



Special Business District Tax Advisory Commission Minutes

Wednesday, May 27, 2020 at 4:00 PM

Meeting Held Via: Zoom

1. Roll Call: Niki Bisel, Gautam Gatla, Chris Peoples, John Sauter, David Schlafly, Sheila Suderwalla.
2. Approval of the Minutes from April 22, 2020: The minutes were reviewed, and a motion was made to approve the minutes by David Schlafly and Chris Peoples. All were in favor and the motion was passed.
3. Account Information: The accounts were discussed but no motions were made.
4. Review Visual Concepts for Business District Marketing Strategy
Discussion:
 - a. Presented sample for banners (see attached)
 - b. Presented sample for logo (see attached)
 - c. Banners – could business logo be included, display in front of business, business pay to be part of promotion
 - d. Need current photographs of businesses
 - e. Hire a photographer
 - f. Not everyone is a maker – creatives
 - g. District of creatives
 - h. Change Maple Leaf color in logo

David Schlafly and Gautam Gatla made a motion to advance new marketing efforts in the form of an RFP. All were in favor and the motion was passed.

5. Staff Report
Events:
 - a. LTEA tentatively scheduled for August 21
 - b. Taste of Maplewood August 22
 - c. New series of events for summer

- d. Drive-In events
- e. Virtual events
- f. Discussed The Mills
- g. Discussed The City Foundry
- h. Need positive vibe for businesses

Dining Tent

- a. month contract signed ability to renew monthly

SBD Grant discussion:

- a. new business applying for grant, had not received final occupancy permit
- b. date for opening has not been set.
- c. Board recommends grant conditional upon opening of business

- 6. Update: Vacant Commercial Real Estate (attached document)
- 7. Other Business: No other business.
- 8. Meeting adjourned at 5:45 PM.



MAPLEWOOD
DISTRICT OF MAKERS



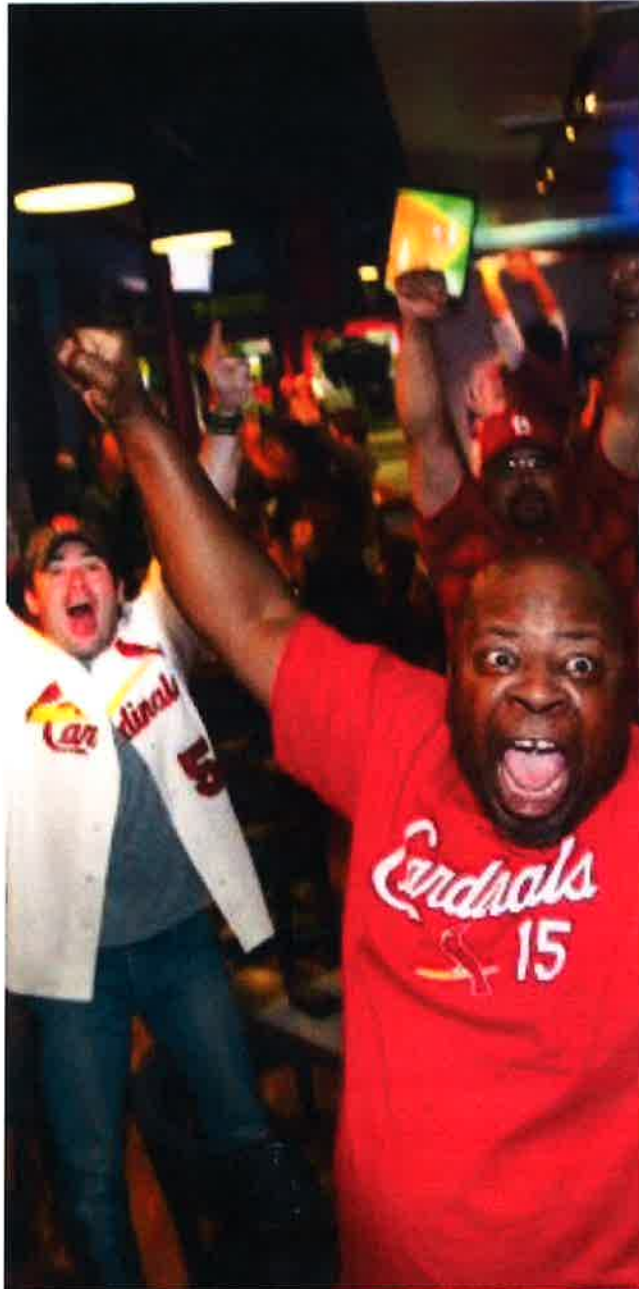
MAPLEWOOD
A DISTRICT OF MAKERS



We make ...
CHOCOLATE



MAPLEWOOD
A DISTRICT OF MAKERS



We make ...
MEMORIES