
- **Creating Snippets – 2 minute info segments:**
60 snippets/month for \$60.00/month
- **Underwriting of Sports programs:**
\$125.00/month for 10 months (WGHS/Nerinx
Hall/Webster U football, basketball, soccer,
volleyball, softball)
- **Underwriting of Business District Concert
Series:** 4 concerts for \$2,000.00 (includes promos,
vendor tables, I'B Live coverage)



**Partnering with
Radio 63119 is a wise
business decision**

Specialty Programs add frequency and diversity of audience



- **NEW** – Morning Show – Live
Tuesday –Friday 8-9a
- What's Up with Business – Rebecca Now, host.
Fridays 9-9:30a
- Public Affairs programming (Fridays 10a-3p.)
- Children's Reading Hour (M-Th/Sat 3-4p.m.)
- Moments Notice Jazz show – 2 hours
Saturday 4-6p.m.
- Ken Laster's Concert Series – Monday 6-7p
- Sound Track Sunday 7-9p.m.
- Nostalgic Radio Shows (old time radio)
- Living Faith (contemporary Christian)
- Neo-Soul (Soul and R&B)
- Classic Rock Hour (best hits)
- Lo-Fi Fridays (all original beats)
- The Deuce (new music from Europe)

Payments are made to:

Webster-Rock Hill Ministries

**For proper credit please put
in the memo section:**

- **KWRH-LP radio, or**
- **Radio Station, or**
- **Radio 63119**



Contact the station at:

kwrhradio@gmail.com

Phone: 314-736-4511

Website: www.radio63119.org

Ask for Ellie Wharton
General Manager