

CHEROKEE LEMP SPECIAL BUSINESS DISTRICT
May 6, 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, Bruce Schrier, Barb Potts, Officer Michael Cognasso, and Shirley Wallace. Excused: Harry Bennett.
2. **Minutes** - Paul made a motion to approve the Minutes of the April 1, 2009 Meeting. Mark 2nd. Motion passed unanimously.
3. **Treasurer's Report** - Larry made a motion to accept the Treasurer's Report. Mark 2nd. Motion passed unanimously.
4. **Reports from City Representatives.**
 - A. Alderman Ken Ortmann
 - 1) Provided a brief update to the Commissioners concerning his activities and actions pending on the Aldermanic Board.
 - B. Barb Potts - discussed the nuisance properties on Wisconsin; told the group that the city is surveying vacant lots and vacant buildings to monitor activities associated with them; and, stated that she continues to issue Litter Warning Letters, as needed.
 - D. Officer Michael Cognasso - indicated that there had been no reports on Cherokee Street east of Jefferson over the past month.

5. Committee Reports

A. Web Site. Larry reported that the new site www.cherokeelep.org was up and running. He asked all present to please look at it and make suggestions to improve and/or expand the site. China Finders and Saxquest submissions had been added. Interior Accents and Elders, Ltd. information had not been updated, and he will submit the information to the Webmaster again. Larry asked all Commissioners, and everyone else present, to encourage businesses in the District to submit information for inclusion on the site. Larry stated that he would like to send letters to all appropriate businesses informing them of the Website and their ability to post information. To do so:

Larry made the motion, 2nd by Mark to appropriate \$200 for the Treasurer to purchase stamps and several 100 envelopes for use in the conduct of District Business. Motion passes unanimously.

B. Highway Signs. Cherri reported that the signs had been revised. The lettering is much, much larger and easier to read. Several Commissioners and guests indicated that they had seen the signs and were much happier with their increased visibility to drivers .

C. Advertising - Bruce Schrier reported that the new Post Dispatch ad would break prior to the History Fair. He thanked Phillip Hitchcock for his willingness to develop the posters free of charge and Shirley Wallace for all her work on the History Fair.

D. ByLaws - Shirley Wallace and Paul Pointer will meet over the next month to prepare recommendations for possible changes.

6. **New Business.**

A. History Fair. Shirley Wallace updated the Commissioners with activities associated with the History Fair. Illinois Street will be closed next to Mississippi Mud where Mark Overton will put up his tent for THE ORIGINAL KNIGHTS OF SWING, who will play 4 hours on Saturday and Sunday. Phillip Hitchcock developed the poster for us and we are getting free printing. We bought tote bags for the merchants to give out with purchases. The bags contain the Cherokee Antique Row logo and Web Site. It is hoped that customers will use them as grocery bags throughout the year - which would provide “free” advertising for Cherokee Antique Row.

B. Bruce reported that a Post Dispatch reporter interviewed him about Cherokee Antique Row and that an article should be printed in the Post the week after the History Fair.

C. John Brauer mentioned that the Baseball All Star Game will be in St. Louis this summer. He thought it would be nice if we could figure out a way to make all the visitors aware of the Business District. Everyone was encouraged to come up with ways we can reach the baseball fans while they are here. Suggestions included a new Post Dispatch ad, possibly printing and distributing brochures to all the hotel rooms, etc.

6. There being no additional business, the meeting was adjourned. The next meeting will be held Wednesday June 3 at the 9th Democratic Ward Office located at 1905 Arsenal at 9:15 a.m.