



Cherokee Station Business Association

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

Association Meeting Agenda May 17, 2007 – 6:00pm Cherokee Business Incubator, 2715 Cherokee

- I. Introductions/Roll Call + One Positive Thing About Cherokee Street
- II. Reports: City Officials
 1. Craig Schmid, 20th Ward Alderman
 1. Follow up to Maria Carillo's concern about security from last meeting; encourages arranging a bi-lingual meeting specifically to discuss security issues with Captain Hobbs.
 2. Alderman Schmid is encouraged that the profile of businesses on Cherokee is becoming more and more international → an Indian-owned business just opened up on the western side of the district near Fort Gondo. He also encourages CSBA to collaborate with Cherokee-Lemp, Gravois, South Grand and other neighborhood and business associations to create a circle of international neighborhoods.
 2. Ken Ortmann, 9th Ward Alderman
 1. Announcement that 3140 Pennsylvania is the first infill green building in the City of St. Louis and that there was a recent ribbon cutting for the first historic green restoration on the 3300 block of Salena.
 3. Barb Potts, Neighborhood Stabilization Officer
 1. Reminder that Barb's number is 397-1091. She has been working on drug houses west of Jefferson.
- III. Approval of Minutes and Treasurer's Reports (none opposed)
- IV. Old Business:
 - A. Cinco de Mayo Debrief
 1. CDM was a great event, approx. 10,000 people. The event went smoothly, businesses did well that day and new booths were already requested for next year. Event was worth the effort. Cherokee Street got a lot of advertising and media coverage, from television stations to positive articles post-event in the Southside Journal, Post Dispatch and RFT.
 2. Comments and suggestions for CDM 2008:
 - a. Better branding of Cherokee Station.
 - b. Incorporate Alderman Schmid's circle idea, perhaps a trolley to connect the various international neighborhoods.

- c. Better security at the entrances to the event; perhaps just have a bag check rather than prohibit bags entirely.
- d. Request for more family-oriented activities.
- e. Request that the event cover more blocks.
- f. Suggestion that a bike rack section be made available so people can ride to the festival (rather than park) and have a place to keep bikes secure.
- g. Request for a green section.
- h. Trash pickup throughout the day.
- i. Concern with people who were just milling about and hanging out on the central corner, throwing bottles on the street, etc.

B. Artworks Project Update

- 1. Meeting on May 8 with Priscilla Block (Executive Director of Artworks), Jean Durel (Incarnate Word Foundation), David Jafari (artist), David Hanlon (St. Louis Community College/teaching institution) and Patavee Vanadilok (CSBA).
- 2. Project is starting in June; 4 waste receptacles will be applied with mosaic murals. (David Jafari just did an installation of mosaic murals at the Cherokee Rec Center). Decisions need to be made regarding placement of the receptacles; ideas for themes or imagery are welcomed as well as any practical issues such as whether lids are needed.

C. Web Site Status Update

- 1. Business profiles uploaded to site; not complete yet but will continue to be added.
- 2. People encouraged to post ideas to the forum.

V. New Business

A. Potential Cherokee Signage at Cherokee/Gravois and Cherokee/Grand

- 1. Discussion of possibility of utilizing billboard signs above St. Louis Autoparts building to promote Cherokee Station and direct traffic to the business district. Jefferson Underground has a similar billboard at Gravois and Jefferson.

B. Bus tour proposal by Angelica Garcia was tabled from last meeting; Ms. Garcia was not present at this meeting.

C. Discussion of Cherokee-Lemp Antique Fair scheduled for Labor Day Monday, September 3 between Jefferson and Lemp. Fair will feature food, antiques and bands.

- 1. Informal vote: none opposed.
- 2. Suggestion that perhaps CSBA should plan an event in conjunction with the antique fair so that fair-goers will continue to walk along the shops and restaurants on Cherokee.

VI. Announcements

A. Roosevelt High School Community BBQ: May 18

B. Cherokee-Lemp History Fair: May 19-20

VII. Adjourn