

Cherokee Station Business Association  
General Membership Meeting  
Minutes January 10, 2007

- I. Reports
  - A. Treasurer
    - 1. Robin Strathman was commended for her job in the Treasurer's role last year.
    - 2. Motion approved to accept Treasurer's report.
  - B. Aldermen
    - 1. Craig Schmid
      - B. Steven Hobbs (444-0125) is the new Police Captain for the 3<sup>rd</sup> District, and Harry Hegger (sp?) is the new Major.
      - C. March 10 (8:30am-4:30pm) is an annual seminar for community organizations and neighborhood leaders at Forest Park Community College.
      - D. Reminder that the Weed & Seed (6:00pm) and 3<sup>rd</sup> District (7:30pm) meetings are the second Thursdays of the month at the Five Star Center.
      - E. Also discussed idea of a graduated tax for business licenses to pay for new officers to address neighborhood crime, nuisance issues, etc.
      - F. Emphasis on creating a positive image to attract both residents from the surrounding neighborhoods and people from outside the City to support local businesses.
    - 1. Ken Ortmann
      - a. Sponsoring legislation on the April ballot to increase fines to \$750 for absentee landlords, etc. in the City of St. Louis; current fine of \$500 is not effective. Also reminder of blighting bills.
      - b. Reiterated Alderman Schmid's suggestion that people invite and meet the new 3<sup>rd</sup> Dist Captain and Major, and that we let them know how important they are to our community.
      - c. Discussion of new proposed business by Al Leving and Mike Hayes.
  - C. Police Report: Officer Weidemann
    - 1. Has been quiet on the street.
    - 2. 318-0377 pager (no voice mail)(8am-4pm)
    - 3. 3<sup>rd</sup> District Officer Appreciation Luncheon Feb. 15 at the Cedars Downtown. Motion approved to purchase tickets for two tables for the luncheon in support of the 3<sup>rd</sup> District Police Officers.
  - D. St. Louis Development Corporation: Harry Bennett
    - 1. Welcomes calls, but call early with any questions; not after the fact. 832-2946 Field Office; 424-5371 pager.

2. Façade Program (federal grant disbursed to the City to business owners) continues in both the 9<sup>th</sup> and 20<sup>th</sup> Wards. Will update next meeting.
  3. Encourages continued discussion regarding business development and parking (a big issue).
- II. Motion approved to accept minutes from December meeting.
    - A. Typo on Treasurer’s Report noted, but the calculations are correct.
  - III. Motion approved to change date, time and location of CSBA general membership meetings to the 3<sup>rd</sup> Thursdays of the month at 6:00pm downstairs in the SSDN Incubator.
    - A. The evening meeting time will work better for many business owners who work and operate their businesses during the day, and will coordinate with the Benton Park West Neighborhood Association meetings at 7:00pm right afterwards.
  - IV. Discussion re: formation of committees to broaden member involvement.
    - A. Possible committees: Bylaws, Arts & Aesthetics, Events, Philanthropy, Safety
  - V. Discussion of possible upcoming events and Projects.
    - A. Kick-Off Block Party
    - B. Easter Event
    - C. ArtWorks Project
      1. Grant from Incarnate Word Foundation (\$12,000) to commission high school students to work with professional artists to produce art for Cherokee Street.
      2. Vote on possible ideas to present to ArtWorks:
        - a. Logo (12 votes): Several people liked the idea of producing a logo, perhaps for a significant event or events on Cherokee Street like Cinco de Mayo. We already have a logo, but it may need updating and perhaps could be incorporated into a newer logo. We recognize that branding is very important for us in revitalizing our commercial/business district.
        - b. Murals (6 votes): People also liked the idea of large colorful murals that could perhaps decorate vacant buildings or otherwise add color and beautify the street. The murals could be detachable and movable, in the event a vacant building were renovated or could be auctioned off as in the case of the Portraits of Benton Park West.
        - c. Posters (8 votes): Posters could be used to create visual identity and announce Cherokee Street, esp. at some of the “entrances” to our business district like at the intersection of Jefferson and Cherokee.

- d. Digital Video (8 votes): A lot of people were also really intrigued by the idea of producing a digital video, and ArtWorks' emphasis for this project is digital and print media.
- e. Stencil Art (8 votes): Stencil art or vector art similar to that seen on Restoration St. Louis at Manchester east of Kingshighway (in the Grove).

VI. Announcements.

- A. Small Business Week, May 7-11 (Carl Trautman, SCORE Counselor)
- B. New Proposed Business by Al Leving and Mike Hayes re: installment loan business.

VII. Preliminary discussion of Cinco de Mayo

- A. Ann Chance is a new person recently hired by the City to be in charge of special events and we have already begun discussions with her for planning Cinco de Mayo; will also talk to the Hispanic Business Association to coordinate.