

**Old Orchard Special Business District Advisory Commission  
MEETING MINUTES**

**APPROVED**

MEETING DATE: Tuesday, October 9, 2018  
LOCATION: City Hall  
CALLED TO ORDER: 8:03AM  
MEETING ADJOURNED: 9:05 AM  
NEXT MEETING: Tuesday, November 13, 2018

<b>NAME</b>	<b>PRESENT</b>	<b>ABSENT</b>
Joe Fichter, Chair	X	
Angel Venegoni	X	
Claire Winkler	X	
Mary Jane Armstrong	X	
Holland Saltsman	X	
Robert Weber	X	
John Barr	X	X
Steve Zielinski	X	
Vacancy		
Bud Bellomo, Council Liaison	X	
Mara Perry, City Liaison	X	

Also in attendance:

Marianne Furhman – Webster-Kirkwood Times  
Detective Fred Bell – Community Engagement Officer, Webster Groves Police Department  
Fran Sudekum – Administrative Support

**APPROVAL OF MINUTES**

Motion to approve the September minutes as was made by Mary Jane Armstrong, seconded by Bob Weber, motion was unanimously approved.

**VISITOR COMMENTS**

Marianne Furhman, Webster-Kirkwood Times – Ms. Furhman presented background on the Webster-Kirkwood Times and their holiday advertising options to Commission Members (see Appendix A).

**DISTRICT ADVERTISING**

Commission members decided to continue what the District has supported with Holiday advertising in the Webster-Kirkwood Times as they have in the past. In addition, they would like to look at adding promotional District support outside of the holiday season, such as a back-to-school campaign, promoting the gazebo concert series, or running an Old Orchard page.

**ROOFTOP LIGHTING**

Stribe Electric is putting together a schedule to install the rooftop lights. The first group will be on the buildings from Weber’s Front Row down to Balkan Treat Box and from the Commerce Bank to Tei Too. To acquire the written owner commitment, Mara Perry is preparing a spreadsheet listing building owner information and their cost of the lighting and will generate the letter for Commission members to gain additional commitments for the next group of installations. Mara was able to find a light vendor at a discounted price. The lights will be on a sensor from dusk to dawn.

**STREETSCAPE UPDATE**

Mara Perry shared preliminary design drawings of the Streetscape Project showing such things as sidewalk design, new lamp post placement, movement of Ameren poles out of the sidewalk. AT&T will move their wiring for free; the City is still negotiating with Ameren and Charter. Sidewalks will be ADA compliant. New easements will be needed. The design of the new decorative lamp posts will match the existing decorative ones in the District.

## **BANNER DESIGNS**

Summer banner designs have been approved; Spring and fall banner designs are will be forth coming.

## **HOLIDAY EVENTS**

**Trick or Treat** – The Trick or Treat event is on Saturday, October 27th from 3:00 to 5:00 PM. It is a joint event held in both the Old Orchard and Old Webster Business Districts. Two e-blast email messages were sent to all Old Orchard businesses for which the City has email addresses soliciting their participation. The open rate for the two e-blasts averaged 43%. The only cost to participating businesses is the cost of supplying trick or treat candy. In Old Orchard, any business within the District's boundaries is eligible to participate.

At the time of the commission meeting, a dozen Old Orchard business responding indicating they would participate.

American Cleaners  
Boulevard Hair Co.  
Circa Properties  
Civil Alchemy  
Colonial Village Pharmacy  
Gas Mart

Hwy 61 Roadhouse  
Naked Boot and Shoe  
Sky Stone Conservatory of the Arts  
The Frisco Barroom  
The Novel Neighbor  
Weber's Front Row

Participating businesses put the supplied Trick or Treat poster in their window to let trick or treaters know they are participating. Once all the participants are known, Mara will create a digital map of the businesses. Promotion of the event will be done thru Facebook and Twitter. A Facebook event has been created co-hosted by each district; businesses can easily share the Facebook event to their own Facebook pages to help promote the event. It has been shared to the Explore Webster Groves Facebook page. Info from the event page and its stats at the time of the commission meeting were shared (see Appendix B). Currently, the Old Orchard Facebook page has 2,300 followers, Old Webster has 3,500, and Explore has 4,000.

On the 27th, during the day, Civil Alchemy is holding their new Fall Festival with pop-up vendors in the back of their business and into one lane of the public parking lot. The event takes place all day and will overlap the time of the Trick or Treat event, so they will also have trick or treat candy available for trick or treaters.

**Holiday Festival** – Commission members decided to hire Amanda Galloway again this year to pull together the Holiday Festival in Gazebo Park; Santa and his mailbox, lighting the Holiday Tree at dusk, music and/or caroling. The event will take place on the same day as Small Business Saturday, which is always the Saturday after Thanksgiving. This year it falls on November 24th.

## **CITY UPDATE**

- The Gerber Chapel location project is slated to be approved for two one-story buildings, a bank with a VTM and one for retail.
- Rolling Ridge needs to supply additional information on their project before it has another hearing at the Plan Commission.
- The Auto Beauty location projects has been approved and will be submitting construction drawings soon.
- Construction continues at the new Firenza Pizza and Balkan Treat Box locations.
- The YMCA location project goes before the ARB next week with its latest design; may see construction drawings in January.
- Work on code amendments continue.

## **NEXT MEETING**

Tuesday, November 13, 2018 at 8:00 AM – City Hall.

## **ADJOURNED**

Meeting adjourned at 9:05 AM

# APPENDIX A



September 2018

Dear Old Orchard Taxing District Board-

For many years, the Old Orchard Taxing District (OOTD) has helped fund a Holiday Advertising Package in the Webster-Kirkwood Times. This advertising has been instrumental in promoting the Old Orchard district, as well as helping area businesses get the most out of their advertising budget.

The Webster- Kirkwood Times would again like to request funding for this holiday promotion.

**Gift and Recipe Guide-** A full-page ad running in both the Webster-Kirkwood and South County Times (77,200 paper distribution) on Nov. 16. OOTD's commitment is \$700 with each merchant (9 total) contributing \$190.

**Holiday Advertising-** 3 full-page, full color ads running in the Webster-Kirkwood Times (39,869 paper distribution) on Nov. 9, Nov. 30 and Dec. 14. Each page features events and happenings throughout the holiday season in and around the Old Orchard area. OOTD's commitment is \$325 per issue (\$975 total) with each merchant (12 Maximum) contributing \$95 per ad.

**Additional Request-** ½ page ad in the November 23 issue (\$755 full color-n/c) for Small Business Saturday.

**The total request from OOTD is \$2430 (same as 2017)**

Both the Gift & Recipe Guide and the Holiday Advertising Package with OOTD funding are offered to the entire district. The Times will work to enlist participants and will also create the ads.

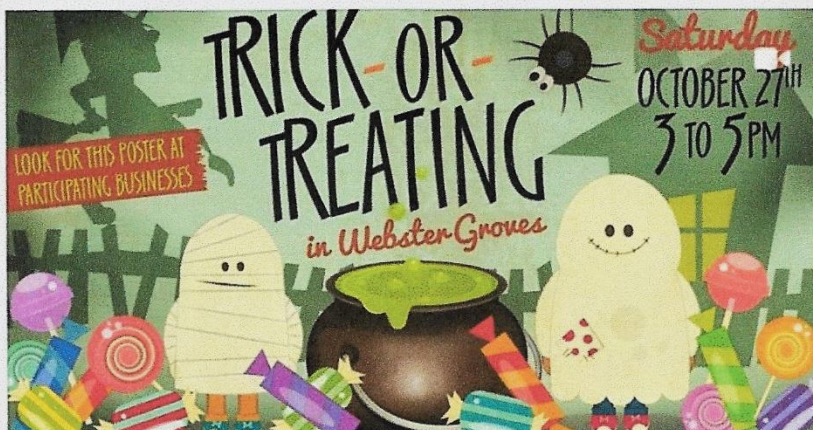
Old Orchard is located in the heart of the Webster-Kirkwood Times' circulation area. The Times delivers 39,869 papers weekly- 29,900 to direct homes and 9,969 in bulk delivery.

Thank you!

Marianne Fuhrmann  
Advertising Representative

# APPENDIX B

## Trick or Treat Facebook Event



**OCT 27** Trick or Treating in Webster Groves  
Public · Hosted by Old Webster - Webster Groves, MO and Old Orchard - Webster Groves

### Details

Grab your goblins and join us in Webster Groves Saturday, October 27 for some good ole fashioned Trick or Treating.

Old Webster Trade Association member businesses in the Old Webster Business District and businesses in the Old Orchard Business District will welcome Trick or Treaters from 3:00 to 5:00 PM.

A list of participating businesses will be added to these details. Click on "interested" or "going" and updates will appear in your newsfeed.

**#WGMO #Halloween #TrickOrTreat #KidFriendly**

Shopping

Kid Friendly

Going

82

Interested

1.4K

Shares

43

Stats of 10-9-18

<https://www.facebook.com/events/258648964962745/>