

Old Webster Special Business District Advisory Commission
MEETING MINUTES
APPROVED

MEETING DATE: Tuesday, January 25, 2022
 LOCATION: City Hall & Zoom
 CALLED TO ORDER: 8:05 AM
 MEETING ADJOURNED: 9:15 AM
 NEXT MEETING: Tuesday, February 22, 2022

NAME	PRESENT	ABSENT
Ron Clipp, Chair	X	
Joe Rath	X	
Tim Delanty	X	
Micki Hansel		X
Gary Schoenberger	X	
Margaret Stevens	X	
Bill Newhouse	X	
Stacie Swederska	X	
Vacancy		
David Franklin, Council Liaison	X	
Eric Peterson, City Liaison	X	

Also, in attendance:
 Officer Ahmar Rasool – WGPS Traffic Unit
 Sarah Smith – Webster Groves High School Parents’ Club
 Fran Sudekum – Administrative Support

APPROVAL OF MINUTES

A motion to approve the November minutes was made by Joe Rath, seconded Bill Newhouse, and unanimously approved.

VISITOR COMMENTS

Sarah Smith of the Webster Groves High School Parents’ Club has submitted a special activities permit for May 21, 2022. They are planning a vehicle-only parade to celebrate the graduating senior class whose route will travel thru the District at approximately 10:00 AM. It will last approximately a half an hour and will have a police escort. Commission Members did not have any objections to the request.

OLD BUSINESS

- **Rooftop Lighting Update** – Streib Electric was to have contacted Mark Hinkle to schedule the installation of Olive + Oak; installation has not yet taken place. A date needs to be secured to replace lights not working on the east portion of the former Acme Printing location.

- **Holiday Lighting in Additional Trees** – A work order has been issued to take the garland down and put up the lights in the trees in front of 52 West Lockwood and 23 North Gore; that should take place next week. Commission Members would like to keep the lights up and on year-round and add additional trees going forward.
- **2nd Floor Holiday Window Candles** – All window candles have been distributed. The candles appear to be less bright this year and many windows were missing a candle as last year’s candles may have been lost or forgotten. New candles and a distribution and retrieval plan will be needed for next year. Bill Newhouse is willing to work on such a plan.
- **District Holiday Decorations for 2022** – A cohesive plan for improving upon the District’s holiday decorations is needed to coordinate all the piece parts and work in conjunction with what the Parks Department is planning.
- **District Kiosk** –Stacie Swederska has received pricing information from Werremeyer Creative (see Appendix A). Additional price quotes for additional types of kiosk need to be pursued. If a digital kiosk is the choice, a request will need to be made to City Council requesting an exemption due to sign ordinances.
- **Budget Discussion** – Commission Members continued the budget discussion reviewing revenue sources, expenses, and trends (see Appendixes B-D). Updated budget figures will be provided at next month’s meeting. Various items/needs were discussed, some of which included:
 - cost estimates for holiday decoration needs: additional garland to add to more to lampposts, new 2nd-floor window candles, lights for additional trees
 - digital kiosk estimates
 - continued and/or increasing event support:
 - raise Jazz Fest support to \$7,500 from \$5,000
 - add an additional \$1,500 on top of previously approved \$2,000 for Walktober Fest for a total of \$3,500
 - continue Holiday Open House support of \$5,000
 - estimates to replace benches at the Lockwood entrance to the parking deck in the area known as the “concrete park”
 - ownership (District vs. City) and repair of steps by the Lockwood “concrete park”
 - ensuring “transfer out” funded activities are identified and occurring

NEW BUSINESS

On-Street Parking – The two-hour time limit for on-street parking was relaxed when the pandemic hit to allow more/easier curb-side pickup traffic. The ordinance was not changed, but the 2-hour signs were taken down. As the needs have changed and curb-side only activity has lessened, business owners are finding parking spots are not being used for quick ups, but for all-day parking. Officer Rasool is aware and has spoken to several repeat individuals taking advantage and parking all day on the street. As those individuals are business owners and employees, he encourages them to use the employee parking lots, unfortunately many do not appear to be deterred by receiving a parking ticket. There is discussion whether it is time for the two-hour limit signs to go back up and to start enforcing the two-hour limit again. Officer Rasool will speak with his supervision to determine how to proceed. A reminder to business owners and employees about the two-hour time limit for on-street parking will be distributed.

CITY UPDATE

- A coffee shop and a lawyer will be in the new building under construction next to Regions Bank.
- Prop U for an online use tax, will be on the April ballot. The rate is exactly the same as the current sales tax rate. An educational campaign will kick off next month.
- Balance Act Software with possible ARP funding projects loaded is available on the City's website. Ideas and comments can be added. There is a section focused on businesses.

NEXT MEETING

- Tuesday, February 22, 2022, at 8:00 AM

APPENDIX A

WERREMEYERCREATIVE

We Create for Better Lives

ESTIMATE

Werremeyer Creative
15 North Gore Avenue
Saint Louis, MO 63119
www.werremeyer.com

TEL. 314.963.0505
FAX. 314.963.0677

Stacie Swederska
Old Webster Business District

Date: Oct 27 2021

Delivery Date:

Title: Old Webster store directory **Estimate #:** 5106

Prepared By: Alison Trullinger

Job Description:

Design, produce, and install two (2) double-sided, free-standing, outdoor signs and map inserts for Old Webster store directories. Client to provide list of names and locations for stores to include on insert. Includes up to 2 rounds of revisions.

Specs for store directory:

- Approx. 36" x 48" x 5" deep fabricated metal cabinet with hinged and lockable doors on both sides; paint color TBD
- Tempered glass in doors
- Map inserts are direct printed on 1/8" thick aluminum composite
- 2 fluted posts @ 4" diameter in decorative bases; paint color TBD
- Mounting plates and anchors for installing on a hard surface (sidewalk)

Creative Services

Creative Services **\$24,500**

- > Design signage equipment, up to 2 rounds of revisions
- > Design map inserts, up to 2 rounds of revisions
- > Produce final files
- > Printing, production, and installation of two (2) store directories.

Additional signs estimated at \$7,000 each.

Total **\$24,500**



ESTIMATE
Werremeyer Creative
15 North Gore Avenue
Saint Louis, MO 63119
www.werremeyer.com

TEL. 314.963.0505
FAX. 314.963.0677

Date: Oct 27 2021

Delivery Date:

Title: Old Webster store directory **Estimate #:** 5106

Terms & Conditions

This price quotation will be honored for 30 days from the day it was sent.

All estimates may vary +/-10%. Any deviation from original project scope as described in the overview in this document may result in a change in price. Should this occur, Client will be made aware of change as soon as possible. Any alterations by the Client of project specifications may result in price changes. All additional costs exceeding the original estimate will be quoted to and approved by Client before costs are incurred.

signature _____ printed name _____ date _____
Approved to proceed. I have read and agreed with the terms and conditions.

signature _____ printed name _____ date _____

APPENDIX B

Type	Account Number	FY2021 Actual	FY2022 Budget	Y-T-D Amount	%Used	Proposed FY 23 Budget	FY22/FY23 DIFFERENCE
Expense	701 MISCELLANEOUS	\$ -	\$ 100.00	\$ -	0%	\$ 100.00	\$ -
Expense	730 OPERATIONAL EQUIPMENT	\$ 2,886.13	\$ 9,000.00	\$ 345.00	4%	\$ 3,000.00	\$ (6,000.00)
Expense	803 PROFESSIONAL SERVICES	\$ 5,488.62	\$ 5,150.00	\$ 2,825.54	55%	\$ 6,000.00	\$ 850.00
Expense	810 DISPOSAL SERVICES	\$ 1,594.79	\$ 1,600.00	\$ 1,250.93	78%	\$ 1,900.00	\$ 300.00
Expense	814 LAND RENTAL	\$ 13,226.28	\$ 12,870.00	\$ 4,384.80	34%	\$ 13,250.00	\$ 380.00
Expense	823 STREET LIGHTS	\$ 1,147.87	\$ 1,400.00	\$ 631.79	45%	\$ 1,400.00	\$ -
Expense	830 ADVERTISING	\$ 24,567.49	\$ 25,500.00	\$ 8,775.97	34%	\$ 20,000.00	\$ (5,500.00)
Expense Totals:		\$ 48,911.18	\$ 55,620.00	\$ 18,214.03	33%	\$ 45,650.00	\$ (9,970.00)
Revenue	PROPERTY TAX	\$ 40,776.44	\$ 47,000.00	\$ 19,657.39	42%	\$ 43,000.00	\$ (4,000.00)
Revenue	FINANCIAL INSTITUTION TAXES	\$ 1,825.70	\$ -	\$ -	0%	\$ -	\$ -
Revenue	LICENSES	\$ 37,812.45	\$ 30,000.00	\$ 1,857.12	6%	\$ 37,000.00	\$ 7,000.00
Revenue	OTHER INCOME	\$ 247.17	\$ 100.00	\$ 53.38	53%	\$ 100.00	\$ -
Revenue	OPERATING TRANSFERS OUT	\$ (43,324.00)	\$ (40,950.00)	\$ (40,950.00)	100%	\$ (43,000.00)	\$ (2,050.00)
Revenue Totals:		\$ 37,337.76	\$ 36,150.00	\$ (19,382.11)	-54%	\$ 37,100.00	\$ 950.00
Revenue Less Expenses:		\$ (11,573.42)	\$ (19,470.00)	\$ (37,596.14)		\$ (8,550.00)	\$ 10,920.00

Business License Trends	2018	2019	2020	2021	2022
Adopted	\$35,000.00	\$35,000.00	\$35,000.00	\$47,000.00	\$30,000.00
Actual	\$39,053.88	\$44,527.58	\$39,741.59	\$37,812.45	\$1,857.12

APPENDIX C

1/24/22, 6:05 PM

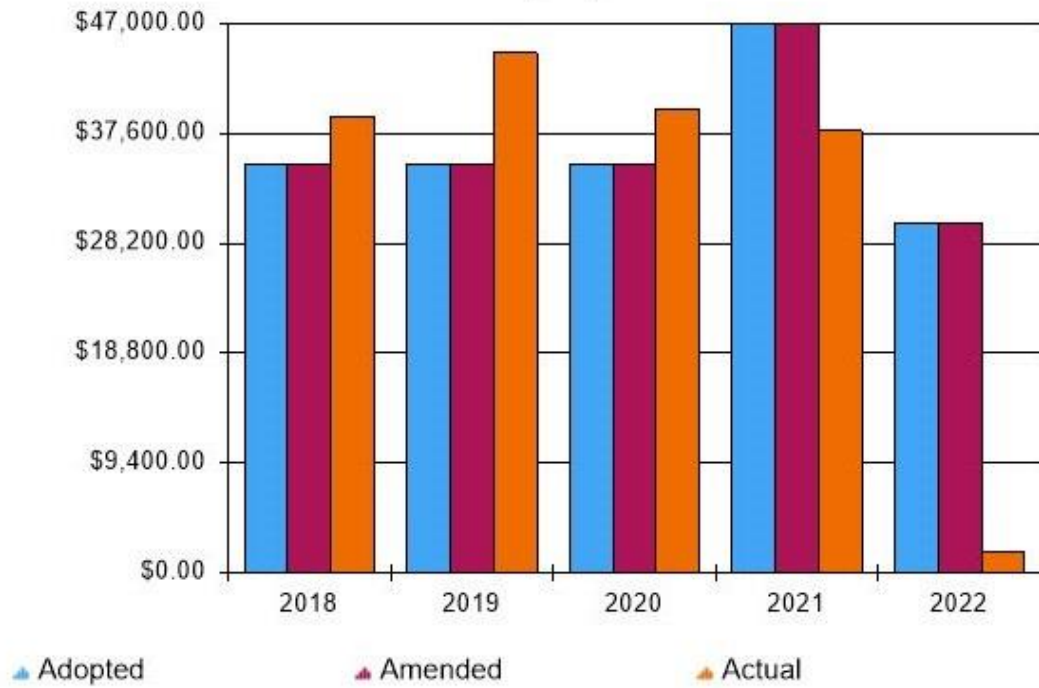
GL Account: 12-00-420 (OLD WEBSTER TAXING DISTRICT FUND-REVENUE-BUSINESS LICENSES)

Chart By Prior Fiscal Year Activity

12-00-420 (OLD WEBSTER TAXING DISTRICT FUND-REVENUE-BUSINESS LICENSES)

Classification **LICENSES**

5 Year Trend Analysis by Account



	2018	2019	2020	2021	2022
<input type="checkbox"/> Adopted	\$35,000.00	\$35,000.00	\$35,000.00	\$47,000.00	\$30,000.00
<input type="checkbox"/> Amended	\$35,000.00	\$35,000.00	\$35,000.00	\$47,000.00	\$30,000.00
<input type="checkbox"/> Actual	\$39,053.88	\$44,527.58	\$39,741.59	\$37,812.45	\$1,857.12

APPENDIX D

1/24/22, 6:04 PM

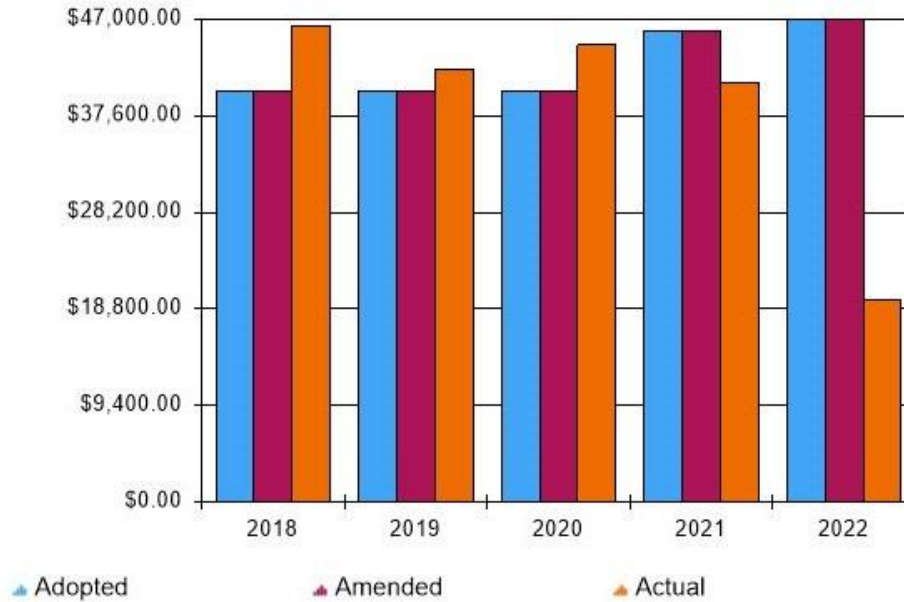
G/L Account: 12-00-401 (OLD WEBSTER TAXING DISTRICT FUND-REVENUE-REAL ESTATE TAXES -CURRENT)

Chart By Account Prior Fiscal Year Activity Include

12-00-401 (OLD WEBSTER TAXING DISTRICT FUND-REVENUE-REAL ESTATE TAXES -CURRENT)

Classification **PROPERTY TAX**

5 Year Trend Analysis by Account



	2018	2019	2020	2021	2022
Adopted	\$40,000.00	\$40,000.00	\$40,000.00	\$45,900.00	\$47,000.00
Amended	\$40,000.00	\$40,000.00	\$40,000.00	\$45,900.00	\$47,000.00
Actual	\$46,399.58	\$42,151.57	\$44,536.54	\$40,776.44	\$19,657.39