



Special Business District Tax Advisory Commission Minutes

Wednesday, January 27, 2021 at 4:00 PM

Meeting Held Via: Zoom

1. Roll Call: Nikki Bisel, Valerie Boring, Gautam Gatla, Chris Kelling, Jennifer Ridgeway, Sheila Suderwalla. Commission members not in attendance included David Schlafly. Staff present included Laura Miller.
2. Approval of the Minutes from December 2, 2020: The minutes were reviewed, and a motion was made to approve the minutes by Chris Kelling and seconded by Nikki Bisel. All were in favor and the motion was passed.
3. Account Information: The accounts were discussed but no motions were made.
4. 7358 Manchester Minor Renovation Grant: The renovation grant was reviewed, and a motion was made to approve the grant for \$1000 by Chris Kelling and seconded by Nikki Bisel. All were in favor and the motion was approved.
5. SBD Presentation to City Council: Ridgeway commented that we should focus on the success we've had in supporting our SBD businesses and reemphasize the continuous need to support the businesses.

The commission discussed the following items

Currently

- Successful and safe events (restaurant week)
- Dining Tents
- Marketing Campaign – Makers Community
- Changes to Renovation Grant to include “rear entrances”, provided \$3600 in grants anticipating another \$7000 before end of fiscal year
- Maple Food Ambassadors

Next Fiscal Year

- Kiosks
- Brochure

- Electrical Boxes
- Marketing Campaign

General

- Thank you for extending the business license permit deadline
- Grace period for SBD Taxes

Bisel reiterated Ridgeway's comment and that the commission put a lot of thought into how to continue moving forward remotely and safely with COVID. A lot of organizations felt a little more stopped in their tracks once in-person stuff dwindled. The commission forged ahead despite COVID and came up with some cool ideas that may affect how we think about some of our events and different possibilities moving forward. We turned a huge negative into an opportunity and how things are done moving forward.

6. 2021-22 FY Budget: The commission discussed the draft budget presented by Miller, see attached.

Miller commented that the event and advertising spreadsheets are used as a planning tool during the year. Where Magazine ads are the only items that carry over from year-to-year everything else is subject to change.

Keller recommended considering advertising with the Post Dispatch.

Suderwalla asked about advertising with St. Louis American. Miller responded that St. Louis American was on the list for the makers' campaign and would look at including it to the advertising list for events.

Miller highlighted a few projects for 2021-22 that would require the Commission to use funds from the fund balance.

The Commission discussed the need to redo the electric boxes and suggested keeping new designs in line with the makers' campaign.

Miller mentioned a mission statement for the SBD commission and reviewed suggested phrases to begin forming a statement. Bisel offered to put something together to review and approve at the February meeting.

7. Event Updates:
 - a. Sweet Tooth Tour: Staff updated the commission on ticket sales.
 - b. Coffee Crawl: Staff reported that the Coffee Crawl event plan has been submitted to the St. Louis County Department of Health.

8. Update: Vacant SBD Commercial Real Estate (attached document):

9. Other Business: None

10. Meeting adjourned at 5:16 PM