



Minutes
General Meeting
3/11/15

Board: Kelly Kenter, Mark Milford, John Boldt, Bert Vescolani, Susan Zadrozinski, Joe Gadell, Stuart Harris, Sarah Gibson, Sarah Wilson, Marty Daly, John Carroll

Members: Rachel D'Souza-Siebert, Ryan Lord, Matt Willis, AJ Rosenberg

Others: Gelinda Connell, Brooks Goedecker

Meeting called to order 8:35am

Brooks Goedecker, Executive Director of Park Central, reviewed the proposed budget for 2015. Kelly Kenter motioned to approve/John Boldt seconded all ayes, budget approved

Sponsorships

Officers met earlier to discuss the budget line item for sponsorships. \$4,000 is allocated to sponsoring area events in 2015. In early March, the Board approved \$500 sponsorship for member City Garden's Gala. Park Central Development asked for support in the amount of \$1000. Kelly Kenter motioned to approve the request, John Boldt seconded. All ayes.

Membership (20 minutes)

FPSBA has 78 members with a goal of 100 by the end of March. Gelinda reviewed the list of organizations not already signed up. Board members were asked to support the goal by talking to businesses not already part of the association. Mark Milford noted that he has talked to all organizations in the Highlands. Susan Zadrozinski will forward a list of businesses she has approached.

Perks Program

The Perks Program is underway and active with 22 participating locations. No additional participants are necessary, however, the association will accept more participants if they are interested.

Graduated rates

Susan Zadrozinski led a brief discussion on graduated rates for smaller companies (one person shops). After some consideration, the Board decided that those interested in special arrangements can discuss on a one by one basis.

Luncheons

The next Luncheon will be on June 10 at Willert Home Products. IKEA is slated to be the speaker at the event. Other potential speakers include the new 2nd District Captain, Shriner's Hospital, and a speaker from Cortex (tech jobs – panel discussion on maker spaces. Bert Vescolani mentioned a design project happening on Science Corner at Kingshighway and Manchester and suggested having them as a speaker

with the Science Center as hosts. Current luncheon food was discussed and it was agreed that Gelinda will look at local caterers for box lunches and try to keep the cost as low as possible.

Advocacy Issues for 2015

The Board will still look into ways to improve the absent light fixtures on the Kingshighway Bridge between Manchester and McRee. Mayor Francis Slay expressed surprise at the state of the bridge and supports the idea of improving the appearance of the bridge. Gelinda will draft a letter reaching out the Mayor's office regarding the project. The Board would also like to address the beautification of the intersection at Tower Grove and Vandeventer and improvements to the stretch of Vandeventer from Manchester to I-44. That issue will be addressed in the letter to Mayor Slay also. Other advocacy issues discussed included a desire to improve litter clean up and property maintenance.

New Business

Bert Vescolani noted that the design competition at Science Corner will use that space during the spring/summer of 2015 and end in autumn culminating with an awards ceremony at the SLSC. The project is in conjunction with the IDSA and will not involve any physical building added to the location. Mr. Vescolani also mentioned that SLSC will demolish the Exploradome and build at the site an agricultural center plus greenhouse. The project will be completed in 2016.

Adjournment



Minutes
General Meeting
5/13/15

Board: Sarah Wilson, Stuart Harris, Marty Daly, John Carroll, John Boldt, Susan Zadrozinski,
Sarah Gibson, Joe Gadell, Ben DuMont
Members: Jack Baumstark, Sonda Thompson, AJ Rosenberg, Matt Willis, Ryan Lord, Vince DiPiazza,
Carolyn Compton, Ron Coleman
Others: Gelinda Connell

Meeting called to order 8:35am

All members introduced themselves.

Financials

John Boldt walked through financial report. Motioned to approve; Sarah W seconded; all ayes.

FPSBA now has 87 members with strong leads on a handful more. Gelinda asked the membership to share potential member information in order to reach the goal of 100 members. Membership has increased over 50% in the past year.

Ryan Lord from BJC Well Aware introduced members to his program. BJC Well Aware is a perks member and offers discounts for membership to FPSBA organizations.

Members discussed ways to effectively communicate information. Gelinda suggested using Facebook and the website to disseminate information. Members were also in favor of a monthly digest.

Members requested a directory; Gelinda will create and distribute.

Carolyn Compton, neighborhood advocate and Ron Coleman, NSO introduced themselves.

John Carroll noted that City Garden is building an outdoor garden and needs help on Saturdays through the end of June.

Luncheons

The next Luncheon will be on June 10 at Willert Home Products with IKEA's store manager as speaker. Current luncheon food was discussed and it was agreed that Gelinda will look at local caterers for box lunches and try to keep the cost as low as possible.

Adjournment



Minutes
General Meeting
9/9/15

Board: Sarah Wilson, John Carroll, Sarah Gibson, Ben DuMont, Bert Vescolani, John Carroll, Stuart Harris, Mark Milford
Members: Sonda Thompson, Ryan Lord, Catherine Stifers, Tim Weigers, Michele Cook, Dave Laughlin, Jack Baumstark, Beth (commerce)
Others: Gelinda Connell, Brooks Goedeker, Alexandra Durdello

Meeting called to order 8:35am

All members introduced themselves.

Financials
Reviewed.

Next luncheon scheduled for 10/14. May be postponed until 10/21 due space constraints. Discussed CIC/CET (@4240) as potential spot and speakers.

Traffic Study

Brooks updated members on the traffic study proposal submitted to understand the amount of traffic that traverses the area prior to and after IKEAs arrival. The numbers would help attract other retailers to the area. The proposal costs \$9k-\$10k and is cost prohibitive for the Business Association to undertake. Brooks is appealing to Alderman Joe Roddy to pay for the cost of the study.

Members of association in the immediate area of the intersection at Tower Grove and Vandeventer met with Deanna Venker of the City of St. Louis to begin exploring solutions to the safety issues at the intersection. Several options were discussed including the addition of bike lanes on the North side of Tower Grove.

Brooks also introduced the idea of adding a CID along Vandeventer, and updated the association members on development in the area.

Bert Vescolani noted that the SLSC has new exhibits and will announce a new museum at Macklind and Berthold. John Carroll announced that City Garden Montessori will have their Trivia Night on 11/7 and tables are on sale now. Sarah Gibson announced that Loafers bakery will open soon in the Botanical Heights neighborhood.

Adjournment 9:31



Minutes
General Meeting
11/11/15

Board: Sarah Mangapora, John Carroll, Sarah Gibson, Ben DuMont, Bert Vescolani, Mark Milford, Amrit Gill, John Boldt, Joe Gadell, Marty Daly
Members: Catherine Stifers
Others: Gelinda Connell, Matt Green

Meeting called to order 8:35am

Financials

Profit and Loss statement reviewed.
2016 Budget reviewed
Motion to approve JB/BV all ayes - approved

Membership

Recruitment and retention is underway for 2016. 2015 had 88 members; 2016 now has 9 with a goal of 100. Board recommended tools for boosting recruitment include: sharing anecdotal information from members (why businesses are a part of the FPSBA), complimentary luncheon tickets and potential incentives like tickets to exhibits (BV offered potential tickets to SLSC events). Gelinda asked for assistance in recruiting and offered to share electronic list of potential members with board.

Perks program recruitment is also underway. Gelinda notes that Perks participants are also being recruited for membership this year. Board recognizes need to boost and track participation in program. Suggestions include: add door stickers and POS signage (tent, sticker, etc.), create educational text for employers to distribute to employees, encourage staff to utilize program, ask participants to track usage.

Luncheon and Holiday celebration

The Autumn luncheon was held at UCBC and featured MediPlex and Better Together. Well received by the Board. The next event will be the Holiday Celebration on 12/3 at Kaldi's Roasting facility. Members are welcome to submit photos of developments that happened in 2015 to include as part of our slide show.

Traffic Study and Vandeventer CID

The traffic commissioner is currently investigating changing the timing of the lights at the intersection of Tower Grove and Vandeventer. Gelinda is working to get information on the other aspects of safety discussed over the summer with the aim of reconvening the subcommittee very early in 2016. Matt Green of Park Central introduced the idea of the formation of the Vandeventer CID, now in the early stages of development. The CID will require members of the community on the steering committee.

Gelinda also noted a plan to repaint the fire hydrants along Vandeventer and will bring more information on that project early next year.

New Business and announcements

UCBC is planning to expand their garden space and work with the community to plant and maintain the space. Catherine mentioned working with youth and asked City Garden, SLSC and SLUH to consider the potential of their youth working with UCBC.

Adjournment 9:11

DRAFT