

Cherokee Station Business Association
General Membership Meeting
Minutes February 15, 2007

- I. Reports
 - A. Aldermen
 - 1. Ken Ortmann
 - a. Announcement that Millennium was having an open house that night of a rehab of the old dairy building around the 2900 block of Salena; one was a house + carriage house going for \$665,000 and the other unit was also going for \$600,000+.
 - B. Police Report: Captain Steve Hobbs – 3rd District Police Captain
 - 1. Captain Hobbs has had 34 years of experience in the St. Louis Police Department and this is the third time he has been assigned to the 3rd District so this is like a coming home for him. He has seen a lot of positive changes in the area since the last time he was here.
 - 2. **Direct Line: 444-0125.** Only the Captain has access to this number and he does respond.
 - 3. Please call if there is any suspicious activity or nuisance issues. The citizens and residents are the eyes and ears for the police and we support the community.
 - 4. There are a lot of reports of property crime, esp. auto theft. They are selling the Club for \$10 and will show people how to use it properly.
- II. Motion approved to accept minutes from January meeting.
 - A. A request was made to attach the sign in sheets to the minutes.
- III. Motion approved to accept Treasurer’s Report
 - A. Projected Revenues: \$31,000
 - B. Budget: \$10,000 Advertising/Marketing
\$10,000 Special Events
\$7,200 Street Cleaning
\$3,800 Miscellaneous
- IV. Website: www.cherokeestation.com → Check it out!
 - A. Jason Deem was commended for his efforts getting the website up so quickly. It looks great!
 - B. Forum is not up yet, but questions and comments can be posted.
 - C. Please let Jason know of upcoming events and he will add them to the website.
- V. Committees
 - A. All are encouraged to sign up and get involved with committees; a sign-in sheet was passed around.
 - 1. Marketing/Business Development
 - 2. Arts & Aesthetics – art projects, signage, lighting, trash management.
 - 3. Special Events – Cinco de Mayo, holiday parties, block parties.
 - 4. Bylaws
- VI. Cinco de Mayo
 - A. A lot of work has been done, esp. working with Ann Chance, the events coordinator for the City and other various organizations; a lot of progress is being made.
 - B. Will presented 3 different budgets and proposed that the most logical plan was for a Saturday event (revenue projections are conservative):

1. 2-day event: (Saturday and Sunday): projected revenues \$77,875/projected expenses \$74,400
 2. Saturday-only (May 5): projected revenues \$60,250/projected expenses \$56,500
 3. Sunday-only (May 6): projected revenues \$42,625/projected expenses \$51,800
- C. Issues:
1. CSBA's contribution would be \$10,000 which is 1/3 of the entire budget
 2. Outside vendors would benefit and so would Cherokee Street by getting its name out there.
 3. For the last 3 years, \$10,000 was budgeted for special events and another \$10,000 was budgeted for advertising, but these funds have not been exhausted and have gone unused.
 4. The budget figures are scalable and the variable expenses can be trimmed back.
 5. Question regarding contingencies if beverage sales are down, if it rains, etc, CSBA's exposure is \$10,000.
 6. Michelle Maple (Maplem@stlouiscity.com) from the St. Louis Development Corporation (attending in lieu of Harry Bennett) stated that from a city-wide perspective that some business owners sometimes experience reduced sales due to a one-day event, but that there is usually a consensus that the overall benefit in promoting the street far outweighs this factor; that it is seen as an investment for repeat business to the business district.
 7. CSBA could make money off this event.
 8. Street's appearance needs to look better to attract repeat business.
 9. Cinco de Mayo brings a lot of people to the street and shows a good image.
 10. Budget numbers will require that we seek sponsorship.
 11. Event could probably be done for about \$30,000.
 12. Several sponsors jumped on the wagon for our September 2006 event because of Cinco de Mayo.
 13. Suggestion was made that an independent corporation be formed by Jason, Will, Andrew and others to plan the Cinco de Mayo event; Jason pointed out that this raises a conflict of interest.
- D. Motion that Cinco de Mayo be sponsored by CSBA on Saturday May 5 was opposed.
- E. Motion to allow an independent 3rd party managed by Will and Jason, et al to have responsibility for planning Cinco de Mayo with a contribution of \$2,000 and substantial amounts put to advertising and marketing by CSBA, and with the understanding that the independent 3rd party may keep the profit made off the event was passed.