

**Crossroads Special Business District Advisory Commission  
MEETING MINUTES**

**APPROVED**

MEETING DATE: Tuesday, January 11, 2018  
LOCATION: City Hall  
CALLED TO ORDER: 8:08 AM  
MEETING ADJOURNED: 9:01 AM  
NEXT MEETING: Thursday, February 8, 2018

| <b>NAME</b>                  | <b>PRESENT</b> | <b>ABSENT</b> |
|------------------------------|----------------|---------------|
| Bob Springer, Chair          | X              |               |
| Heidi Butts-Wiegand          | X              |               |
| Christi Johanningmeyer       | X              |               |
| Joshua Tonnies               | X              |               |
| Kelly Ruesing                | X              |               |
| Alison Kinderfather          | X              |               |
| Vacancy                      |                |               |
| Bud Bellomo, Council Liaison | X              |               |
| Mara Perry, Staff Liaison    | X              |               |

Also in attendance:

Fran Sudekum – Administrative Support

**APPROVAL OF MINUTES**

Motion to approve the December minutes was made by Joshua Tonnies, seconded by Kelly Ruesing and unanimously approved.

**STREETSCAPE PROJECT**

**Baker Avenue** – Commission Members reviewed a revised draft letter inviting property owners affected by a proposed change to Baker to attend the March commission meeting to get their input on the potential change. Three weeks in advance of the March meeting, the letter along with a map will be sent to property owners within 185 feet of the change. Mara Perry will have aerial photos and/or a sketch and/or map accident reports for Baker and maps available for the March meeting.

**BUDGET DISCUSSION**

Commission Members reviewed a budget history and projections for the Crossroads Business District (see Appendix A). Members discussed the various categories and their possible changes as well as some new and potential needs for the upcoming 2019 fiscal year which runs July 1, 2018 thru June 30, 2019. Considerations to keep in mind include:

- It is expected the District will receive at least one submittal for the Façade Improvement Program.
- Possibly initiate a 50/50 Rooftop Lighting Program similar to the one in place in the Old Webster Business District and being considered by the Old Orchard Business District. Someone on the commission would need to take the organizational lead.
- Possibly decorate the lamp posts during the holiday season.
- Consider new banners to match the banner design/s in the other two business districts.

- The Business Development Commission (BDC) may ask for additional funding to increase the amount of promotional activities they perform to promote Webster Groves as a whole. Members are encouraged to attend the January BDC meeting to learn more about their plans.
- There is a new 63119 radio station. Kelly Ruesing will reach out to them to determine what they are looking, their potential ad use and cost; i.e. the Hawkins House Concert Series or other items.

Members are all in agreement to keep the focus on the streetscape project. It is a priority when making budget decisions and would like to include the possible visual upgrades such as rooftop lighting, banners, and decorations incorporated into the timing and completion of the streetscape project; steps along the way is fine, but the focus is the streetscape project. Potential numbers for the visual enhancements (lights, banners, decorations) will be put together for the February meeting when budget discussions continue.

### **PARKING**

- A parking spot on the westbound side of Big Bend at the intersection of Big Bend and Alma blocks the sight of oncoming traffic for drivers on Alma attempting to turn onto Big Bend. Placing a no-parking sign on Big Bend involves St. Louis County as they own Big Bend. They need to do a sight-distance study to determine where to put the sign; once the sign is up, Webster Groves can enforce no parking on that spot. In addition, Public Works and Traffic wanted to take a look at the Alma piece of the intersection to see what changes could be made to improve the intersection's safety so changes they may make are in concert with changes St. Louis County makes. A sign on Alma restricting parking a distance back from the intersection could be part of the overall changes. Curb bump-out changes to that intersection that are part of the streetscape project will also address the issue.
- An accident occurred at the Alma/Big Bend intersection. A large trash truck picking up trash near the intersection was partially blocking the view of traffic on Big Bend when a van went around the truck and didn't see the oncoming car and was T-boned.

### **CITY UPDATE**

- Safety Awareness & Security:
  1. There was an attempted robbery of a delivery driver at Dewey's Pizza in Old Webster at 2:00 AM.
  2. There was a carjacking in the Old Orchard parking lot on S. Old Orchard in front of MJ Performance Dance studio at 5:00 PM.
  3. Complaints have been received of kids smoking JUUL vapor e-cigarettes behind buildings in Crossroads.
- The next step for the former YMCA location is site development plans.
- The former Gerber Chapel location is waiting on potential proposals as the first one was denied as the current zoning does not allow for new drive thrus.
- New nail salon on Allen in Old Webster is open.
- Construction on landscape company on Watson is close to completion.
- Updates to code use language in the commercial code and add uses that support technology should go to the Plan Commission in February.
- Stratton's Café in Old Orchard has closed.

- A new dentist is moving in to the strip of storefronts on Watson that also houses Jersey Mike's and the dermatologists.
- Changes to the sign code for two-story businesses will go to the Plan Commission in February.

**NEW BUSINESS**

- **Honorary Bench:** Allison Kinderfather inquired about the process to put a bench with an honorary/in memory plaque in the District. There's not specific policy; it's handled on an individual case basis. Allison's family is pursuing one for her mother; Mara will put together the cost and provide to Allison.
- **Sidewalk Holes:** There are some holes in the sidewalk in front of Julie Campbell's business. Since the sidewalk is owned by St. Louis County, the first step is for Julie to contact them. If it's a tripping hazard, it's their responsibility to fix.

**NEXT MEETING**

The next meeting will be held on Thursday, February 8, 2018 at 8:00 AM – City Hall.

**ADJOURNED**

Meeting adjourned at 9:01 AM.

**APPENDIX A**

| Crossroads Account Name                             | Budget FY 2018   | Expenses to Date   | Balance to Date   | Budget FY 2017 | Budget FY 2016   | Budget FY 2015   | Budget FY 2014   | Budget FY 2013   | Budget FY 2012   | Budget FY 2011   | Budget FY 2010   | REVENUE HISTORY  |
|---|------------------|--------------------|-------------------|----------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| 602 Part Time Salary                                |                  |                    |                   |                |                  |                  |                  |                  |                  | \$5,500.00       | \$5,500.00       | 2017 \$24,794.58 |
| 609 Workers Comp                                    |                  |                    |                   |                |                  |                  |                  |                  |                  | \$250.00         | \$250.00         | 2016 \$25,221.96 |
| 696 F.I.C.A.  |                  |                    |                   |                |                  |                  |                  |                  |                  | \$425.00         | \$425.00         | 2015 \$25,409.10 |
| 702 Office Supplies                                 | \$50             | \$0.00             | \$50.00           | 0%             | \$50             | \$50             | \$150            | \$150            | \$150            | \$150            | \$150            | 2014 \$26,072.83 |
| 730 Operational Equipment                           | \$500            | \$0.00             | \$500.00          | 0%             | \$500            | \$500            | \$1,000          | \$10,000         | \$8,500          | \$8,500          | \$8,500          | 2013 \$26,237.33 |
| 751 Area Maintenance Materials                      | \$1,000          | \$0.00             | \$1,000.00        | 0%             | \$1,000          | \$1,000          | \$2,000          | \$10,000         | \$10,000         | \$10,000         | \$10,000         | 2012 \$24,321.49 |
| 803 Professional Services                           | \$1,500          | \$448.38           | \$1,051.62        | 30%            | \$6,500          | \$10,000         | \$1,500          | \$1,500          | \$1,300          | \$6,000          | \$6,000          | 2011 \$24,660.14 |
| 810 Disposal Services                               | \$700            | \$265.32           | \$434.68          | 38%            | \$1,140          | \$250            |                  |                  |                  |                  |                  | 2010 \$22,841.09 |
| 827 Water & Sewer                                   | \$0              | \$0.00             | \$0.00            |                | \$0              | \$0              | \$0              | \$250            | \$250            | \$250            | \$250            | 2009 \$24,750.85 |
| 830 Advertising                                     | \$3,000          | \$804.23           | \$2,193.77        | 27%            | \$2,000          | \$1,500          | \$1,500          | \$1,000          | \$1,750          | \$1,750          | \$1,750          | 2008 \$25,288.50 |
| 831 Postage   | \$0              | \$0.00             | \$0.00            | 0%             | \$0              | \$0              | \$0              | \$50             | \$50             | \$50             | \$100            |                  |
| 854 Parking Lot Lighting                            | \$900            | \$170.48           | \$729.54          | 19%            | \$900            | \$900            | \$1,100          | \$1,200          | \$1,100          | \$700            | \$1,000          |                  |
| 909 Area Improvements                               | \$2,000          | \$0.00             | \$2,000.00        | 0%             | \$2,000          | \$1,750          | \$2,000          | \$1,000          | \$5,000          |                  |                  |                  |
| 960 Façade Beautification                           | \$2,000          | \$0.00             | \$2,000.00        | 0%             | \$2,000          | \$2,000          | \$10,000         | \$2,000          | \$5,000          | \$10,000         | \$10,000         |                  |
| Operating Transfer Out (Parks salaries & Materials) | \$20,380         | \$20,380.00        | \$0.00            | 100%           | \$17,875         | \$17,875         | \$17,500         | \$17,500         | \$12,240         | \$12,000         | \$0              | \$0              |
| <b>Summary Totals</b>                               | <b>32,010.00</b> | <b>\$22,050.39</b> | <b>\$9,959.61</b> |                | <b>33,965.00</b> | <b>35,825.00</b> | <b>35,650.00</b> | <b>28,400.00</b> | <b>46,290.00</b> | <b>45,100.00</b> | <b>43,575.00</b> | <b>43,925.00</b> |
| Beginning Balance                                   | \$58,763.45      | \$22,050.39        |                   | \$24,445.30    | \$22,625.47      | \$26,741.48      | \$25,965.35      | \$26,894.00      | \$19,684.00      | \$30,862.00      | \$19,213.00      |                  |
| Projected Revenue                                   | \$24,500.00      | \$1,260.40         |                   |                |                  |                  |                  |                  |                  |                  |                  |                  |
| Projected Fund Balance                              | \$51,253.45      | \$37,973.46        |                   |                |                  |                  |                  |                  |                  |                  |                  |                  |