

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

MEETING DATE: Tuesday, May 11, 2021  
 LOCATION: Zoom  
 CALLED TO ORDER 8:06 AM  
 MEETING ADJOURNED: 8:45 AM  
 NEXT MEETING: Tuesday, June 8, 2021

NAME	PRESENT	ABSENT
Bob Weber, Chair	X	
Holland Saltsman, Vice Chair	X	
Angel Venegoni	X	
John Barr	X	
Steve Zielinski	X	
Abby Culleton	X	
Ken Creehan	X	
Vacancy		
Vacancy		
Emerson Smith, Council Liaison		X
Mara Perry, City Liaison	X	

Also in attendance:  
 Jenny Starkey – Director of Public Affairs and Engagement  
 Mike Pincus – Webster Groves Business Development Commission  
 Andrew Scavotto – Webster Groves Business Development Commission  
 Fran Sudekum – Administrative Support

**Approval of Minutes**

Motion to approve the May minutes was made by Holland Saltsman, seconded by Ken Creehan, and was unanimously approved.

**Visitor Comments**

Mike Pincus and Andrew Scavotto of the Business Development Commission (BDC) shared with Commission Members their goal is to improve the communication between the BDC and the Old Orchard Special Business District Commission (OOSBD); to open up dialog between the two in order to strengthen the ties with not only the OOSBD, but also with and between all three of the special business districts; Old Webster, Old Orchard, and Crossroads. One of the BDC’s goals is to improve communication and coordination within the business community Webster-wide. They welcome any ideas on how to increase and promote better connectivity between the business districts, as well as take back any concerns or issues.

**Streetscape Update**

A meeting was held with the contractor that was selected to do the construction as well as with MoDOT to confirm everything. Currently delivery of materials is taking a long time. The new lights have been ordered but their delivery has pushed out the start date of construction. Hopefully, it can start in June. They will be starting at the east end at Dale and work their way west. The overall time frame to complete the project should take three months. The contractor will notify everyone of the exact start date.

## **Gazebo Series**

The Gazebo Series has been announced on social media. Getting approval for the event plan from St. Louis County under current COVID-19 restrictions will be pursued, followed by approval of a Special Activities Permit from the City. Since the venue is open and not gated, we can't control the number of people that would attend which will affect whether the event plan will be approved.

The dates of the series have been moved from June and July to August and September; still on Friday evenings from 7:00 to 8:30 PM. The lineup of the bands has also been announced. Dates and lineup are as follows:

- August 20th Broken Hipsters
- August 27th Brother Francis and The Soultones
- September 3rd Diesel Island
- September 10th Hobo Cane (Javier Mendoza)
- September 17th The People's Key
- September 24th Jake's Leg

Another Organizers' meeting will take place next month; all Commission Members are welcome. Bob Weber and John Barr have taken over the lead from retirees Joe Fichter and Claire Winkler.

Bob Weber was approached by Stacie Swederska (owner of Paisley Boutique) to bring back the movies and offered to take that piece on herself. Commission Members had several questions on what that would look like and what it would actually entail to put on. Could Stacie pull it off on her own. Bob will reach out to Stacie and ask her to put together her plan and propose it to the Organizers for consideration.

## **Budget Update**

Mara Perry shared updated 2021 budget information (see Appendix A) and reviewed the current status of the various budgetary expense categories. Area Maintenance reflects funds that were targeted for rooftop lights which has not yet been completed and the funds have not all been used. Identifying the next set of buildings to pursue approvals from building owners needs to be accomplished in order to move forward with the project. Use of the Advertising funds have also not all been used as the Gazebo Series was canceled last year. If there are any items from the 2021 budget that need a Purchase Order to hold them over, such as funds for the rooftop lights, let Mara know.

Typically by this time, revenue is closer to the projected amount. Revenue from both taxes and business licenses are lower than they normally are at this point in the year. The fund balance is very healthy however.

## **Facade Program**

Last year, funding was put in the budget for a façade beautification program; but with COVID-19 hitting, no action took place to firm up and announce the program. Mara shared a draft of the program she modeled after a similar program in the Crossroads Business District (see Appendix B). Mara reviewed the steps in the application process, eligibility, criteria, etc. Initial reaction to the draft was positive from Commission Members. Mara will forward the draft to members so they can review the information and determine if any changes need to be made so that at the next meeting, the program can be firmed up and steps can be taken to get the word out to the district.

## **BDC Update**

The BDC is focused on working to increase connectivity between the business districts as well as with the BDC. Anyone is welcome to attend the BDC meetings.

## **City Update**

- Wingstop in Yorkshire Plaza is under construction.
- Zushi, a sushi restaurant in Yorkshire Plaza, is under construction.
- DD Mao in Old Webster is close to opening.
- Union Bagels in Crossroads is under construction.
- Lona's Lil Eats in Old Orchard has at this point withdrawn; will wait to see if it moves forward.
- Amy's Cake Pop Shop and Boozy Bites in Old Orchard is opening very soon.
- Total Access Urgent Care at Big Bend and Laclede Station has demolished the buildings and is finishing some improvements to the right of way and the lot itself. Construction should start very soon.
- Hixson Middle School construction continues.
- Fire Station #2 construction continues.
- City Council approved two text amendments; one related to two-family structures in A4 zoning with a certain set of regulations. Quite a bit of misinformation about it is circulating in the public, so the City website has added a page of information clarifying the text amendments. The other change that was approved was related to lot sizes.
- Plan Commission work continues on code amendments for D and C Commercial to address multi-family as a permitted use with a specific set of regulations has continues.
- Additional information on the Douglass Hill Project (a.k.a. North Old Webster Redevelopment Proposed Project) has been received and public hearing info should be going out soon. The current rezoning submission is also available on the City website. The process of public hearings will take several months. There is a mechanism on the City website to leave comments about the project.
- Rolling Ridge in Old Webster has submitted a CUP to add some additional uses conducted in their existing space, such as small weddings, receptions, or other events during off-hours and off-season.

**Adjournment** – Meeting adjourned at 8:45 AM.

# APPENDIX A

Old Orchard – 52 Account Name	Budget FY 2021	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	\$2,491.10	\$1,008.90
810 Disposal Services	\$1,550.00	\$1,278.36	\$271.64
824 Electricity	\$175.00	\$112.80	\$62.20
827 Water	\$175.00	\$119.34	\$55.66
830 Advertising	\$20,800.00	\$10,897.73	\$9,902.27
831 Postage		\$0.00	\$0.00
850 Lighting (Parking Lot)	\$1,600.00	\$1,611.97	(\$11.97)
851 Area Maintenance	\$20,000.00	\$5,775.71	\$14,224.29
857 Pay Other Agencies	\$0.00	\$0.00	\$0.00
971 Operating Transfer Out	\$33,186.00	\$33,186.00	\$0.00
<b>Summary Totals</b>	<b>\$81,386.00</b>	<b>\$55,473.01</b>	<b>\$25,912.99</b>

	Budget FY 2020	Budget FY 2019	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
0%	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
0%	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,200.00	\$1,200.00
0%	\$0.00	\$0.00	\$0.00	\$0.00	\$10,000.00	\$0.00	\$0.00	\$4,000.00	\$4,000.00	\$4,000.00	\$2,500.00
71%	\$3,500.00	\$3,500.00	\$3,500.00	\$5,000.00	\$9,000.00	\$7,600.00	\$7,600.00	\$4,600.00	\$1,000.00	\$1,900.00	\$1,000.00
82%	\$1,440.00	\$1,440.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,600.00	\$800.00	\$900.00	\$800.00	\$460.00	\$225.00
84%	\$175.00	\$175.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$0.00	\$125.00	
88%	\$225.00	\$225.00	\$500.00	\$500.00	\$500.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$850.00	\$1,200.00
52%	\$19,000.00	\$19,000.00	\$17,000.00	\$14,000.00	\$12,000.00	\$15,000.00	\$13,400.00	\$18,250.00	\$16,900.00	\$15,100.00	\$15,500.00
101%	\$1,600.00	\$1,800.00	\$2,300.00	\$2,300.00	\$2,300.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,650.00	\$1,650.00	\$1,650.00
26%	\$7,000.00	\$15,350.00	\$3,720.00	\$3,720.00	\$1,220.00	\$5,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$5,400.00	\$11,500.00
100%	\$32,434.25	\$31,959.00	\$29,781.00	\$27,147.00	\$27,270.00	\$33,190.00	\$16,740.00	\$12,240.00	\$12,000.00	\$0.00	\$15,000.00
	<b>\$65,774.25</b>	<b>\$73,849.00</b>	<b>\$58,551.00</b>	<b>\$59,417.00</b>	<b>\$69,040.00</b>	<b>\$70,940.00</b>	<b>\$52,090.00</b>	<b>\$51,540.00</b>	<b>\$48,050.00</b>	<b>\$41,375.00</b>	<b>\$57,075.00</b>
	\$54,738	\$70,469	\$52,969	\$48,846	\$60,182.81	\$35,272.36	\$44,570.72	\$39,684.67	\$43,857.06	\$41,713.52	

Revenue History	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006
	\$6,390.71	\$2,519.52	\$59,804.72	\$56,323.75	\$51,216.34	\$51,127.38	\$49,244.21	\$48,619.15	\$48,282.81	\$51,158.80	\$48,428.20	\$51,438.80	\$49,693.48	\$43,126.86	\$37,833.09

Beginning Balance	\$129,881.92	\$55,473.01
Projected Revenue	\$50,000.00	\$31,990.03
Projected Fund Balance	\$98,495.92	\$106,398.94

Expenses to Date	\$55,473.01
Revenue to Date	\$31,990.03
Current Fund Balance	\$106,398.94

2021                      13                      5 52 Old Orchard

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

# APPENDIX B

## OLD ORCHARD SPECIAL TAX DISTRICT

### FAÇADE BEAUTIFICATION MATCHING GRANT PROGRAM

The Old Orchard Special Tax District Board of Directors has established a beautification matching grant program for use within the Old Orchard Business District by owners or tenants interested in the improvement and beautification of their property. The purpose of the grant is to stimulate efforts to improve the street appearance of the Old Orchard commercial and business façade and streetscape. Grants are available for all businesses and can be issued to owners or tenants within the defined business district boundary.

There is a \$2,000 maximum per grant, which must be matched by the applicant. The total amount available for grants within each fiscal year is limited. Therefore grants will be awarded on a first-come, first served basis as determined by a review committee of the Special Tax District Board. Grants are limited to real property, one application per business and/or building (one grant per property) and are not limited based on ownership. Tenants applying for matching grants must have the signed approval of the property owner.

Grant monies may be used for street façade improvements, landscaping, or other beautification projects. Please refer to the attached eligibility memo for those projects that will be considered under the grant review.

The following steps are necessary to apply:

#### I. Application:

Submit a completed grant application (copy attached). Include with your application a recent photograph of the property to be improved, drawings of the proposed improvements where applicable, a written description of the proposed improvements including materials and colors to be used, and a preliminary estimate of the cost.

Submit your completed application package and supporting documentation to:

Chairman, Old Orchard Tax District Board/o  
Department of Planning  
City of Webster Groves4 E.  
Lockwood Ave.  
Webster Groves, MO 63119

#### II. Preliminary approval:

Upon completion of a review by the tax district board's review committee and an on-site inspection of the proposed improvement property, the applicant will be notified of a preliminary approval, rejection, or requested modification.

#### III. Final approval:

Upon notification of preliminary grant approval, the applicant must submit a final contractor itemized bid, including relevant product specifications. After this bid has been submitted, the grant review committee will make final approval, or request a modification for the grant.

#### IV. Final payment:

Grant payment will be made as a reimbursement to the applicant upon verification that the work has been completed according to the application, and the full contract amount has been paid. Verification of the completed work will be made by a member of the district's grant review committee, or may be certified by the applicant's architect. Upon submittal of the final payment and completion verification, the grant payment will be made to the applicant within 10 days.

For more information about the beautification matching grant program

Contact: Mara Perry

Director of Planning and Development

City of Webster Groves / 4 E. Lockwood Ave. / Webster Groves, MO 63119

Phone: (314) 963-5333

E-mail: [perrym@webstergroves.org](mailto:perrym@webstergroves.org)

**OLD ORCHARD BUSINESS DISTRICT  
FAÇADE BEAUTIFICATION GRANTS  
PROJECT ELIGIBILITY**

**WHO IS ELIGIBLE FOR A MATCHING GRANT**

Any property owner or tenant within the Old Orchard Special Business District may submit an application for a matching Beautification Grant. Submit an application on the Grant Form indicating name and ownership of the property. If a tenant, the owner of the property must approve the application. Describe the work being proposed, the estimated cost for the work, and the amount of the grant you request.

**WORK THAT WILL BE CONSIDERED FOR FUNDING**

- Exterior façade improvements, renovations, or upgrades.
- Renovations and/or modifications to building entrances.
- Landscaping.
- Beautification plans for a property, such as: benches or planting areas, vest pocket park, tree planting, and expansion of “green” areas.
- Rear entrance/yard improvements to property.
- Renovations or restorations to storefront windows and doors.
- Professional fees for renovation or beautification design.

**WORK THAT CANNOT BE FUNDED**

- Business signage of any kind.
- Sidewalk maintenance, repair or replacement around a property or public sidewalk.
- Deferred maintenance unless it is a part of a larger beautification/renovation project.
- Roofing that is not visible from the front façade.
- Interior work of any kind.
- Utility conversions, repairs, and/or relocations.
- Paving of parking lots.
- Fencing

**CRITERIA FOR REVIEW EVALUATION**

- Priority will be given to those projects that will improve the District’s visual quality.
- Renovations of storefronts and building facades.
- Compliance of proposed projects with District guidelines.
- Improvement to rear of building and/or borders to District residential neighbors.
- Improvement in parking.
- Beautification for the streetscape and District environment.
- Improve “problem” areas within the District.

**District Guidelines are provided as a general set of recommendations under which the Grant Program can be reviewed and administered. The Guidelines should be referred to for projects that apply for the Façade Beautification Grant Program.**

OLD ORCHARD SPECIAL TAX DISTRICT

**FAÇADE BEAUTIFICATION MATCHING GRANT PROGRAM**

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**APPLICATION**

APPLICATION DATE: \_\_\_\_\_

1. Applicant/CO- Applicant

\_\_\_\_\_

2. Owner of Business

\_\_\_\_\_

3. Business Name and Address

\_\_\_\_\_

4. Phone:

\_\_\_\_\_

Fax:

\_\_\_\_\_

5. Estimated Cost of the project:

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

6. Requested Matching Grant Amount \$

\_\_\_\_\_

7. Items needed to process this application, please attach:

- a. Current photograph of property to be improved.
- b. Drawings of the proposed improvements. (Submission of Façade renovations must include proposed signage.)
- c. Written description of the proposed improvement, include color and materials.

Applicant(s) Signature(s)

\_\_\_\_\_

\_\_\_\_\_

Property Owner Signature (if not applicant, Owner approval is required)

\_\_\_\_\_