

Special Business District Tax Advisory Commission Agenda

Wednesday, March 24, 2021 at 4:00 PM

Meeting Held Via: Zoom

1. Roll Call
2. Approval of the Minutes from February 24, 2021
3. Account Information
4. Maplewood Makers Campaign Update
5. Discussion: Draft SBD Mission Statements
 1. Our mission is to make (and keep) Maplewood a retail and dining destination by helping SBD businesses thrive. We attract customers and new businesses by improving the appearance of the district, organizing and promoting events, providing grants to businesses, and offering general support to the businesses within the SBD.
 2. Our mission is to better Maplewood by developing the business community, attracting businesses and customers, and making Maplewood a dining and shopping destination. We do this by improving the physical appearance of the business district, organizing and promoting special events, providing business grants, and offering support to businesses within the district.
 3. Our mission is to make Maplewood a shopping and dining destination by helping businesses in the SBD thrive. We do this by attracting customers and new businesses to Maplewood, improving the physical appearance of the business district, organizing and promoting special events, providing business grants, and offering support to businesses within the district.
6. Update: Events
7. Update: Vacant SBD Commercial Real Estate (attached document)
8. Old Business

9. New Business

10. Adjourn

Special Business District Tax Advisory Commission Minutes

Wednesday, February 24, 2021 at 4:00 PM

Meeting Held Via: Zoom

1. Roll Call: Nikki Bisel, Valerie Boring, Gautam Gatla, Jennifer Ridgeway, Sheila Suderwalla. Commission members not in attendance included Chris Kelling and David Schlafly. Staff present included Laura Miller.
2. Approval of the Minutes from January 27, 2021: The minutes were reviewed, and a motion was made to approve the minutes by Boring and seconded by Ridgeway. All were in favor and the motion was passed.
3. Account Information: The accounts were discussed but no motions were made.
4. Creative Entourage Presentation: Creative Entourage shared multiple design concepts with the commission. After a lengthy discussion, Creative Entourage offered to take the feedback and create a new design.
5. SBD Presentation to City Council: Miller thanked Suderwalla for providing the report to Council, there was no other discussion.
6. 2021-22 FY Budget: The commission reviewed the revised draft budget. Bisel made a motion to submit the draft budget to the Council for final approval seconded by Ridgeway. All were in favor and the motion was passed.

Suderwalla mentioned the tool kit assessment for events. Miller responded that she would still like to see the commission review each event. Miller suggested putting the discussion item on the April agenda and for the Commission to complete the tool kit assessment prior to the May meeting. The Commission agreed to the timeline.

7. SBD Mission Statement: The commission requested more time to review the three draft mission statements and tabled the discussion for the March meeting.

8. Event Updates: Miller reported the afternoon session sold out at 150 tickets and the morning session sold 117 of the 150 tickets available. Miller also reported that the event ran smoothly and people were appreciative that we held the event.

The Coffee Crawl tickets are currently on sale.

Miller discussed moving Stringfest to May 14 to combine the weekend with Taste of Maplewood. Miller cited potential cost savings, easier on thee businesses, and one weekend with streets closed versus two weekends in a row. The Commission was agreeable to combining the events.

9. Update: Vacant SBD Commercial Real Estate
10. Other Business: Miller asked the Commission what their thoughts were about EV charging station locations within the business district. The Commission agreed with the Marietta parking lot and the 7300 block of Manchester on the north side.
11. Meeting adjourned at 5:32 PM



City of Maplewood, MO

Account Summary

Date Range: 2/01/2021 -2/28/2021

Account	Name	Beginning Balance	Total Activity	Ending Balance
Fund: 15 - SPECIAL BUSINESS DISTRICT FUND				
15-0000-10101	CITIZENS BNK-SPEC. BUS. CHECK.	177,444.12	24413.6	\$ 201,857.72
Total Fund: 15 - SPECIAL BUSINESS DISTRICT FUND:		\$ 177,444.12	\$ 24,413.60	\$ 201,857.72
Grand Totals:		\$ 177,444.12	\$ 24,413.60	\$ 201,857.72



City of Maplewood, MO

Detail vs Budget Report

Account Summary

Date Range: 2/01/2021 -2/28/2021

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining
15 - SPECIAL BUSINESS DISTRICT FUND							
Revenue							
15-0000-30010	REAL PROPERTY TAXES-SPEC. BUS.	\$ -	\$ 55,000.00	\$ 19,314.47	\$ 25,031.04	\$ 44,345.51	\$ 10,654.49
15-0000-30303	BUSINESS LICENSE FEE-SPEC.BUS.	\$ -	\$ 35,000.00	\$ 40,024.76	\$ 3,351.05	\$ 43,375.81	\$ (8,375.81)
15-0000-30910	INTEREST EARNED-CHECKING	\$ -	\$ 200.00	\$ 44.69	\$ 7.51	\$ 52.20	\$ 147.80
15-0000-30945	OTHER REVENUES	\$ -	\$ 10,000.00	\$ 770.00	\$ -	\$ 770.00	\$ 9,230.00
	Revenue Totals:	\$ -	\$ 100,200.00	\$ 60,153.92	\$ 28,389.60	\$ 88,543.52	\$ 11,656.48
15 - SPECIAL BUSINESS DISTRICT FUND Totals:		\$ -	\$ 100,200.00	\$ 60,153.92	\$ 28,389.60	\$ 88,543.52	\$ 11,656.48
Report Total:		\$ -	\$ 100,200.00	\$ 60,153.92	\$ 28,389.60	\$ 88,543.52	\$ 11,656.48



City of Maplewood, MO

Detail vs Budget Report
 Account Summary
 Date Range: 2/01/2021 -2/28/2021

Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining
15 - SPECIAL BUSINESS DISTRICT FUND						
Expense						
15-1300-70080	BUSINESS INCENTIVE	\$ -	17,000.00	\$ 2,200.00	\$ -	\$ 2,200.00 \$ 14,800.00
15-3100-50060	GENERAL SUPPLIES	\$ - -		\$ -	\$ -	\$ -
15-3100-50180	NURSERY SUPPLIES	\$ -	6,500.00	\$ 1,732.69	\$ -	\$ 1,732.69 \$ 4,767.31
15-3100-50330	REPAIR & MAINTENANCE SUPPLIES	\$ -	1,000.00	\$ 96.00	\$ -	\$ 96.00 \$ 904.00
15-3100-60010	ADVERTISING	\$ -	33,600.00	\$ 12,666.28	\$ -	\$ 12,666.28 \$ 20,933.72
15-3100-60360	MISC. OTHER SERVICES & CHARGES	\$ -	-	\$ 33.00	\$ -	\$ 33.00 \$ (33.00)
15-3100-60400	PROFESSIONAL SERVICES	\$ -	18,000.00	\$ 55.00	\$ 4,000.00	\$ 4,055.00 \$ 13,945.00
15-3100-60460	REPAIRS AND MAINTENANCE	\$ -	1,000.00	\$ -	\$ -	\$ - \$ 1,000.00
15-3100-60490	SPECIAL EVENTS	\$ -	30,500.00	\$ 21,736.09	\$ -	\$ 21,736.09 \$ 8,763.91
15-3100-60535	PRINTING	\$ -	5,500.00	\$ 1,822.00	\$ -	\$ 1,822.00 \$ 3,678.00
15-3100-70010	CAPITAL OUTLAY	\$ -	7,500.00	\$ 3,549.35	\$ -	\$ 3,549.35 \$ 3,950.65
	Expense Totals:	\$ -	\$ 120,600.00	\$ 43,890.41	\$ 4,000.00	\$ 47,890.41 \$ 72,709.59
	15 - SPECIAL BUSINESS DISTRICT FUND Totals:	\$ -	\$ 120,600.00	\$ 43,890.41	\$ 4,000.00	\$ 47,890.41 \$ 72,709.59
	Report Total:	\$ -	\$ 120,600.00	\$ 43,890.41	\$ 4,000.00	\$ 47,890.41 \$ 72,709.59

SBD Vacant Commercial Space

Address		Sq. Ft.	Contact	Listing Agent	Phone	Notes
7420 Manchester, 2nd Floor	Smith Lee	13,386				property sold in October 2020 and is being renovated
7409 Manchester	formerly Elder Care	1500	Dan Slavin		314-691-6333	
7370 Manchester, Suite 233	above the Post	approx. 890		Rothschild		Rent \$575 + \$50 /mo utilities
7370 Manchester, Suite 228	above the Post	approx. 890		Rothschild		Rent \$500 + \$50 /mo utilities
7356 Manchester	former Las Palmas			Rob Birenbaum		not ready to lease
7350 Manchester		3,785		Rothschild		\$18.50 SF + NNN
Maplewood Square #115		3,290		Brixmor		
7310-7314 Manchester	above Larder and Cupboard	2520-5000	Pace Properties			\$19 SF for lease- office, will consider splitting space
7181 Manchester	former check cashing	660		Coldwell Banker		for sale - \$99K
7170 Manchester	former Cheryl's Herbs	600 +		Jack Scheer		for lease
7552 Manchester Rd	formerly Collison Express	4636				
7606 Manchester Rd.	former Steak N Shake	3855	Bill Barnes/ Peter Sheahan	NAI Desco	314-994-4081	\$31.13 SF + NNN
2816 Sutton Blvd.	2nd floor	1774		Schlafly Corporation		for lease \$15 SF + Utilities and CAM
2816 Sutton Blvd.	2nd floor	1774		Schlafly Corporation		for lease \$15 SF + Utilities and CAM
2915 Sutton Blvd.	former Chamber office	550				for lease
2523 Big Bend		2618	Mark Hejna	Gundaker Commercial	636-728-5120	for sale \$150K - retail/office