

Special Business District Tax Advisory Commission Minutes
Wednesday, March 24, 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 February 24, 2021: The minutes were reviewed, and a motion was made to approve the minutes by Kelling and seconded by Bisel. All were in favor and the motion was passed.
3. Account Information: The accounts were discussed but no motions were made.
4. Maplewood Makers Campaign Update: Miller shared images of the ads for Missouri Life, see attached.
5. Discussion of 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.

The Commission discussed the three proposed mission statements and asked to see a new one that included some of the following terms:

- Personal & professional service

- Continuous improvement
- live work play
- continue to develop our diverse offering
- foster
- all-encompassing

6. Update on Events:

Coffee Crawl: morning session sold out and sold half the tickets for the afternoon session.

Stringfest/Taste of Maplewood – received permission for Stringfest and Taste of Maplewood

Let Them Eat Art – will begin working on the plan for Let Them Eat Art and submit it to the St. Louis County Health Dept. LTEA will not look like it has in past most likely will not pair artists with businesses in order to spread the event out. Miller informed the Commission that she will post an RFP for an artist coordinator and would like to review applicants at the April meeting.

7. Update on Vacant SBD Commercial Real Estate (attached document)

8. Old Business: None

9. New Business: None

10. Meeting adjourned at 5:30 PM.