

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.