



DUTCHTOWN COMMUNITY IMPROVEMENT DISTRICT

DTCID Monthly Meeting MINUTES

February 22, 2022

Board Members Present:

Stevie Limmer LaChance ( X )	Michael Powers ( X )	Caya Aufiero ( X )
Ann Smart ( X )		

Excused:, Fadumo Sheikh Hassan, Sal Martinez, La Gwenda Sims

Guests Present: Bill Clendenin, Nate Lindsey, Nick Findley, Joel Silliman

Call to Order at 5:40 pm - Caya noted there was a quorum present.

- 1) Approval of previous Board
  - a) Approved as written
- 2) Secretary’s Report – Ann Smart/Fadumo Hassan
  - a) None
- 3) Treasurer’s Report- Stevie Limmer LaChance
  - a) Promotion committee budget requests submitted
  - b) Design committee budget requests submitted
- 4) Financial Statements – Balance Sheet, Bank Statement, Current Budget & Budget Comparison
  - a) No change from January 2022. No money in, no money out.
  - b) \$219,164.61 balance in the bank.
- 5) Timeline for 2022 Budget, published November 2021:
  - a) January CID meeting: Budget requests from interested parties to Board
  - b) February CID Mtg: Review requests and incorporate into 2022 Budget
  - c) March: Draft budget sent to BOA
  - d) April: Budget finalized & budget message drafted
  - e) May: Final budget approved by CID Board and sent to BOA
- 6) New Business
  - a) Budget presentation requests from DTMS committees
  - b) Design Committee Proposal (See FY 22 Design Budget presentation PDF)
    - i) Extend contract for trash services
    - ii) Extend and expand façade grants
    - iii) Q&A
      - (1) Last year budget. Ground painting? Bus stop?
      - (2) Many projects in process from last year.
      - (3) Bus stop rehab in progress
      - (4) Have façade grants from last year been used? No. Program still in progress. Goal is to publish in Q1. Fillable PDF will be available online.
      - (5) CCM network – John putting this proposal together. Like nest camera’s \$2000 allocated for that last year.
      - (6) \$25,000 for expanding Flock cameras has not been used. Flock has been working to resolve issues with the cameras. Need trial to continue and Flock is giving us extra time.

- (7) Porter Service contract expires at the end of June. Is there savings in this contract for lack of hours? Yes, Invoices are monthly and adjusted based on staffing fluctuations. Budgeted based on the full amount of \$2800 per month when actually \$2200 per month was billed.
  - (8) Safety and security. Any conversation about summer months and what is being considered for security? Cure Violence is making an impact. In terms of other measures expanding the curated ccm network. Not considering supplemental security at this time.
  - (9) Crime prevention and matching funds for grant opportunities – e.g. National Trust for Architectural / Landmark building. Virginia Theatre was presented to the board. Our district will be in one of the economic justice areas. Proposal to use for a non-profit “at risk youth” program immediately and convert the Theatre to commercial use in the future.
  - (10) Block organizing will be done via other organizations (DSCC, Cure Violence, etc.)
  - (11) Comment about trash porters – behind the NIC STL building has a horrible eye sore of a dumpster with a lot of trash. Can we add that to the porter service? It is about 20 feet from the EC dumpster and can be seen from Meramec. Nate mentioned that for high visibility alleys there is a huge budget for dumping cameras. Need to file reports when we get dumping in the alley. Joel will ask about getting that alley into the contract.
  - (12) Porter contract needs to be updated for maintenance of the vehicle (Gator). Lease has EC in charge of maintenance. Needs to be added to the contract between CID and EC. Sal needs to be involved in this discussion
- c) Promotions Presentation – See Dutchtown CID Budget Proposal document
- i) Q&A
  - ii) Staff - Event Coordinator and day of staff – person has not been determined. (Adina mentioned as having contacts through other event coordination.)
  - iii) Michael suggests that marketing budget should be increased. Need an adequate budget for more marketing services. Discussion:
    - (1) Chip has taken care of video services.
    - (2) Nick is limited to website and social media.
    - (3) Other marketing expenditures are budgeted on the individual events.
    - (4) Needs outside of scope can be adjusted for capturing events to tell the stories effectively. Need to make sure everything we do is presented to the public.
    - (5) What if we budget for a strategic communications strategy? More money needs to be put aside for this.
    - (6) Whatever gets done need to be publicized. The story needs to be told. Caya would like to see more business focus.
    - (7) Investments for video is not cheap. If CID is interested in video narratives, the CID should budget for this. Main Streets has limited resources.
    - (8) Nick likes the ideas and would like to participate in the approach.
    - (9) Michael thinks choice between façade improvements or virtual improvements should be considered. Expands direct services for businesses. (Consulting for marketing.)
    - (10) Stevie agrees about the videos, and we have a backed-up budget. This would be a good time to spend part of that budget. Video lives on and does not need to be redone every year.
    - (11) Nick and Michael will discuss and submit an adjusted budget.
- 7) Old Business
- a) Accountant selection – Laura works with quick books (not a CPA but works with them.) Has worked with CIDs before. Referred from The Grove CID.

- b) Update on Swearing In for new Board members – no update.
- 8) Action Items
  - a) Meet about budget
  - b) Michael & Nick to discuss marketing budget
  - c) Michael to give Nate the final assessment of Gateway Grant
  - d) Merry & Bright debrief between Michael, John and Caya. (NIC and CID)
  - e) CID to identify CID representative on the DT Main Board.
  - f) Special use district overlay is in planning. Nate to send documents to the CID Board.
- 9) Adjournment and next meeting
  - a) Adjournment at 6:51 PM
  - b) Next meeting is March 22, 2022 (4<sup>th</sup> Tuesday of Each Month) The meeting will be open to the public. [dutchtownstl.org/cidmeeting](https://www.dutchtownstl.org/cidmeeting)

\*A closed meeting may be held to discuss legal, real estate or personnel matters pursuant to § 610.021(1), (2) and (3) Mo. Rev. STAT. Representatives of the news media may obtain copies of this notice, and persons with disabilities wishing to attend can contact: Bill Clendenin, 7733 Forsyth Blvd., Suite 500, St. Louis, MO 63105, (314) 721-7011

**DUTCHTOWN COMMUNITY IMPROVEMENT DISTRICT**  
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