



## Special Business District Tax Advisory Commission Minutes

Wednesday, January 22, 2020 at 4:00 PM

Maplewood City Hall

1. Roll Call: Chris Peoples, John Sauter, David Schlafly, Sheila Suderwalla.
2. Approval of the Minutes from November 20, 2019: The minutes were reviewed, and a motion was made to approve the minutes by Chris Peoples and David Schlafly. All were in favor and the motion was passed.
3. Account Information: The accounts were discussed but no motions were made.
4. Schlafly Farmers Market: Wil Rogers, Head of Marketing for Schlafly spoke about the new market concept.
  - First Sunday of the month
  - Farmers, makers, food, crafts
  - New name - Maplewood Market
  - Encourage Maplewood businesses to participate by being a vendor or offering a special to market attendees
  - Market tote/bag will be offered

Feedback from Commission members was positive.

5. Events Update: Staff reported that 466 tickets were sold for Sweet Tooth Tour, Coffee Crawl ticket sales kicked off and the event is scheduled for March 21, and the artist application is open for Let Them Eat Art.
6. SBD Commissioners: Staff introduced Gautam Gatla of The Post Sports Bar and Grill. Gautam is interested in filling vacant SBD Commission seat.
7. Commercial Vacancy Update: Tabled until February meeting.
8. Marketing Strategy for Business District: The Commission reviewed the handouts from the November meeting and discussed tying all the marketing efforts together, changing the

marketing efforts slowly versus quickly, continue with Enjoy Maplewood but incorporate 'Maplewood District', when and how to use 'Made in Maplewood.' The Commission requested more time to think through the concepts and continue discussion at the February meeting.

Lighting in the SBD was discussed. Appears to be darker in the 7100/7200 blocks. Suggested to string lights across the street and leave the holiday lights up year around or maybe a little longer than the month of December.

9. Other Business: Staff reported that the transit stop transformation project was approved by the design and review board with one minor stipulation, work should begin the second week of February.
10. Meeting adjourned at 5:35 PM.