



Special Business District Tax Advisory Commission Minutes
Wednesday, May 26, 2021 at 4:00 PM
Meeting Held Via: Zoom

1. Roll Call: Nikki Bisel, Gautam Gatla, Chris Kelling, Jennifer Ridgeway, Sheila Suderwalla. Staff present included Laura Miller.
2. Approval of the Minutes from April 28, 2021: The minutes were reviewed, and a motion was made to approve the minutes by Kelling and seconded by Suderwalla. All were in favor and the motion was passed.
3. Account Information: The accounts were discussed but no motions were made.
4. Maplewood Makers Campaign: Miller shared the street poles banners and noted a few changes as well as a video clip.
5. Event Update: Miller asked for feedback from the Commissioners on Stringfest.
 - Good crowds
 - People seemed happy
 - Good timing with mask mandate being lifted
 - Seemed to attract a younger crowd on Friday
 - Moving forward separate the events (Stringfest and Taste of Maplewood)
 - There is a clear stop at Marshall
 - The event has room to grow

Suderwalla spoke about the six businesses that participated in the 7100 block of Manchester, overall positive feeling. Artists First did not make money that evening, it cost them money in staff time.

Ridgeway commented that she hopes the event gave exposure to people who didn't realize how much is down at that end of Manchester.

Miller mentioned the events will be split for 2022 but need to discuss timing for the events, too close together.

6. Event Tool Kit Assessment: Miller reviewed the attached document with the Commission. Suderwalla asked Miller to add the cost for each event.

7. Vacant SBD Commercial Real Estate: The Commission reviewed the list of vacancies.
8. New Business: The Commission agreed not to meet in July.
9. Meeting adjourned at 4:42 PM.

Event Assessment Data

Sweet Tooth Tour

Discover the sweeter side of Maplewood. Enjoy an afternoon walking through Historic Downtown Maplewood while indulging in samples of hand-crafted sweets from our restaurants and food purveyors.

Cost of event:

Cost: \$21

Number of Years: 8

Number of tickets available: 500

Ticket sales for last 4 years:

2017: 282

2018: 500

2019: 458

2020: 466

Number of participating businesses:

2017: 10

2018: 14

2019: 15

2020: 16

Zip code of ticket purchasers (see attached document)

Link to assessment: <https://www.cityofmaplewood.com/FormCenter/SBD-Event-Tool-Kit-Assessment-33/Sweet-Tooth-Tour-Assessment-202>

Coffee Crawl

Meet area roasters and sample delicious coffee! This event will leave you feeling fully caffeinated and excited to explore more of what Maplewood has to offer.

Cost: \$11

Number of Years:12

Number of tickets available: 500 AM Session and 500 PM Session (250 per session in

2021)

Ticket sales for last 4 years:

2017: 466 AM Session / 462 PM Session

2018: 500 AM Session / 432 PM Session

2019: 500 AM Session / 362 PM Session

2021: 250 AM Session / 125 PM Session

Number of participating businesses:

2017: 9 per session

2018: 9 per session

2019: 11 per session

2021: 11 per session

Zip code of ticket purchasers (see attached document)

Link to assessment: <https://www.cityofmaplewood.com/FormCenter/SBD-Event-Tool-Kit-Assessment-33/Coffee-Crawl-Assessment-203>

Stringfest

Number of Years: 7

Estimated attendance: average 1,500

Number of participating businesses:

2018: 25

2019: 25

2020: Cancelled

2021: 27

Link to assessment: <https://www.cityofmaplewood.com/FormCenter/SBD-Event-Tool-Kit-Assessment-33/Stringfest-Assessment-204>

Let Them Eat Art

Let Them Eat Art is Maplewood's whimsical tribute to Bastille Day and a celebration of the arts. Featuring live art demonstrations, performances by regional musicians, kids' activities, shopping, and food and drink from Maplewood's award-winning food purveyors,

Number of Years: 16

Estimated attendance: average 8,000

Number of participating businesses:

2017: 49

2018: 58

2019: 43

Number of participating artists:

2017: 45

2018: 44

2019: 73

Link to assessment: <https://www.cityofmaplewood.com/FormCenter/SBD-Event-Tool-Kit-Assessment-33/Let-Them-Eat-Art-Assessment-205>