

# Old Orchard Special Business District Advisory Commission

## MEETING MINUTES

### APPROVED

MEETING DATE: Tuesday, February 14, 2023  
 LOCATION: City Hall & Zoom  
 CALLED TO ORDER: 8:03 AM  
 MEETING ADJOURNED: 8:52 AM  
 NEXT MEETING: Tuesday, March 14, 2023

NAME	PRESENT	ABSENT
Bob Weber, Chair	X	
Holland Saltsman, Vice Chair	X	
Angel Venegoni	X	
John Barr	X	
Steve Zielinski	X	
Abby Culleton		X
Rick Gerger	X	
Vacancy		
Vacancy		
Sarah Richardson, Council Liaison	X	
Eric Peterson, City Liaison	X	

Also in attendance:  
 Officer Ahmar Rasool – Webster Groves Police Department  
 Fran Sudekum – Administrative Support

**Approval of Minutes** – A motion to approve the October 2022 minutes was made by, Holland Saltsman, seconded by Angel Venegoni, and was unanimously approved.

**Rooftop Lighting** – Have reached out to McLaughlin Electrical Services and Summit Electrical to install rooftop lighting on the Hagen properties (“Colonial Village”) and also fix the lighting on the Novel Neighbor building. Animal Hospital would also like to add lighting to an additional side of their building; Angel will be the contact. The quotes should be available next month.

**Big Bend Vehicle & Pedestrian Flow** – Ray Gawlik, St. Louis County Area Engineer, was going to attend to discuss the upcoming Big Bend “road diet” but he was unable to attend. He will be invited to attend next month’s meeting.

#### 2023 District Events –

- **Gazebo Series, Trick or Treating, Holiday Tree Lighting** – Commission Members want to hold these events again this year. **Note:** The tree in Gazebo Park used as the Holiday Tree has died and will be taken down this year. The Parks Department will replace it with a decent sized tree; however it will not be the size of a full-grown tree. Since it’s in Gazebo Park, the cost comes out of the Parks budget and not the District’s budget. Additional “Winter Wonderland” lighting could be added to the park as well.
- **Fall Event** – Commission Members discussed the potential of establishing a District-wide fall event in October; a sub-committee could be formed to pursue the idea with possible reps from Civil Alchemy, Field Theory, Union Studio, Novel Neighbor, and Amy’s Cake Pop. A first step however is to approach the Old Webster Trade Association and see if they would be open to holding their Walktober Fest event jointly with Old Orchard. Fran Sudekum will make the request on Old Orchard’s behalf at the Trade Association’s February meeting. Holland Saltsman suggested adding Crossroads to a joint event as well. If a joint event was held with all three business districts, the BDC could potentially put forth the idea to City Council of funding a trolley connection during the event from their Development Fund.

## **FY2024 Preliminary Budget Discussion**

Eric Peterson shared concerns that the projected expenses (with projected revenues staying the same) is trending towards the fund balance being in the red (See Appendix A). The largest “expense” is paying for the services of the Parks Department to provide and maintain the flower baskets and pots, as well as sidewalk snow removal and other such cleanup duties that come throughout the year; all of which are not normal municipal services and are the responsibility of property owners. Mr. Peterson has requested the Parks Department to provide an inventory of their services in an à la carte fashion so decisions can be made to pick what they provide going forward. John Barr requested that all the classification categories be broken down line by line to explain what is included. Budget discussion continued on preliminary FY24 Budget figures. Mr. Peterson reviewed preliminary numbers as a starting point (See Appendix B). Commission Members discussed putting in funds into the budget for two Façade Beautification Program reimbursements.

**#314Day #STLMade** – 3-14-23, is 314 Day in St. Louis; the area code for the St. Louis metro area is 314. For several years, the day has been the focus to celebrate St. Louis made products, businesses, people, etc. Promotions, events, happenings, are taking place all over the greater metropolitan area; logos, templates, etc. are available on <https://thestl.com/>

## **Business Development Commission (BDC) Update**

- **Job Board** – The “Work in Webster Groves” job board continues to grow. It can be found on the City website at <https://www.webstergrovesmo.gov/673/Work-in-Webster-Groves>. The job board is free to use by both those looking for work and for those licensed Webster Groves businesses and non-profits looking to hire staff; full-time, part-time, interns, volunteers. Businesses received an insert about the job board in their business license renewal notices. A digital ad campaign about the job board reaching out to job seekers has also kicked off.

## **City/Council Update**

- Bijoux Chocolates is open in Old Orchard.
- Bagel Union is now open Thursday thru Sunday in Crossroads.
- KIND soap company has moved to a larger location; still in Old Webster.
- Balkan Treat Box will open a coffee shop, Telva at the Ridge, in the Rolling Ridge event space in Old Webster.
- The business license reports for September thru December are available on the City website.
- City Council continues their work on strategic planning. A draft of the mission, vision, and value statements is available on the City website; please share your feedback.
- City Council is budget season and will be getting updates from Department Directors next month.
- City Council is looking at a potential City Historical Designation for the Lustron homes in Webster Groves.

**Next Schedule** – March 14, 2023

**Adjournment** – Meeting adjourned at 8:52 AM.

# APPENDIX A



## WEBSTER GROVES FISCAL 5-YEAR PLAN - OLD ORCHARD BUSINESS DISTRICT

The Five-Year Plan is a policy-driven forecasting document to aid policy makers in the decisions that affect the City's future fiscal outlook. This plan is not a binding commitment of the City to certain levels of spending or revenue collection. This plan is a tool subject to refinement and revision by the City Council, Administration, and Finance Department at quarterly budget updates and as necessary. It is provided for public review and discussion. The past fiscal trends of the City that inform the average growth model are available on the City's website.

MODEL	ACCOUNT	CLASSIFICATION	FY23 BUDGET (AMENDED)	GROWTH AVG.	FY24 ESTIMATE	FY25 ESTIMATE	FY26 ESTIMATE	FY27 ESTIMATE	FY28 ESTIMATE
RECURRING REVENUES AND EXPENSES; BUDGET BALANCES BUILT ON AVERAGE GROWTH	RECURRING MODEL SHOWS BOTH REVENUE AND EXPENDITURES WITH AVERAGE GROWTH RATES DETERMINED FROM THE PAST FIVE FISCAL YEARS (FY18-FY22)								
	EXPENSE	Personnel Services	\$0.00	0.00%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	EXPENSE	Materials & Supplies	\$1,720.00	0.00%	\$1,720.00	\$1,720.00	\$1,720.00	\$1,720.00	\$1,720.00
	EXPENSE	Contractual Services	\$32,680.00	16.86%	\$38,189.26	\$44,627.29	\$52,150.65	\$60,942.31	\$71,216.09
	EXPENSE	Capital Outlay	\$17,500.00	0.00%	\$17,500.00	\$17,500.00	\$17,500.00	\$17,500.00	\$17,500.00
	EXPENSE	Other Expenditures	\$0.00	0.00%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	<b>EXPENSE</b>	<b>TOTALS</b>	<b>\$51,900.00</b>	<b>17.68%</b>	<b>\$57,409.26</b>	<b>\$63,847.29</b>	<b>\$71,370.65</b>	<b>\$80,162.31</b>	<b>\$90,436.09</b>
	REVENUE	PROPERTY TAX	\$30,000.00	0.54%	\$30,162.87	\$30,326.62	\$30,491.26	\$30,656.80	\$30,823.23
	REVENUE	LICENSES	\$15,000.00	3.48%	\$15,522.26	\$16,062.69	\$16,621.95	\$17,200.68	\$17,799.55
	REVENUE	OTHER INCOME	\$100.00	-23.88%	\$76.12	\$57.94	\$44.10	\$33.57	\$25.55
	REVENUE	OTHER FINANCING SOURCES (USES) <i>(transfers)</i>	(\$36,407.00)	1.20%	(\$36,844.40)	(\$37,287.06)	(\$37,735.03)	(\$38,188.38)	(\$38,647.19)
	<b>REVENUE</b>	<b>TOTALS</b>	<b>\$8,693.00</b>	<b>0.31%</b>	<b>\$8,916.84</b>	<b>\$9,160.20</b>	<b>\$9,422.28</b>	<b>\$9,702.66</b>	<b>\$10,001.15</b>
	<b>BALANCE TOTALS</b>			<b>(\$43,207.00)</b>		<b>(\$48,492.42)</b>	<b>(\$54,687.09)</b>	<b>(\$61,948.36)</b>	<b>(\$70,459.66)</b>
<b>ESTIMATED OPENING FUND BALANCE (rounded)</b>			118,000.00		\$74,793.00	\$26,300.58	(\$28,386.51)	(\$90,334.88)	(\$160,794.53)
<b>ESTIMATED CLOSING FUND BALANCE (rounded)</b>			\$74,793.00		\$26,300.58	(\$28,386.51)	(\$90,334.88)	(\$160,794.53)	(\$241,229.48)
ONE-TIME REVENUES &/OR EXPENDITURES	ONE-TIME REVENUES AND/OR EXPENDITURES TO BE LISTED INDIVIDUALLY TO JUDGE IMPACT ON FUND BALANCE								
	EXPENSE	Flower Baskets & Materials	\$ 2,880.00		\$ -	\$ -	\$ -	\$ -	\$ -
		Holiday Ornament Replacement	\$ 1,000.00		\$ -	\$ -	\$ -	\$ -	\$ -
	<b>EXPENSE</b>	<b>TOTALS</b>	<b>\$ 3,880.00</b>		<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
	REVENUE		\$ -		\$ -	\$ -	\$ -	\$ -	\$ -
	<b>REVENUE</b>	<b>TOTALS</b>	<b>\$ -</b>		<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
	<b>BALANCE TOTALS</b>			<b>\$ (3,880.00)</b>		<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
	<b>ESTIMATED OPENING FUND BALANCE (rounded)</b>			118,000.00		\$70,913.00	\$22,420.58	(\$32,266.51)	(\$94,214.88)
<b>ESTIMATED CLOSING FUND BALANCE (rounded)</b>			\$70,913.00		\$22,420.58	(\$32,266.51)	(\$94,214.88)	(\$164,674.53)	(\$245,109.48)

**NOTES:**

1. Estimates for FY24-FY28 in the green section are built by the average increase of costs from the previous 5-years (FY18-FY22). The estimate model is built on past practices are normally continued hence past practice is an acceptable indicator of future plans. Certainly, policymakers can shift future and current plans from the trends of past practice.
2. One-time revenues and expenses are listed separately in the blue section so as not to inflate the trend model and future estimates. One-time expenses and revenues are those that are not reasonably construed or believed to continue yearly.



# APPENDIX B

# FY24 PRELIM OLD ORCHARD BUDGET

Budget Year 2024

Account	Account Description	2023 Adopted Budget	2023 Amended Budget	2023 Estimated Amount	2024 Department Entry/Request	
<b>Fund 13 - OLD ORCHARD TAXING DISTRICT FUND</b>						
<b>REVENUE</b>						
Department <b>00 - REVENUE</b>						
<i>PROPERTY TAX</i>						
401	REAL ESTATE TAXES -CURRENT	30,000.00	30,000.00	37,262.00	38,381.00	
Budget Transactions						
<i>Level</i>		<i>Transaction</i>		<i>Number of Units</i>	<i>Cost Per Unit</i>	<i>Total Amount</i>
Department Entry/Request		Est 3% increase in Prop Tax		1.0000	38,381.00	38,381.00
				Department Entry/Request Totals		<u>38,381.00</u>
<i>PROPERTY TAX Totals</i>		\$30,000.00	\$30,000.00	\$37,262.00	\$38,381.00	
<i>LICENSES</i>						
420	BUSINESS LICENSES	15,000.00	15,000.00	15,000.00	20,000.00	
Budget Transactions						
<i>Level</i>		<i>Transaction</i>		<i>Number of Units</i>	<i>Cost Per Unit</i>	<i>Total Amount</i>
Department Entry/Request		Est Based on FY22 Results		1.0000	20,000.00	20,000.00
				Department Entry/Request Totals		<u>\$20,000.00</u>
<i>LICENSES Totals</i>		\$15,000.00	\$15,000.00	\$15,000.00	\$20,000.00	
<i>OTHER INCOME</i>						
470	INTEREST INCOME	100.00	100.00	66.00	880.00	
Budget Transactions						
<i>Level</i>		<i>Transaction</i>		<i>Number of Units</i>	<i>Cost Per Unit</i>	<i>Total Amount</i>
Department Entry/Request		Est Interest Earnings		1.0000	880.00	880.00
				Department Entry/Request Totals		<u>\$880.00</u>
<i>OTHER INCOME Totals</i>		\$100.00	\$100.00	\$66.00	\$880.00	
<i>OTHER FINANCING SOURCES (USES)</i>						
999	OPERATING TRANSFERS OUT	(36,407.00)	(36,407.00)	(36,407.00)	(36,407.00)	
Budget Transactions						
<i>Level</i>		<i>Transaction</i>		<i>Number of Units</i>	<i>Cost Per Unit</i>	<i>Total Amount</i>
Department Entry/Request		Est Parks & Rec Transfer (02.13.23)		1.0000	(36,407.00)	(36,407.00)
				Department Entry/Request Totals		<u>(\$36,407.00)</u>
<i>OTHER FINANCING SOURCES (USES) Totals</i>		(\$36,407.00)	(\$36,407.00)	(\$36,407.00)	(\$36,407.00)	
Department <b>00 - REVENUE Totals</b>		\$8,693.00	\$8,693.00	\$15,921.00	\$22,854.00	
<b>REVENUE TOTALS</b>		\$8,693.00	\$8,693.00	\$15,921.00	\$22,854.00	



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Budget Year 2024

Account	Account Description	2023 Adopted Budget	2023 Amended Budget	2023 Estimated Amount	2024 Department Entry/Request	
Fund 13 - OLD ORCHARD TAXING DISTRICT FUND						
EXPENSE						
Department 01 - GENERAL GOVERNMENT						
Program 78 - OLD ORCHARD						
MATERIALS & SUPPLIES						
730	OPERATIONAL EQUIPMENT	3,880.00	3,880.00	3,880.00	.00	
751	AREA MAINTENANCE	.00	1,720.00	1,720.00	.00	
<i>MATERIALS &amp; SUPPLIES Totals</i>		<u>\$3,880.00</u>	<u>\$5,600.00</u>	<u>\$5,600.00</u>	<u>\$0.00</u>	
CONTRACTUAL SERVICES						
803	PROFESSIONAL SERVICES	4,000.00	4,000.00	4,000.00	4,000.00	
Budget Transactions						
<i>Level Transaction</i>				<i>Number of Units</i>	<i>Cost Per Unit</i>	<i>Total Amount</i>
Department Entry/Request Admin Support				1.0000	4,000.00	4,000.00
				Department Entry/Request Totals		<u>\$4,000.00</u>
810	DISPOSAL SERVICES	1,800.00	1,800.00	2,000.00	2,616.00	
Budget Transactions						
<i>Level Transaction</i>				<i>Number of Units</i>	<i>Cost Per Unit</i>	<i>Total Amount</i>
Department Entry/Request Recycling Services				12.0000	218.00	2,616.00
				Department Entry/Request Totals		<u>\$2,616.00</u>
830	ADVERTISING	23,000.00	21,280.00	21,280.00	15,370.00	
Budget Transactions						
<i>Level Transaction</i>				<i>Number of Units</i>	<i>Cost Per Unit</i>	<i>Total Amount</i>
Department Entry/Request Gazebo Series - Sponsor				1.0000	3,000.00	3,000.00
Department Entry/Request Gazebo Series - Staffing				1.0000	420.00	420.00
Department Entry/Request General Advertising				1.0000	8,650.00	8,650.00
Department Entry/Request Holiday Advertising				1.0000	3,000.00	3,000.00
Department Entry/Request Sponsorships				1.0000	300.00	300.00
				Department Entry/Request Totals		<u>\$15,370.00</u>
850	PARKING LOT LIGHTING	1,700.00	1,700.00	1,700.00	1,704.00	
Budget Transactions						
<i>Level Transaction</i>				<i>Number of Units</i>	<i>Cost Per Unit</i>	<i>Total Amount</i>
Department Entry/Request Electricy Bills for Lighting				12.0000	142.00	1,704.00
				Department Entry/Request Totals		<u>\$1,704.00</u>



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Budget Year 2024

Account	Account Description	2023 Adopted Budget	2023 Amended Budget	2023 Estimated Amount	2024 Department Entry/Request	
Fund 13 - OLD ORCHARD TAXING DISTRICT FUND						
<b>EXPENSE</b>						
Department 01 - GENERAL GOVERNMENT						
Program 78 - OLD ORCHARD						
CONTRACTUAL SERVICES						
851	CONTRACT AREA MAINTENANCE	3,900.00	3,900.00	3,900.00	15,000.00	
Budget Transactions						
Level Transaction				Number of Units	Cost Per Unit	Total Amount
Department Entry/Request Facade Lighting Program				1.0000	15,000.00	15,000.00
				Department Entry/Request Totals		\$15,000.00
CONTRACTUAL SERVICES Totals		\$34,400.00	\$32,680.00	\$32,880.00	\$38,690.00	
CAPITAL OUTLAY						
906	CONTRACT CONSTRUCTION	12,000.00	12,000.00	6,000.00	.00	
960	FACADE BEAUTIFICATION	5,500.00	5,500.00	.00	.00	
CAPITAL OUTLAY Totals		\$17,500.00	\$17,500.00	\$6,000.00	\$0.00	
Program 78 - OLD ORCHARD Totals		\$55,780.00	\$55,780.00	\$44,480.00	\$38,690.00	
Department 01 - GENERAL GOVERNMENT Totals		\$55,780.00	\$55,780.00	\$44,480.00	\$38,690.00	
<b>EXPENSE TOTALS</b>		\$55,780.00	\$55,780.00	\$44,480.00	\$38,690.00	
Fund 13 - OLD ORCHARD TAXING DISTRICT FUND Totals						
<b>REVENUE TOTALS</b>		\$8,693.00	\$8,693.00	\$15,921.00	\$22,854.00	
<b>EXPENSE TOTALS</b>		\$55,780.00	\$55,780.00	\$44,480.00	\$38,690.00	
Fund 13 - OLD ORCHARD TAXING DISTRICT FUND Totals		(\$47,087.00)	(\$47,087.00)	(\$28,559.00)	(\$15,836.00)	
Net Grand Totals						
<b>REVENUE GRAND TOTALS</b>		\$8,693.00	\$8,693.00	\$15,921.00	\$22,854.00	
<b>EXPENSE GRAND TOTALS</b>		\$55,780.00	\$55,780.00	\$44,480.00	\$38,690.00	
Net Grand Totals		(\$47,087.00)	(\$47,087.00)	(\$28,559.00)	(\$15,836.00)	