

NOTE: THE SPECIAL BUSINESS DISTRICT ADVISORY BOARD MEETING WILL BE HELD IN-PERSON AND VIRTUALLY VIA ZOOM (link is below).

Please note, individuals may attend in-person or virtually via Zoom. Doors will open 30 minutes prior to the start of each meeting.

Join from PC, Mac, iPad, or Android:

<https://us02web.zoom.us/j/82356029445>

Phone one-tap:

+13126266799,,82356029445# US (Chicago)

+16469313860,,82356029445# US

Join via audio:

+1 312 626 6799 US (Chicago),+1 646 931 3860 US,+1 929 205 6099 US (New York),+1 301 715 8592 US (Washington DC),+1 305 224 1968 US,+1 309 205 3325 US,+1 360 209 5623 US,+1 386 347 5053 US,+1 507 473 4847 US,+1 564 217 2000 US,+1 669 444 9171 US,+1 669 900 6833 US (San Jose)
+1 689 278 1000 US,+1 719 359 4580 US,+1 253 205 0468 US,+1 253 215 8782 US (Tacoma),+1 346 248 7799 US (Houston)

Webinar ID: 823 5602 9445

International numbers available <https://us02web.zoom.us/u/kBjFedGoz>

Persons interested in making their views known on any matter on the agenda should send an email with their comments to the Gary Carter at garter@claytonmo.gov. All comments received will be distributed to the entire Board before the meeting.

**Special Business District Advisory Board
May 28, 2026 at 1:30 PM
City Hall, 10 N. Bemiston Avenue
Council Chambers
Clayton, MO 63105**

Agenda

- 1) Call to Order & Roll Call
- 2) Consideration of April 23, 2026 Minutes
- 3) FY26 Budget Expense Recommendation

- 4) FY27 Revised Special Event Budget
- 5) FY27 Special Business District Budget
- 6) Infrastructure & Parking Subcommittee Update
- 7) Communications Presentation
- 8) Public Comment
- 9) Adjournment

Agenda topics may be added or deleted at any time prior to the Special Business District Board meeting without further notice. To inquire about the status of agenda topics, call 314-290-8540. Individuals who require accommodation (i.e., sign language, interpreter, listening devices, etc.) to participate in the meeting should contact the City Clerk at 290.8469 or Relay Missouri at 1.800.735.2966 (TDD) at least two working days prior to the meeting.

THE CITY OF CLAYTON
Special Business District Advisory Board
In-Person and Virtual Meeting
April 23, 2026
1:30 p.m.

MINUTES

Julie Blackerby called the meeting to order at 1:30 p.m. and requested a roll call. The following individuals were in attendance:

- **In Person:** Kathy Anderson, Councilmember Kami Walden, Alex Berger, Trip Straub, and Council Member Susan Buse.
- **Virtual:** Julie Blackerby.
- **Absent:** Amer Abouwardah
- **Staff:** Gary Carter, Myron Burr, David Gipson and Lindsey Vehlewald.

CONSIDERATION OF MINUTES

Gary Carter presented the minutes from the March 26, 2026, meeting for review. Alex Berger made a motion to approve the minutes which Trip Straub seconded. The motion passed unanimously on a voice vote.

STAFF PRESENTATION: FISCAL YEAR 27 SPECIAL EVENT PRESENTATION

Gary Carter presented a revised special event proposal for the upcoming fiscal year, incorporating changes requested by the committee during their previous session. The presentation highlighted:

- **Core Event Goals:** Developing civic pride, promoting diversity, spotlighting local businesses, and celebrating the vibrancy of Downtown Clayton.
- **Proposed Events:**
 - **Central Social Series:** A new monthly series on North Central (April–October) replacing the former Parties in the Park.
 - **Clayton Restaurant Week:** Continuing both winter and summer editions to support local restaurants during slower periods.
 - **Music and Wine Festival:** To be held at the 10 north block of North Brentwood.
 - **Clayton Jazz Festival:** A regionally successful event to be held in late summer/early fall.

- **Financial Impact:** The total estimated cost for these events is \$211,682, representing approximately 50% of the Special Business District's projected \$550,000 annual budget.
- **Art Fair Economic Impact:** The committee discussed the significant staff overtime costs associated with the St. Louis Art Fair and noted that an economic impact study may be conducted in the coming year.

The committee discussed the challenges of one-off events, such as the Day of the Dead and Shamrock and Roll, noting that high costs and low attendance may warrant their elimination in favor of more consistently marketed series. Final approval of the event budget was postponed until next month's review of the full Special Business District budget.

STAFF UPDATES

Gary Carter provided updates on the following initiatives:

- **Google Maps & Parking Garages:** Edits were accepted by Google Maps to correctly identify the entrances for the Triangle Garage, the city-owned Bonhomme Avenue garage, the Commerce/Emerson Tower garage, and the Plaza garage.
- **Infrastructure and Parking Subcommittee:** A new subcommittee of the Economic Development Committee has been formed to address citywide infrastructure and parking. Julie Blackerby, Councilmember Waldman, and Amer Abouwardah will participate on behalf of the Special Business District Advisory Board.
- **Marketing & Communications:** Lindsey Vehlewald reported that the upcoming summer edition of *City Views* will feature a dedicated section on parking with a map. A formal presentation on marketing plans and processes will be provided at the next meeting.
- **Mobile Parking:** Staff confirmed that ParkMobile is now live alongside the Passport app for all downtown parking zones.

DISCUSSION The committee briefly discussed potential signage improvements for parking garages, including the possibility of vibrant LED or neon signs to improve visibility for drivers. Gary Carter noted this would be an allowable expense if the garages fall within the Special Business District footprint.

ADJOURNMENT Julie Blackerby made a motion to adjourn the meeting, which was seconded and passed unanimously on a voice vote. The meeting adjourned at approximately 2:10 p.m.

FY2027 Estimated Special Events Budget

Special Event	Proposed Budget	Revised Budget
Block Party Series	\$7,955	\$7,955
Clayton Restaurant Week (Winter)	\$5,224	\$5,224
Central Social Series	\$36,130	\$22,225
Music & Wine Festival	\$43,600	\$43,600
Clayton Restaurant Week (Summer)	\$5,224	\$5,224
Art Fair (sponsorship, staff, meals)	\$81,098	\$81,098
Clayton Jazz Festival	\$25,406	\$25,406
Special Occasion Event	\$10,000	\$10,000
Equipment Replacement	\$5,000	\$5,000
SBD Fund TOTAL	\$211,682	\$197,777
General Fund TOTAL	\$7,955	\$7,955

Note: We have adjusted the Central Social Series from the original five-event format to a three-event series. Events are tentatively planned for April, May, and June 2027. The two late summer/early fall events were removed due to an already crowded community event calendar, as well as seasonal weather concerns and consistently high temperatures during that time of year.

City Of Clayton, Missouri
Special Business District Budget
Proposed Fiscal Year 2027

	Adopted FY23	Adopted FY2024	Adopted FY2025	Adopted FY26	Proposed FY27
Revenue					
Property Tax	519,098	570,112	560,576	538,729	544,116
Financial Institutions Tax	18,000	17,632	6,676	2,300	2,323
Interest	1,165	800	1,500	3,674	3,711
Total Revenue	\$ 538,263	\$ 588,544	\$ 568,752	\$ 544,703	\$ 550,150
Transfer For Economic Development & Events					
Advertising	3,000	-	-	10,000	10,000
Dues & Memberships	1,325	2,120	3,195	2,545	3,395
Events	146,584	150,112	169,705	123,928	122,488
Events Staff Time	67,700	71,404	79,099	71,680	75,290
Meetings & Receptions	3,625	3,250	3,975	1,000	1,000
Parking Improvements	-	60,000	30,000	43,732	-
Personnel & Benefits	222,228	223,000	234,150	255,839	263,514
Plant Watering	5,227	5,400	5,400	5,500	5,500
Professional Studies & Services	-	10,000	-	-	15,000
Streetscape	80,000	55,000	-	19,800	-
Downtown Beautification	-	-	25,000	8,500	44,663
Printing & Photography	-	-	-	-	-
Postage	75	-	-	-	-
Telephone	1,215	995	1,449	-	-
Travel & Training	6,720	7,885	10,915	13,100	9,300
Total Transfer For Economic Development & Events	\$ 537,699	\$ 589,166	\$ 562,888	\$ 555,624	\$ 550,150
			Fund Balance	\$ 77,216	



Placer.ai Use Case Plan: **City of Clayton, Missouri**

Below outlines the [Placer.ai](#) use case plan for the City of Clayton, Missouri.

Stakeholders: City of Clayton, Missouri (Economic Development, Parks, Public Works, Planning departments).

Objective: Leverage Placer.ai data to inform strategic planning, economic development, and resource allocation within the city.

Key Use Cases:

- **Understanding Office Employee Traffic Patterns:** Analyze post-COVID traffic patterns of office employees, including where they go for lunch and after work, to support local businesses and planning initiatives.
- **Analyzing Business Impact and Demographics:** Investigate the draw of specific businesses (e.g., Sushi AI) to understand visitor origins (e.g., WashU students) and their broader impact on the downtown entertainment district.
- **Traffic Volume and Demographics:** Utilize historical and real-time traffic data for any stretch of road to understand vehicle flow, visitor journeys, and demographics of people moving through specific points.
- **Retail and Market Analysis:** Identify unmet retail demand (leakage report) and determine the best-fit tenants for trade areas to enhance economic vitality.
- **Parks and Public Works Planning:** Inform planning and grant applications by understanding visitor demographics and patterns for parks and public works projects.
- **Event Recaps and Portfolio Tracking:** Monitor visitation trends for specific locations or events over time to assess performance and inform future decisions.
- **Integration:** Integrate Placer.ai data with ArcGIS Pro for enhanced spatial analysis and visualization.

Summary of functionality:

- **Property Report:** For properties (parks, events spaces, retail, etc), you can see the number of visitors / visits, visitor origins, demographics and visitor journey.
- **Market Report:** For markets, you can see the number of visitors / visits, visitor origins, demographics, and top visited places from residents / employees / out-of-market visitors.
- **Traffic Data:** See real time traffic impressions for any road point or historical traffic data for any stretch of road by time of day / direction.
- **Data Timeframe:** 7 years of historical data with data as recent as 3 days ago.





Placer.ai Use Case Plan: City of Clayton, Missouri

Metrics Summary:

Property Report (Visits) / Traffic Pin Report (Impressions)	Market Report
<p>Visits: The total number of visits to the property.</p> <p>Visitors: The number of unique individuals visiting the property.</p> <p>Visit Frequency: The average number of visits per person during the selected time period.</p> <p>Average Dwell Time: The average time visitors spend at the property during a visit.</p> <p>Year-over-Year (YoY) Visits: The percentage change in visits compared to the same period in the previous year.</p> <p>Visits Rank: The property's rank based on total visits.</p> <p>Visitor Demographics: Insights into visitor age, gender, ethnicity, and household income.</p> <p>Visitor Journey: Where visitors go before and after visiting the property.</p> <p>Trade Area Analysis: The geographic area from which visitors originate, including home and work locations.</p>	<p>Out-of-Market Visitors: The estimated number of unique visitors who do not live or work in the market.</p> <p>Out-of-Market Visits: The total number of visits by out-of-market visitors. Overnight visitors are counted once per visit day.</p> <p>Average Days in Market: The average number of days spent in the market per visitor during the selected date range.</p> <p>Average Daily Time Spent in Market: The average time (in minutes) spent in the market per out-of-market visitor.</p> <p>Median Daily Time Spent in Market: The median time (in minutes) spent in the market per out-of-market visitor.</p> <p>Year-over-Year (YoY) Change: The percentage and numerical change in visitation metrics compared to the same period in the previous year.</p> <p>Visitor Origins Map: Displays the geographic areas (e.g., zip code, DMA, county, or state) from which out-of-market visitors originate.</p> <p># of Visits/Visitors: The estimated number of visits or unique visitors from each origin.</p> <p>% of Visits/Visitors: The percentage of total out-of-market visits or visitors from each origin.</p> <p>YoY Change by Origin: Year-over-year changes in visits or visitors from specific origins.</p> <p>Top 100 Most Visited Locations: Highlights the most visited places in the market by out-of-market visitors.</p> <p>Category and Location Type Filters: Allows filtering by specific industries or location types (e.g., hotels, dining).</p>

Subscription Includes:

- Unlimited users for the City of Clayton, Missouri



Placer.ai Use Case Plan: City of Clayton, Missouri

- Requests for new POIs (points of interest)
- Custom reports with Placer XTRA (heat maps)
- Onboarding training & ongoing support

Investment Options:

- **Placer Platform Access:**
 - 1 year agreement: \$15,000
 - 2 year agreement: Y1 \$14,000, Y2 \$15,000
 - 3 year agreement: Y1 \$13,000, Y2 \$14,000, Y3 \$15,000
- **Placer Platform Access With ArcGIS Integration:**
 - 1 year agreement: \$20,000
 - 2 year agreement: Y1 \$19,000, Y2 \$20,000
 - 3 year agreement: Y1 \$18,000, Y2 \$19,000, Y3 \$20,000

For multiyear agreements, we have a funding failure clause:

Funding Failure Termination Right. If funds for continued payments under this Agreement by the Customer are at any time unavailable or are insufficient for the Initial Term or any Additional Term, through failure of any entity, including the Customer itself, to appropriate such funds, then the Customer shall, within ten (10) days of such determination, provide notice to Placer and both Placer and the Customer shall have the right to immediately terminate this Order Form without penalty or further payment by the Customer.



COMMUNICATIONS, MARKETING, & ECONOMIC DEVELOPMENT

Strategy Overview | City of Clayton

CONTENT STREAM



DIGITAL

Website
City Calendar
Social Media
Email Newsletters



PRINT

City Views
Activity Guide
Press Releases
News Articles
Community Calendars



IN-PERSON

Committee Meetings
Council Flyers
Board Advocacy



CONTENT CONSUMPTION

News consumption behavior has changed.

Across ALL age demographics, digital platforms are the dominant way people seek out news.

56% say digital it is their main news source*.



SOCIAL MEDIA USERS*

- 71% on Facebook
- 50% on Instagram
- 84% on YouTube



NEWS SOURCES*

- 86% digital
- 64% television
- 11% print
- 7% radio

*Data based on 2025 Pew Research Center surveys of American adults



CLAYTON'S AUDIENCES & BEHAVIORS

31K

SOCIAL MEDIA

Facebook:

12K followers

Instagram:

11K followers

Nextdoor:

8K followers

2.7K

EMAIL NEWSLETTERS*

Clayton Connection:

2,500 emails opted in to weekly newsletter

Avg Open Rate:

55-60%

*Industry Avg Open Rate:

28-49%

*Data from Mailchimp, Campaign Monitor

11.5K

PRINT & MAIL

City Views + Activity Guide:

7,800 homes

Every residential mailing address within the Clayton city limit

Activity Guide:

3,700 homes

Every residential mailing address within 1 mile outside of Clayton city limit

COMMUNICATIONS VS. MARKETING

Two distinct functions of how we talk about the City of Clayton and its projects.



COMMUNICATIONS = FYI

Communications informs residents, builds understanding of City efforts, supports transparency, and cultivates trust in the City's brand.



MARKETING = CTA

Marketing efforts build on "calls-to-action" and drive interest or attention toward targeted goals (like event attendance).



CLAYTON'S MARKETING & COMMUNICATIONS POLICY

To ensure the City's print and digital communications, website, and social media present accurate, relevant, and neutral city-related information, we adhere to an encompassing policy.

Neutral

A policy of neutrality:

- Avoids conflicts of interest or favoritism
- Adheres to all legal and ethical obligations
- Protects the public forum

Universal

A policy of equitable access:

- Focuses on information relevant to the community we serve
- Prioritizes sharing outside information that can be applied to all residents
- Cannot suggest or direct readers to things that financially or politically benefit an outside party

Credible

A policy based on trust:

- Is mindful that we are stewards of public trust and expectations
- Presents information that is fact or policy-based, not persuasive
- Allows the reader to make their own decisions

EXAMPLES OF SHARE RELATIONSHIPS

What our marketing and communications policy looks like in practice, and how the City of Clayton prioritizes what content to share:

City-Affiliated

City subsidiary departments

- Parks
- Police
- Fire
- Streets or Public Works
- etc.

City-Associated

Shared audiences

- Clayton School District
- Official Event Partners
- Utilities
- Government Agencies

City-Placed

Product of media cultivation

- News stories based on city-generated press releases or events
- Local news coverage

HOW OUR POLICY IMPACTS ECONOMIC DEVELOPMENT IN PRACTICE

We don't share

As City of Clayton: "Sam's Sleep Store is having a blowout sale on mattresses! Check them out for the best night's sleep you'll ever have!"

OR

As City of Clayton: Sharing a Sam's Sleep Store post to our feed.

We do share

As City of Clayton: "If you're looking for a seasonal refresh for your home, Clayton boutiques offer options.

"For a prettier patio, Bob's Backyard has a variety of patio sets, and Gloria's Garden Center can help you pick the best plants for your yard.

"But if you're focusing on upgrading inside your home, visit Sam's Sleep Store for artisan bedding, or Deborah's Decor for thoughtfully curated items to reflect your style."

POSITIONING ECONOMIC DEVELOPMENT WITHIN COMMUNICATIONS

Celebrating Clayton's economic ecosystem within the larger city communications strategy.

Themed

Uses a narrative strategy for Clayton living that frames *businesses as experiences* and provides a stage rather than a spotlight.

Optimistic

Allows for endless and scalable combinations that *grow with the city's economic strategy*

Consistent

Supports local businesses equitably, demonstrating ethics that are *reassuring for existing businesses and attractive to potential talent*

Sustainable

Protects the City through clear criteria, *documented standards*, and preventable policy drift, now and for the future

OUTDOOR
DINING &
PATIO SEASON

Soak Up Summer on a Patio

When the long days of summer arrive, Clayton's dining scene comes fully into its own.

When the long days of summer finally arrive, Clayton's dining scene comes fully into its own. The neighborhood's restaurants, wine bars, and rooftops transform into some of the best open-air tables in the entire St. Louis region. This summer season, there's never been a better reason to pull up a chair outside and linger a little longer.



Al fresco dining is back.

Our neighborhoods are serving up its finest seats under the open sky.

THIS SEASON

Sasha's Wine Bar

Café Napoli

Bar Napoli

Kingside Diner

HighBar Clayton

Herbie's

Ivy Café

Akar

Jinzen

Brunch Essentials

Whether you're planning a leisurely brunch with friends, an evening glass of rosé, or a dinner under the open sky, Clayton delivers the full spectrum. At Kingside Diner, the patio is tailor-made for lazy weekend brunches: think breakfast slinger, strong coffee, and nowhere you'd rather be on a Saturday morning. For elevated evenings, Herbie's offers its iconic sidewalk presence, while Akar brings a more intimate atmosphere perfect for a date night or a celebratory dinner.

A Taste of Italy

Wine lovers should make a beeline to Sasha's Wine Bar, where the outdoor seating and impressive list of pours make it one of the neighborhood's most beloved warm-weather destinations. On the other side of town, Cafe Napoli and Bar Napoli transport guests to an Italian piazza, pairing refined pastas, seafood, and steaks with lively small plates, artisan pizzas, and aperitivo-worthy cocktails.

Great Views

For those who like their summer views from above, HighBar Clayton delivers a genuine rooftop experience with cocktails and skyline energy that's hard to beat anywhere in the metro. And for a quieter, sun-dappled afternoon, Ivy Café and Jinzen round out the lineup with their own distinctive outdoor charm.

The beauty of dining al fresco in Clayton is that it suits every mood and occasion. Block off a Sunday morning for Kingside, plan a rooftop hour at HighBar on a Friday evening, or simply wander and let a patio find you. This summer, step outside — your table is waiting.

Restaurant Week Returns

And if you're looking for even more reasons to dine your way through Clayton this season, summer also brings one of the most anticipated culinary events of the year—Clayton Restaurant Week, happening July 20–26, where diners can explore specially curated, multi-course menus across the city's top restaurants.

ELEVATED TASTE,
TIMELESS ATMOSPHERE,
Summer Elegance.
www.DineClaytonMo.com



CITY VIEWS

FEATURE

Parking in Clayton: Know Before You Go!

As the weather warms up this season, don't let parking uncertainty keep you from experiencing all that Clayton has to offer! From fun events and gorgeous parks to unique and curated local shopping experiences, check out the maps below to know where to park across our community!

Street Parking

Throughout Downtown Clayton, as well as neighborhood commercial districts, drivers have multiple options for street parking. Metered parking spots accept cashless payments through either the **Parkmobile** or **Passport Parking** apps. (Both apps allow for payment through the app without an account or storing your credit card information.) Look for the payment kiosks if you don't have either app on your phone!

For more information on these options, please visit their websites, or your app store.

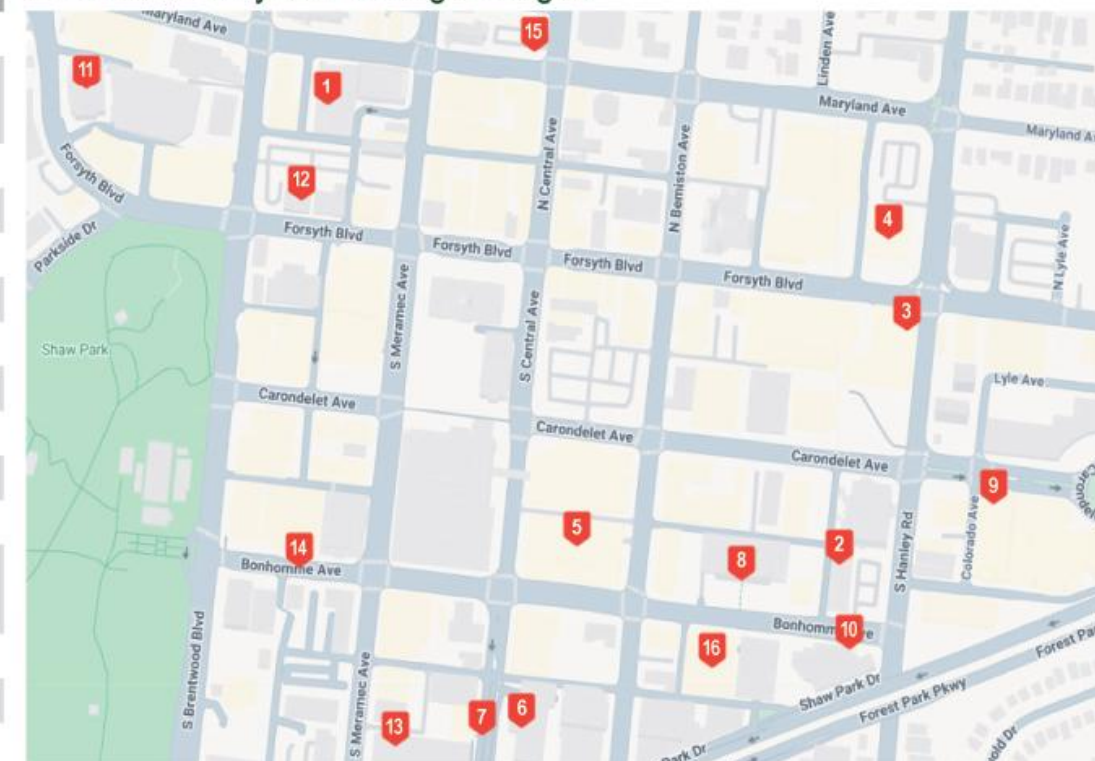
Parking Garages

For those who prefer to park off-street, privately owned parking garages with public parking availability are scattered across Downtown Clayton.

Refer to the map and table below for parking garage locations.

Pin #	Garage	Address
1	The Hoffmann Building	8000 Maryland Ave
2	The 101	101 S. Hanley
3	Centene Plaza B	7700 Forsyth Blvd
4	Pierre Laclede Center I & II	7701/7733 Forsyth Blvd
5	PNC Center	120 S. Central Ave.
6	222 Building	222 S. Central Ave.
7	Bemiston Tower	231 S. Central Ave.
8	The Sevens Building	7777 Bonhomme Ave.
9	The Plaza	190 Carondelet Plz
10	Bonhomme Place	7700 Bonhomme Ave.
11	Clayton Triangle Garage	8235 Forsyth Blvd.
12	Emerson/Commerce Tower	8027 Forsyth Blvd.
13	Shaw Park Garage	232 S Meramec
14	Bonhomme Garage	8011 Bonhomme Ave
15	Maryland & Central City Lot	103 N Central Ave
16	Le Meridien	7730 Bonhomme Ave.

Downtown Clayton Parking Garages



Pull out this section and save it until the next edition of City Views.

Turn the page for a three-month calendar featuring upcoming Clayton events!



www.passportparking.com



parkmobile.io

REMEMBER:

Street parking across Clayton is always FREE after 5 pm on weekdays, all day on weekends, and all day on city-observed holidays.



downtownclaytonmo



The Perfect Mother's Day

7 questions to help you curate a Mother's Day outing in Clayton!

Because "whatever you want, Mom" is not a plan.

(Grab a pencil & paper for your answers!)

Mostly A's The Glam Queen

The Plan:

- **Casa Don Alfonso** Brunch buffet with omelet station to start the day indulgently
- **Lusso** Elevated fashion and accessories - treat her to something beautiful
- **Lucy Lee Nail Spa** A fresh set to complete the look
- **The Ritz-Carlton Spa** Top-tier luxury with the full treatment
- **Oceano Bistro** Upscale seafood with great service for a fitting finale



SOCIAL MEDIA

Mostly D's The Wellness Mama

The Plan:

- **Sasha's on Demun** Relaxed patio brunch to start the day grounded
- **Ethos Aveda MedSpa** Clean beauty, holistic relaxation from within
- **AQ Nail Spa** A quiet mani/pedi to round out the self-care
- **Sweet Boutique** Pick up a meaningful gift from a favorite local shop
- **Louie's Wine Dive** Wine-focused and low-key to hit all the right notes



HOW YOU CAN HELP

Be an advocate for the City

- Share Clayton's events and news

Be an advocate for business owners

- Suggest groupings of businesses

THANK YOU!

Lindsey Vehlewald

Communications Manager

lvehlewald@claytonmo.gov

314-290-8566