

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