



Cherokee Station Business Association

PO Box 2053, St. Louis, MO 63158 | www.cherokeestation.com

Board/Association Meeting Minutes

April 15, 2010 – 6:00 p. m.

Foam Coffee & Beer - 3359 South Jefferson Avenue

1. **Introduction** – BIG compliments on Cherokee Ads from TOKY, (local marketing/ad agency) located in Grand Center neighborhood & has never accomplished what Cherokee has!
2. **City Officials**
 - a. Ken Ortmann - 9th Ward Alderman – present Phone: (314) 776-0161
 - 5/14 Roosevelt HS event: girls dress in black w/jewels to promote education & abstinence (goal=no pregnancies)
 - Street Plan: working to get all 4 corners @ Jefferson to match; \$240K/block
 - Positive signs in neighborhood real estate: 3500 blk of Potomac/Illinois and 3100 blk of Ohio is new “green” development.
 - Benton Park hosts 4 summer concerts (June/July/Aug/Sept)
 - b. Craig Schmid - 20th Ward Alderman – present Phone: (314) 589-6816
 - Census @ >50% return
 - 5/21 Monroe Elementary event: Health & Safety Fair, 9:30am-2pm
 - reminder to leave nothing in your cars
 - Street Scape: waiting on MODOT & Board of Public Servants
 - c. Harry Bennett – SLDC – present Phone: (314) 832-2946
 - encourages neighborhood acts of “clean up”: pick up trash, pull weeds, etc...
 - d. Michael J. Cognasso - 3rd District Police Officer – E: mjocognasso@slmpo.org
 - not present
3. **Approval of Previous Meeting Minutes**
 - Will motions to approve, Mike 2nds, none opposed, approved.
4. **Financial Report**
 - Minerva motions to approve, Angelo 2nds, none opposed, approved.
5. **Old Business**
 - a. Angelo –poster campaign and We Love Cherokee
 - needs more a min. of 5 more sponsors, Minerva recruits associates to join; 3 months = \$120 OR \$50/month
 - b. Brief update on SGC Print Conference March 2011
 - Firecracker Press just returned from trip to 2010 Print Conf. in Philly; handed out 1000 flyers promoting StL’s 2011 Print Conf.; Cherokee must throw the BIGGEST party! Need to recruit volunteers to be StL “Greeters” and “Ambassadors”
6. **Committee Report**
 - Youth Patrol: Lisa, Lyndsey, Alycia, Eric, Ryan, Frank: Ideas to engage and motivate youth: (1) a job training program that offers job at end of training such like SLATE, (2) Find use for empty lots such as Basketball Hoops but too much liability, (3) organize a talent show w/\$prize or gift baskets
7. **New Business**
 - a. Cinco de Mayo LLC request for \$6000.00
 - Angelo motions to approve, Chris 2nds, none opposed, approved.
 - b. 2720 thinking about getting security officers & asking others to share the costs for patrolling; Minerva will research costs, details and present a proposal.
8. **Announcements and Events**
 - Juan had a photo booth over Easter weekend with FREE pictures
 - Will motions to refund Barb Potts \$250 for cell phone bill and to give \$100 Gift Certificate to Office Cognasso, Mike 2nds, none opposed, approved.
 - Minerva motions to reimburse Carols of Latino American an extra \$1K for security cameras, Rosabla 2nds, 6 favor, 2 opposed.
 - Gailan and David give report of their end of the Cherokee block: The Archive now houses where City Art Supply was (3215 Cherokee) and wish to expand; StL Craft Mafia “moving in” in May; new owner of Tower Taco; StL Style “moved in”; Good exposure at Fort Gondo and Snowflake – Santo’s Foundation chose showing National Artists work, Check out ApartmentTherapy.com
 - Shirley reminds about checking and requesting arrest reports from City Police Dept.; Todd Wiley was arrested, 23 years, burglary charges.
 - Eleven Magazine advertising: email josh@elevenmagazine.com
9. **Adjourn**