



Cherokee Station Business Association

PO Box 2053, St. Louis, MO 63158 | www.cherokeestation.com



Association Meeting Minutes

April 19, 2007 – 6:00pm

Cherokee Business Incubator, 2715 Cherokee

- I. Introductions/Roll Call
- II. Reports: City Officials
 - A. Craig Schmid, 20th Ward Alderman
 1. Efforts have been successful in obtaining a \$1 million+ grant for street maintenance and beautification for the street. Bids to select contractors will not begin until the fall/winter, and work will not commence until 2009. GREAT NEWS FOR CHEROKEE!!! Things are looking brighter and brighter every day!
 2. Call national hotline 1-888-995-HOPE for help in negotiating to stay in your home if facing foreclosure.
- III. Guest Speaker: Michael Levinson (Executive Director, BUILD St. Louis)
 - A. Businesses United for Independent Local Development is a coalition of business owners, residents and community development organizations that support locally owned independent businesses.
 - B. They are working together to make locally-owned, independent businesses more visible in the community through branding, marketing, distribution of their brochure and an online buying guide, etc.
 - C. \$250 to join, but if we have a group of 8-10 businesses, the group rate is \$200. Contact Jason 323.6488 by the end of June if you are interested in the group rate.
- IV. Approval of Minutes and Treasurer's Reports (none opposed)
- V. Old Business: Cinco de Mayo
 - A. Motion made for CSBA to support Cinco de Mayo festival with an additional \$2,000 for advertising. In favor: 7, opposed: 4.
- VI. New Business
 - A. Pat Brannon made an announcement regarding 3rd District Police Partnership signs.
 1. A new ordinance has been passed that is tougher on loitering; if a sign is posted, individuals are considered warned and can be arrested for trespassing.
 2. 1 ½ foot "No Trespassing" signs may be purchased for \$18 and are a good idea for businesses that may be experiencing some trouble
 - B. Announcement made that a Board position is vacant.
 - C. Discussion re: future meeting announcements. Informal vote taken; 2 in favor of discontinuing the mailed meeting notices and no response regarding keeping the notices.
 - D. Potential new establishment on Cherokee: Will Liebermann
 1. Proper Shoe Building. Will proposes a space for live entertainment events since there is a large auditorium and this is in keeping with its prior incarnations – it was an old

Wehrenberg Theater and a pool hall. He has talked to Pat Brannon to discuss the impact with the Casa Loma.

2. Security and parking issues were discussed.
- E. Bus tour proposal: Angelica Garcia
1. Ms. Garcia (proprietor at 2817 Cherokee) brought a petition regarding tour buses from Chicago and Michigan to stop on the street. Tickets could be sold at La Tortuga and El Torito and could bring a steady flow of tourists and customers to the street.
 2. This license has been denied twice before because the permit for the property is a conditional use permit and does not allow for such a bus tour on the street; issues discussed include parking for a bus; bathroom facilities to accommodate that many tourists and trash and debris.
 3. Issue was tabled.
- F. Maria Carillo from Carillo Western Wear brought up the issue that she hears lots of discussion about money at meetings, but nothing about security. Some people say they do not come to Cherokee Street because they do not feel safe, and there have been a few assaults on the street over the past year.
1. Alderman Schmid suggested a special meeting with Captain Hobbs conducted in Spanish and English to discuss issues with him.
 2. Rick Ruzicka discussed the need to get a chain of communication in which word could get out quickly if an assault or other security concern arose.
 3. It was discussed that if this were to happen the mindset on the street needs to change to one of business owners taking care of each other. Block captains could work if people were willing to be responsible for each other and act as good neighbors.
 4. Jason urged people to call the police and make reports of any undesirable activity; check weekly crime reports and the police beat.

VII. Announcements

- A. BUILD St. Louis – June deadline; contact Jason if you are interested in group membership.
- B. Sign up for the online forum www.cherokeestation.com
- C. Operation Brightside Street Cleaning Blitz – April 28

VIII. Adjourn