



DOWNTOWN NEIGHBORHOOD ASSOCIATION

DNA Board of Directors Meeting Notes

6pm, Monday, April 25, 2016
318 North 8th St., St. Louis, MO 63101

Attendees: Don Hawf, Jared Opsal (Executive Director), Ruthie Clark (Treasurer), Dan Pistor (Secretary), Brenton Brown, Missy Kelly (Ex-officio), Dana Kay Goddard (Chair), Jonathan Andrus.

We reviewed the notes from the March meeting. Don moved to approve. Jonathan 2nd. Approved by acclamation

The monthly Treasurer's Report was reviewed. Steve Smith has agreed to support DNA. Small Business collaborative has 12 small business members. 2 large businesses. Jonathan motioned to approve and seconded by Don. Approved by acclamation.

It was discussed that we need to better define and communicate our partnership with DSI. We have to be more vocal on our relationship with DSI. It would be beneficial if we listed any initiatives that we stood for or against in the event communication was sent by a member that has a differentiating opinion. We do not want to give the impression to others that we are a hostile organization.

Light my STL working on selecting vendors. Will have a party to solicit feedback once one is selected.

Committees

Communications - has added members Mike Zit and Daniel Brown. They are helping with social media.

Education -vis looking at partnering with the Y. They need more members to accomplish goals set by the committee.

Events - looking at doing the taste of downtown. It will be 3 different months July, Aug, and Sept. The 1st one is in July at MX (Locust side). 15th and Washington is second one. Question was posed what can we do on a regular basis to activate the neighborhood? Something like fall fires. Taste events. Cards game in Sept. Dan mentioned that it was discussed in the Arts committee meeting that Art STL would host a monthly happy hour. Everyone would have to bring their own beverages. Neighborhood outreach - Jared went door to door to many businesses for small business sign up. Building Captains meeting is upcoming.

Parks - is regular park clean ups.

P&Z - Committee is hosting charente at Wash ave post for 13th street on the 28th. Committee is currently developing stances on certain intitatives such as form based code, two way streets, parking, etc.

Safety - held a neighborhood walk where 5 attended. Meeting was held with Christ Church



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Cathedral to try and have better safety measures around the church. Committee is pushing for a new location for vans/trucks for homeless giveaways.

Mailed directory. Need to make sure all businesses have been included.

DNA Bylaws. Biggest push back on large businesses to have a vote. Large businesses would not have a vote small biz would. Will hold a vote at next town hall. Motioned by Don. Seconded by Jonathan. Approved by acclamation.

Have written the evaluation tool. Need to reconvene and finalize the tool.

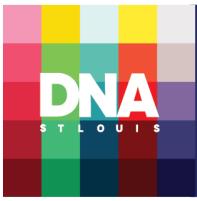
Fundraising making progress with annual event. Going with name of spark. For example "want someone who doesn't live downtown to generate spark of downtown living". Looking at having skate during preseason or holiday. Dana Kay will be helping to reconvene with original sponsors.

Misc. have a few people running for elected positions.

May 23rd next board meeting since memorial day is that week.

Committees

- Arts - Next meeting is at the Flamingo on March 30th. Will bring up that artists are needed for DNA fundraiser.
- Communications - Ed is getting stretched thin and needs help with the communication side.
- Education - Gearing up for this summer. Needs more volunteers for tutoring.
- Events - Hot topic is taste of downtown which are several smaller festivals over the summer. 3 over course of the summer. First will be at MX district, another near City Garden, and another at Washington and 14th. Still in the planning stages. Looking at Fridays. Want to avoid food truck Fridays. July 9th is a BBQ cook off at BPV sponsored by the BBQ society.
- Resident outreach - Marketing your building presentation is 4/21 at 6pm. Location DSI office. Going over how to adopt best practices to increase curb appeal of building.
- Parks - Park cleanup 4/3 at 10am Lucas Park.
- P&Z - Parking meter pay stations has been fixed. Study on how much downtown generates and how much we get back is in the works. DSI paid for it. Will have the numbers soon. Looks like we may get 30% back of what we put in.
- Safety - Identifying groups handing out clothes and food to the homeless in downtown parks. Creates a swell of homeless and other problems. There has to be a better way of doing this that doesn't impact the neighborhood. Plan for Washington



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Ave weekend nights looks the same as last year. Not enough police and therefore cannot enforce ordinances as many wish.

- Small Biz - Will be discussing about managing books for businesses. Half page brochure has been created to convince people to sign up for the committee. Its small one pager with dues amounts and benefits of being in the committee.