



Special Business District Tax Advisory Commission Minutes
Wednesday, April 28, 2021 at 4:00 PM
Meeting Held Via: Zoom

1. Roll Call: Nikki Bisel, Gautam Gatla, Jennifer Ridgeway, Sheila Suderwalla. Commission members not in attendance included Valerie Boring and Chris Kelling. Staff present included Laura Miller.
2. Approval of the Minutes from March 24, 2021: The minutes were reviewed, and a motion was made to approve the minutes by Bisel and seconded by Gatla. 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: Tabled until the May meeting.
5. Discussion of Draft SBD Mission Statement: A motion to adopt the mission statement was made by Bisel and seconded by Ridgeway.

Our mission is to ensure the long-term preservation and vitality of the Special Business District's economic, cultural, social, and environmental assets. We do this by attracting a diverse customer and business base, improving the physical appearance of the business district, organizing and promoting special events, providing business grants, and fostering a supportive business environment.

6. Event Update: Miller reminded the Commission of Stringfest on May 14. Miller mentioned that Sheila Suderwalla was working with the businesses in the 7100 block to promote their participation in Stringfest.

Miller reported that she is working to finalize the artists for Let Them Eat Art.

Miller reported that MRH Middle School students were designing and planting the planters for the SBD.

7. LTEA Artist Coordinator RFP: The commission discussed the artist coordinator applicant and asked Miller to move forward with an interview and hiring.

8. Event Tool Kit Assessment: The commission discussed the event assessment process.

Bisel asked about the context in which we are asking the financial viability question.

The commission weighed in with suggestions:

- Do you feel like you got your money's worth?
- Was this a good investment for your business?
- Was this event a good value for your business?
- How would you rate your return on investment?
- What was your overall perceived value of the event?
- Was this valuable for your business to participate in?

Bisel suggested reminding the businesses of a traditional marketing funnel. Miller agreed.

Miller recommended sending the assessment to the business that participate in the events. The commission agreed.

9. Vacant SBD Commercial Real Estate (attached document): The commission discussed the current vacancies.
10. New Business: None
11. Meeting adjourned at 5:39 PM.