



## **Special Business District Tax Advisory Commission Minutes**

**Wednesday, February 26, 2020 at 4:00 PM**

**Maplewood City Hall**

1. Roll Call: Nikki Bisel, Chris Peoples, John Sauter, David Schlafly, Sheila Suderwalla.
2. Approval of the Minutes from January 22, 2020: The minutes were reviewed, and a motion was made to approve the minutes by David Schlafly and Sheila Suderwalla. All were in favor and the motion was passed.
3. Account Information: The accounts were discussed but no motions were made.
4. Marketing Strategy for Business District  
Discussion:
  - Marketing gets diluted
  - A way to brand that has staying power
  - Maplewood is where we have...
  - A consistent message - just change the when and where
  - Branding may look different depending on who we are branding
  - Organic feel
  - Identify our uniqueness
  - How do we market above our weight class?
  - 'Historic to Hip'
  - Who and how are we marketing?
  - Creatives come to Maplewood from hairstylist to engineers
  - Safe
  - Free parking
5. Events Update:
  - Sweet Tooth Tour - 466 tickets
  - Coffee Crawl 358 sold for the morning session and 131 sold for the afternoon session
  - LTEA – 84 artists applied, artists will be announced soon

6. Commercial Vacancy Update: See attachment

7. Staff Report:

- Intern
- Schlafly Farmers Market
- SBD Commissioners
- Stop Sign at Marietta
- Parking in Marietta Lot
- Crosswalk at Manchester and Roseland Terrace/Southwest
- Maplewood Service Industry

8. FY 2020/2021 Budget: Staff updated the commission on the status of a new event – Maplewood Restaurant Week. A motion was made to support restaurant week and add a budget line item to FY 2020/2021, by David Schlafly and Nikki Bisel. Staff reported that the budget will be reviewed at the March meeting.

9. Other Business

10. Meeting adjourned at 5:35 PM.