

**CHEROKEE LEMP SPECIAL BUSINESS DISTRICT**  
**February 4, 2009 Minutes**

1. **Sign In** - Board members presents were Paul Pointer, Cherri Elder, Larry Weitkemper, Mark Overton and John Brauer. Guests present were Alderman Ken Ortmann, Harry Bennett, Barb Potts, Officer Michael Cognasso, Bruce Schrier, Shirley Wallace and Jill Gruber.
2. **Minutes** - Cherri made a motion to approve the Minutes of the January 14<sup>th</sup> Special Call Meeting after correcting the year to read 2009. Paul 2<sup>nd</sup>. Motion passed unanimously.
3. **Treasurer's Report** - Larry made a motion to accept the treasurer's report. John 2<sup>nd</sup>. Motion passed unanimously.
4. Paul requested that the agenda be revised to allow Ken, Harry and Barb to provide their updates first.
  - A. Alderman Ken Ortmann
    - 1) Provided an update of Ballpark Village.
    - 2) Discussed a proposal to construct a large Ferris Wheel on Laclede's Landing. This attraction will be used for events, weddings, etc.
    - 3) Informed the group that he will be submitting his request for Capital Improvements for his District.
    - 4) Let the group know that 50/50 sidewalk matching grants are available in areas zoned G or below.
    - 5) Discussed street lights. If we notice any out, please call the Citizen's Service Bureau and Ken.
  - B. Harry Bennett, Commercial District Manager
    - 1) Informed the group that we will shortly receive \$9,444 in tax monies and provided a copy of the Disbursement Voucher.
    - 2) Provided copies of letters he submitted to the City Attorney providing a Disbursement summary for the Cherokee Lemp Special Business District for 2007 & 2008.
    - 3) Provided a yearly breakdown of Façade Grant monies distributed within the District for the years 1998 - 2004 (a total of \$407,634.78).
    - 4) Mentioned the CVC Workshop that is scheduled for Feb 19, 2009 and encouraged the Commissioners to attend.
    - 5) Provided a copy of a memorandum from the Missouri Division of Finance that lenders may charge a usury rate of 10%.
    - 6) Distributed a flyer advertising the Grand Opening February 14 for THE MAP ROOM Coffee and Wine House.
    - 7) Informed the group that there is a new Missouri State Tourism Web Page located at [www.visitmo.com](http://www.visitmo.com) where individual businesses can now post listings.
    - 8) Discussed the new Façade Program under development. Interested

businesses should contact Ken and Harry to receive program information and requirements.

C. Barb Potts - the Third District St. Louis Metropolitan Police Department has a new Captain - Gerry Leyschok, who is replacing Captain Hobbs.

D. Jill Gruber from ALIVE MAGAZINE provided a presentation. The Business District purchased a full-page ad in the February issue for \$1500. The demographics of the magazine is younger women. The publication has a distribution of 35,000 and is distributed to upscale restaurants, bars, health clubs, etc.

## **5. New Business**

A. Cherri made the motion to create an Advertising Committee. Larry 2<sup>nd</sup>. Motion passes unanimously. Cherri was appointed Committee Chair. Bruce suggested that Phil Hitchcock (PhD Gallery) serve as the representative from Cherokee Antique Row and Merchants Association. The committee will develop an advertising plan for the next several years.

B. Paul made the motion to create a Bylaws Committee. Cherri 2<sup>nd</sup>. Motion passed unanimously. Shirley was appointed to develop the first draft.

## **6. Committee Reports**

A. Web Site. Larry reported that only 3 businesses have submitted information for the new Web Site. China Finders, Interior Accents and Elder's, Ltd. Larry will submit this information to the web master and the new site will be activated shortly.

7. There being no additional business, the meeting was adjourned. The next meeting will be held Wednesday March 4 at the 9<sup>th</sup> Democratic Ward Office located at 1905 Arsenal at 9:00 a.m.