

January 2024 Board of Directors Meeting
Cherokee Street Community Improvement District
CALL TO ORDER
8:46 AM - January 9th, 2024

Board Members In attendance:

Jason Deem, Kaveh Razani, Will Liebermann, Brennan England, Ley Woods, Effrem Grettenberger, Brandin Vaughn, Jessie Chappel, Brandin Vaughn

Absent: Mike Samad, Nicholas Oberfrank

Observing: Ana Rivera, Sara Levin

MOTION TO ACCEPT NOVEMBER MINUTES:

Kaveh makes a motion, Jason seconds. All in favor; None opposed. Motion passes.

Administrative Housekeeping

Financial Report — Emily walked directors through the Balance Sheet, P&L statement for November and December and the Budget vs Actual breakdown for the first months of the fiscal year. Emily also shared the past two Pay Apps from the Love Bank Park capital project.

Open Board Seats — Ana is attending today's meeting to observe as a potential new member of the board. Kate Burrus's resignation has not yet been received.

Missouri Department of Revenue Report Approval

Motion to approve access for Emily Thenhaus to sales and use tax data through the Missouri Department of Revenue portal.

Ley makes a motion. Kaveh seconds. All in favor. Motion passes

Executive Director Update — *State of the CID Updates: 2 businesses have recently opened (The Woke Brand and the salon at 2647) and two have closed (Exotic Bar & Seven14 Lounge). Two businesses have expanded or reopened (Clements bar, El Lenador) Directors reviewed district sales comparisons. For Q3 2023, Cherokee CID sales grew 21% compared to Q3 2022 and 78% from Q3 2019. Directors discussed the non-quantitative state of the street in regards to event foot traffic and recent closings. Emily gave a progress update on the objectives the CID has outlined in the draft strategic plan. For supporting small businesses, the CID updated teh holiday guide and directory and did press outreach around Print Bazaar. The Events committee funded two events (Dia de los Reyes & Togethe We Ball). 2 window grants were issued. Emily has been working with the Hispanic Chamber for additional business assistance for the street. For public spaces, Brake Landscaping decorated the planters and Emily has been in discussions to expand holiday decorating next year. For public safety, Emily is preparing teh quarterly crime report for the next public meeting - facilitated by Ofc. Rojas who is the new liaison for the SLMPD to Cherokee Street. Kaveh recommended CID staff meet with BPW*

***A draft of these minutes will be posted following the meeting. The minutes will be reviewed by the board and approved at the next Board Meeting. If this version is still available on the website, after the following meeting, no changes were made and the minutes were approved as is.*

Housing Advocacy group to talk about practices for growth without displacement. Brennan brought up issues with the folks congregating outside of the Economic Shop. Emily volunteered to work with him to address the issue with neighboring business owners. Emily relayed feedback from the Cinco de Mayo stakeholders meeting, in which businesses called for a harder barrier around the festival that limits weapons. Emily and Sara have been talking with the city on how best to achieve that, and Emily has reached out to businesses at California about them planning a street permit for any May 5th activities.

Old Business:

Love Bank Park Update: Emily relayed the current status of park construction. Final pieces will be installed in the coming weeks, including pavers, furniture, & plantings. Directors discussed concerns about the visual effect of the chain link and ways to bring more color and vibrancy to the park, including incorporating scrim or shadowbox signage to the shade structure. Emily & Jason will relay concerns to the designers and work on a revision. Emily is also in conversation with potential sponsors and facilitators for park programming.

Parking Update — Directors reviewed the appraisals for the three city-owned parking lots within the district and discussed moving forward to purchase the lots, pending financing and community input at the January meeting.

Motion to pursue purchase of the three parking lots at the appraised value, begin negotiations with the Treasurer's Office and lending institutions and seek broader input at the upcoming community meeting.

Will makes a motion. Jason seconds. All in favor, none opposed. Motion passes.

New Business:

Explore St. Louis Membership

Emily made board members aware of the renewal for Explore St. Louis for \$450 which has been used to promote events and also place ads in the visitors guide.

Security Patrols Discussion — Curtis brought up an inquiry he received from Statewide Protection Services to do security patrols within the district. Directors discussed the board's past deliberations on security patrols and concerns about the cost versus impact of additional paid patrols, along with community concerns. Curtis will inquire about costs from the company and Emily will gauge pricing from other secondary companies to see if rates had changed since our last deliberation.

Additional Announcements:

- **Word on the Street:** Emily shared feedback she'd gotten of the impact of the pedestrian lighting at 2616 Cherokee.
- **Inspiration from Elsewhere:** Will highlighted the impact of vibrant colors on building paint of buildings he saw in France. Kaveh talked about the natural playgrounds and infrastructure at national parks and how accessible they are to kids.

Adjourn:10:28