



MEETING OF THE CITY COUNCIL
CITY HALL, Fifth Floor
6801 Delmar Blvd.
University City, Missouri 63130
April 10, 2017
6:30 p.m.

- A. MEETING CALLED TO ORDER**
- B. ROLL CALL**
- C. APPROVAL OF AGENDA**
- D. PROCLAMATIONS**
- E. APPROVAL OF MINUTES**
 - 1. March 27, 2017 Study session minutes
 - 2. March 27, 2017 Regular session minutes
 - 3. March 30, 2017 Special session minutes
- F. APPOINTMENTS to BOARDS & COMMISSIONS**
 - 1. Robert Klahr is nominated to the Historic Preservation Commission by Mayor Welsch
 - 2. Dennis Hoppe is nominated to the Human Relations Commission by Mayor Welsch
- G. SWEARING IN to BOARDS & COMMISSIONS**
 - 1. Jason Sparks to be sworn in to the Parks Commission
- H. CITIZEN PARTICIPATION (Total of 15 minutes allowed)**
- I. PUBLIC HEARINGS**
- J. CONSENT AGENDA**
- K. CITY MANAGER'S REPORT**
 - 1. Award Bid from Lifeguard's Unlimited for Management Services at Heman Park Swimming Pool and Natatorium for the 2017 Season.
VOTE REQUIRED
 - 2. Approve Site Plan for a parking garage at 560 Trinity Avenue in the "PA" – Public Activity District.
VOTE REQUIRED

L. UNFINISHED BUSINESS

BILLS

1. **BILL 9310** - An ordinance authorizing the Interim City Clerk to perform all duties of the City Clerk and Secretary to the City Manager, and fixing the compensation therefor; containing an emergency clause

M. NEW BUSINESS

RESOLUTIONS

BILLS

N. COUNCIL REPORTS/BUSINESS

1. Boards and Commission appointments needed
2. Council liaison reports on Boards and Commissions
3. Boards, Commissions and Task Force minutes
4. Other Discussions/Business
 - a. **Recording Commission Meetings**
Requested by Councilmember Smotherson and seconded by Councilmember Carr
Discussion and Vote

O. CITIZEN PARTICIPATION (continued if needed)

P. COUNCIL COMMENTS

Q. Adjournment

**UNIVERSITY CITY COUNCIL
JOINT STUDY SESSION MINUTES**

5th Floor of City Hall
6801 Delmar
March 27, 2017
5:30 p.m.

MEETING CALLED TO ORDER

The City Council Study Session was held in Council Chambers on the fifth floor of City Hall, on Monday, March 27, 2017. Mayor Welsch called the Joint Study Session to order at 5:30 p.m. In addition, the following members of Council were present:

Councilmember Rod Jennings
Councilmember Paulette Carr
Councilmember Steven McMahon
Councilmember Terry Crow
Councilmember Michael Glickert
Councilmember Bwayne Smotherson

Also in attendance was Andrea Riganti, Community Development Director, EDRST Board members Joe Edwards, Brendan O'Brien, Raheem Adegboye, George Lenard, Kristine Hendrix and Robert Kuhlman, Jr.

Councilmember Carr stated she had provided Council with a draft of the RFP for a search firm, and after receiving no significant revisions would ask that it be placed on tonight's agenda for discussion and a vote.

Mayor Welsch asked for additional time to review the draft since she had been out of town and just received it this morning.

Councilmember Carr honored the Mayor's request and informed Council she would be calling for a Special Meeting on Thursday or Friday of this week to get the process started.

Councilmember Glickert expressed his approval of both requests.

Hearing no further requests to amend the agenda, Mayor Welsch asked Ms. Riganti to proceed with her presentation:

AGENDA

(Requested by Interim City Manager Charles Adams)

1. Review of the EDRST Board's Draft Budget for FY18.

Andrea Riganti, Community Development Director, stated although Council's official consideration of the Board's budget will occur simultaneously with their review of the City's Budget, tonight's session is an opportunity for both groups to meet and discuss specific recommendations prior to final approval.

Introductions

EDRST Board members Joe Edwards, Raheem Adegboye, George Lenard, Kristine Hendrix and Robert Kuhlman, Jr., introduced themselves to Council.

Brendan O'Brien, Vice Chairman, thanked Council for the opportunity to participate in this discussion. And on behalf of their Chairman, Mark Wiener; who is out of town this evening, he would like to stress the importance of this Board's desire to act in solidarity, in spite of sentiments that may be exhibited towards any of the projects being recommended.

Background

Ms. Riganti stated the EDRST is a .25% sales tax on retail throughout the City. This tax is collected and distributed in accordance with Section 120.520 of the Municipal Code and Chapter 67 of the State Statute, which states that the use of the revenue shall be restricted as follows: No more than 25% shall be used for administration; 20% shall be used for long-term economic development, including, but not limited to the acquisition of land, infrastructure, public facilities, extension of streets, and matching dollars for grants. The remaining balance shall be used for marketing, grants and loans to companies for job training, site development, equipment, infrastructure, employee training, et cetera.

Revenue History

- \$614,000, in sales tax was collected by the City in FY08. *(That amount remained relatively stable until FY15, when it jumped to \$646,000.)*
- \$650,000 was collected in FY17
- The fund's reserve balance is comprised of funds set-aside for Olive Boulevard activities; \$800,000 for a project to be determined at a later date and sales taxes collected in excess of the amount budgeted or projects that come in underfunded.
- \$665,000 has been budgeted for FY18. *(\$100,000 of this amount has been slated for a full-time staff person to handle economic development activities, per the recommendation of the EDRST Board and Council.)*

FY18 Applications

This year the Board received funding requests in the amount of 1.4 million dollars. Copies of these requests have been provided to Council and all applications were made available to the public via the City's website, on February 9th of this year. A link has also been provided for tonight's Study Session.

Application Review Process

- February 9th - Applications sent to the Board and made available online
- February 16th - Applicants presented their proposals at the EDRST Board Meeting
- March 2nd - A public hearing was held
- March 16th - EDRST Board meets to discuss staff recommendations
- March 23rd - The final EDRST budget was prepared

Staff Evaluation

Staff conducts a technical evaluation in advance of the Board's consideration to ensure that projects align with the following criteria established by the City's Comprehensive Plan:

- Does the project have the ability to leverage additional resources against the sales tax?
- Is the project long-lasting and value-added?
- Does the project have the capability to spark redevelopment of vacant properties?
- Will the project act as a catalyst for additional development?
- Does the project provide employment opportunities?
- Does it align with activities in the proposed project area?

EDRST Board Evaluation

In 2013 the Board adopted the aforementioned criteria as a part of their evaluation process, along with the following funding priorities:

- Olive Blvd redevelopment
- Infrastructure improvements along Olive and Delmar
- Continued support of existing successful business districts
- Expansion of the City's efforts related to business retention, attraction and expansion

Ms. Riganti noted that the list provided to Council includes the applicant's name, project title, application and the amount recommended by the Board, and then opened the meeting up for discussion.

Mr. Kuhlman stated the general practice of the Board has been to adhere to the revenue available when making recommendations. However, this year in particular, the Board strayed away from that unwritten tradition to address the outlay for sidewalk improvements by dipping into the reserves to cover what they felt was a much needed expenditure. Staff did a great job of taking these requests totaling over 1.4 million dollars and whittling them down for the Board's consideration. He stated the Board has developed a scientific approach to making all of its recommendations, which eliminates a lot of guess work and personal opinions. Each application is looked at objectively, based on the criteria outlined in their proposals and weighing it against the Board's guidelines. Conscientious deliberations were conducted on all of the items being presented here tonight and the Board believes they were successful in the final results. So, he appreciates this opportunity to provide Council with the story behind the numbers. Mr. Kuhlman stated the documents provided to Council essentially fall into four categories; marketing, events, economic development and infrastructure. The Board strongly believes that each of the items recommended are proper and that the designated allocations are appropriate.

Mr. O'Brien stated as a result of good dialogue between the two entities he thinks Council now has a better understanding of the Board's carefully considered and formulated process. That being said, they are all more than happy to clarify anything Council has questions or concerns about.

Councilmember Carr asked for the rationale behind the increase in funding for the Chamber of Commerce from \$36,000 to \$50,000? Ms. Riganti stated the Chamber had requested \$36,000 for city-wide marketing/advertising, and \$33,000 for regional tourism. Staff felt the two requests were similar in nature and that the funding could be combined into a single project title. So the \$50,000 is reflective of what staff and the Board believed was necessary to accomplish the combined project. Councilmember Carr stated last year when the Chamber of Commerce was brought back to Council for reevaluation Mr. Rice promised to submit quarterly reports for Council's review. However, to date, none have been provided, and that raises questions with respect to their performance. She stated she has not seen an increase in revenue or an increase in the number of new businesses. So she would like to understand what metrics, if any, the Board utilized to reach the conclusion that The Chamber should continue to be funded?

Mayor Welsch asked Ms. Riganti if staff had been sharing the Chamber's quarterly reports with members of Council. Ms. Riganti stated that the reports are made available online. Mayor Welsch asked Ms. Riganti if she could discuss the status and progress of each applicant.

Ms. Riganti stated all applicants must submit a quarterly performance report to City staff, which is shared with the Board, as well as the public, and includes metrics associated with funds expended, progress on established goals, and a narrative identifying past and present actions.

Mr. Lenard stated the Board has been making efforts to become more objective in looking at fraternal investment metrics, which are often difficult to measure. He then asked Mr. Edwards how he measures the success of some of The Loop's marketing efforts.

Mr. Edwards stated one great metric is the handful of businesses that actually monitor the number of customers by the purchases that are made. And with respect to the advertisements and promotions in the *Official St. Louis Visitor's Guide*, the owner of Componere Gallery and several other shops, have shown that over 50% of their summer business is a direct result of those promotions. He stated he is not sure if The Chamber has established any comparable metrics, although sometimes you just have to take a chance on certain things to get the word out, especially in a growing area. Mr. Edwards stated it has taken 44 years for The Loop to get where it is today, but it's fragile and needs more attention, especially with respect to marketing.

Mr. Lenard stated he thinks continuing to put more demands on the receivers of EDRST funds to be more creative in coming up with ways to measure their success is definitely something everyone would like to see. For example, coupons could be distributed for the Delmar Block Party to determine whether the event produces additional revenue for the stores in that area.

Councilmember Carr stated while she appreciates everyone's comments, her question is specifically related to the recommendation of \$50,000, and the fact that the Chamber has not kept their part of the bargain. Because the questions in her mind are how will these projects benefit U City? Will they increase the City's revenue or increase the number of businesses within the City? It's really a revenue and business type of issue. She stated that she has read the quarterly reports posted online, however they did not answer any of her questions.

With respect to Create Space, Councilmember Carr stated Council had received Ms. Li's letter. However, she will never succumb to intimidation. So, if Ms. Li can find a Muny partner willing to underwrite her for this project, she would certainly encourage her to do so. Councilmember Carr stated Council had been provided with a list of questions submitted by a citizen that she would ask either the Board or staff to address.

1. Whatever happened to the \$50,000 awarded to Make Space?
2. How or when did Make Space train 50 individuals in handling equipment within the first month and offer Make Space at no cost or a highly subsidized rate to local and St. Louis community students? *(This was stated in their justification paperwork as an expected outcome.)*

Councilmember Carr stated she is part of the greater St. Louis Community, but her charge is to be a steward of U City. So, while she supports the efforts made by all of these terrific students, the hope is that their future businesses would be located here to increase the City's sales revenue and foot traffic. To train them and then give them permission to relocate to another city, simply seems like a transfer of funds.

3. If Make Space has been launched where is the plan to train and accept 50 members to Make Space per month, until enrollment is full?
4. When did the Council vote to become a municipal partner?

Councilmember Carr stated she does not remember Council taking a vote to become a municipal partner, and to do so would probably require a Resolution rather than the mere passage of a budget. She stated she thinks Mr. Lenard would also agree that if something of this nature was brought to the School District he would want to make an affirmative statement regarding a partnership.

5. Was it with a white-boxing?
Councilmember Carr stated the City paid for the white-boxing on Delmar and continued to provide reduced rent.
6. What other concessions?
Councilmember Carr stated she is fully aware of all Resolutions, Ordinances and Bills, and there have been none to establish a partnership.

Ms. Hendrix stated she could not answer whether or not there is an actual partnership, but when Ms. Li came to the Board she did say there were other people interested in her proposal. And when it comes to projects like this, she admits that it can be a gamble. But the Board decided this was an opportunity that needed to stay in U City because it is innovative; has the potential for growth, and provides opportunities for the School District and this City's youth. So she thinks it is an investment in a young woman whose business helps other young people get started, it's a great opportunity, and it's an investment that this City should make.

Mr. Lenard stated his recollection is that for well over a year this Board has consistently supported these entrepreneurial projects spearheaded by Julia Li's requests for funding. But her plans were stymied by this Council, causing her to reach a point where she was ready to pull out and give up on U City.

However, being solidly in support of this effort, Mr. Lenard stated he talked to Ms. Li and she reached the conclusion that she would give it one more shot by radically changing the manner in which she asked for funding. This year's application is not asking for the purchase of any hardware items; she has put the Make Space business which requires a lot of capital, on hold, focusing only on Kitchen Space and Create Space. So she has eliminated many of the hard items being objected to and revised her request to only seek funding for scholarships and staff to run the programs. Mr. Lenard stated his belief, was that the purpose of this meeting was for the two entities to come together, work on whatever it takes to satisfy the metrics established by Council, and resolve this in a manner favorable to supporting this project. And even though he is uncertain whether it is possible or reasonable, the Board is open to discussing measures to ensure that Ms. Li's students make some type of commitment to U City.

Mr. Adegboye expressed support of his colleagues' position on this issue. He stated he knew nothing about Create Space until watching television several months ago where he saw an advertisement for Create Space in the Washington, D.C. area. This company started in the same manner as Ms. Li's project, but today they have grown so much that they are operating in international markets. So he thinks Council needs to keep an open mind for the benefit of this City. Mr. Adegboye stated one thing the Board tries not to do is base their recommendations on individual thinking or personal opinions. And when reviewing this project the Board looked at it from the viewpoint of ten or fifteen years from now Create Space in U City will be known all over the United States of America.

Councilmember Jennings stated it appears as though some are trapped in what young people call Old School versus New School; kind of between a rock and a hard place. So, while he understands Councilmember Carr's traditional point of view of seeing a return on investment, one thing he has discovered about young entrepreneurs is they are not the same brick and mortar business men and women of the past. Councilmember Jennings stated traveling to different cities he has seen these types of city-funded business incubators springing up, many of which have really exploded. But in each case it took some time to get off the ground.

During his recent trip to Washington, he stated that he obtained information about a grant sponsored by a group called Etsy, which he has shared with staff to possibly attract some additional funding to take some of the pressure off of the City. As Mr. Edwards said, it took 44 years for The Loop to reach the point where it is today. At the time of its conception it was also a risk, but the City invested, waited and has prospered as a result of that undertaking. And if you look at Cor-Tex and other areas around the city with incubators, what you'll learn is that they don't necessarily do business the way we are accustomed to doing business. Yet here again, there's no doubt, that the risks those cities took have certainly been worth the return on their investment. So perhaps there does need to be some additional measures added, but to simply defund this project, in his opinion, would be like shooting ourselves in the foot. Because he would certainly hate to see Create Space go somewhere else and this City miss out on the next Microsoft or Apple.

Mr. Kuhlman thanked Councilmember Jennings for his comments, which he labeled as spot-on. Create Space and Kitchen Space has been unsuccessful with making it through the budget approval process, and quite honestly, this is the very reason why the Board asked for this Study Session.

Out of all the applications the Board receives Create Space is the project that every member feels will provide economic development and a futuristic look to U City. And in comparison to the amount of money the Board has allocated to some of the other projects, the funds requested by Create Space, just to get started, are substantially less. None of the other applications gave members the warm and fuzzy feeling of an actual hardcore return on investment, like the application received by Create Space. The Board has confidence in the sponsor of this proposal and believes she is earnest, diligent and determined to make a success of this entrepreneurial venture for the benefit of the folks participating in her organization, as well as the greater good of this City. But as Councilmember Jennings mentioned, these types of incubators do not grow overnight, they take time. And of course, no one can guarantee that several businesses will evolve because of this training, but if only one business is developed, that's a measure of success. That one business, if nurtured and supported by all of the assets this City has to offer, ultimately leads to better sidewalks and roads. Mr. Kuhlman stated at the end of the day, all the Board can do is make recommendations. Council is left to make the final judgment call, which everyone understands is based on the acceptance of your constituents. But this Board believes that U City is not going anywhere until it becomes open minded enough to roll the dice and take steps like the one being proposed to get it going in the right direction.

Councilmember Glickert stated he was going to ask why Create Space was such a top priority for this Board, but everyone has satisfactorily and very compassionately answered that question. He stated that he has been in support of this project since its inception and apologizes for not doing a good job of selling it to his colleagues. Although tonight, he does believe this Board has presented a very lively and supportive discussion that has done much to enlighten Council about this project. Councilmember Glickert directed his comment to staff and stated that in the future, as these applications come forward to Council, he would like to see bullet points illustrating the project's alignment with the Comprehensive Plan.

Mr. O'Brien stated that his take with respect to oversight, is based on the following: Julia Li is a resident of U City; her parents have invested in U City through their own business, and Create Space is required to file quarterly reports to City staff, to ensure that monies have been invoiced and accounted for. So given that, he believes there is oversight, and as a result of that supervision, Ms. Li listened and modified her plans.

Mayor Welsch asked Ms. Riganti if she would provide Council with responses to some of the questions posed by Councilmember Carr, if not tonight, then in written form at a later time. Ms. Riganti acknowledged the Mayor's request and advised Council that it was challenging to monetize many of these projects. As Mr. Kuhlman indicated, sidewalks, U City in Bloom; how do you quantify their return on investment from the use of sales tax funds? Nevertheless, staff and the Board will do their best to apply universal computations to all of the applications, as they believe are fair and equitable.

Mayor Welsch noted that the Board has tried to align applications with the Comprehensive Plan, as indicated by the second set of bullet points. She stated that she would also like to remind Council that currently Create Space has several entrepreneurs who are already generating sales taxes for the City.

Ms. Riganti concurred with the Mayor's statement and added that her belief is that there are approximately twenty entrepreneurs of that nature.

Councilmember Carr stated that she would be interested in reviewing the actual sales generated by those entrepreneurs rather than the taxes. She stated that as a scientist her definition of scientific method is somewhat different than Mr. Kuhlman's, who looks at it from an investment perspective. But, what she is sure about is that there has been a reduction in the City's revenue. And the most important thing Council can do is make responsible decisions that increase that revenue stream to ensure that the City runs into perpetuity and is financially stable. So, in spite of the fact that she does not view this project in the same manner as others, she does acknowledge each member's passion, which has caused her to look at this project from a more favorable perspective. She also believes that if the students trained at Create Space were required to make a commitment to stay in U City, it would enhance her current perspective.

Councilmember Carr stated U City is finally looking at real development with the issuance of an RFP for the I-170 Interchange, which she believes will spur additional opportunities for the EDRST Board to utilize its funding to enhance Olive Boulevard. Because to date, she has not seen a return on investment in this area; monies the City spent to allow Charter and AT&T to put fiber optics in this area ten years ago produced a report, and little else. She stated she does not expect the EDRST Board to be experts on every project that comes before them, but she does expect its members to be accepting of the fact that the ultimate decision resides with Council, who has a different set of parameters. Councilmember Carr stated hers is but one vote, which may not make a difference, but she does not see where underwriting an individual business is the right way for this money to be spent.

Mr. Kuhlman stated everyone on the Board appreciates the responsibilities of City Council; understands that Council makes the ultimate decision on how monies should be spent, and that the Board's responsibility is to provide Council with information developed during their deliberations to assist Council in making valid decisions. However, everyone should also understand that the EDRST Board is very committed to looking out for U City. That's why each request is analyzed to ensure that they are viable and developmentally responsible. Mr. Kuhlman stated he is actually from the camp that says don't spend any money unless there is something valid to spend it on. But if that was the Board's practice, they would end up hoarding the money. So they look for the best opportunities to use this revenue and apply it in a meaningful way to businesses, marketing and infrastructure beneficial to U City. The Board strongly believes Create Space will be a benefit and that it represents a valid outlay of money.

Mr. Lenard stated he wished to clarify his earlier comments regarding his conversation with Ms. Li, because she also informed him that they were going to use private funds to finish the build-out which was in the middle of completion. So be clear, this project is being funded outside of the EDRST funds.

The second thing is Councilmember Carr's comment about underwriting an individual business is very unfair. Create Space is a non-profit intended to benefit the entire community, as well as individuals, in an educational manner. So it is not an individual business any way you slice it. And he thinks that when Council receives those sales numbers what they are going to find out is that it's not an individual business, it's a bunch of businesses that all have a desire to grow.

Finally, as a School Board representative, Mr. Lenard stated the District has its own interest in this project. One of those interests involves tax revenue provided to the District, which is directly connected to the City's development. The second interest is the opportunity to establish a partnership with this entity in such a way that some of the District's students will benefit directly from the scholarships now being offered by Create Space; a revision that was made in an effort to appeal to this Council. He stated that the District is already behind the curve with respect to students being college and career ready, because it's not just college and career ready, its college, career and start your own business ready.

Ms. Hendrix thanked George for stealing her line, "*College, career and entrepreneurial ready*," which is very important for the students in this District. She stated that with all due respect, she finds it somewhat ironic that TIF(s); which is money that is not realized by the City, can be viewed as an investment, and yet, the same investment concept is not applied to Create Space which offers the same or even greater implications for this City's future. Ms. Hendrix stated Create Space is a business venture that is going to produce something truly amazing for this City, and Council would be remiss if it failed to give this project ample consideration; especially given the fact that this young woman went back changed her proposal and came back with something that would be more palatable.

Councilmember Smotherson stated what he finds interesting about this meeting is that while the Board advocates its understanding of Council's responsibilities, it does not appear to be accommodating of those responsibilities. He stated that he went through the process of talking with his constituents who asked for specific items from Ms. Li, which were never received. So, if his constituents are not satisfied, then he does not have an answer for the Board. Councilmember Smotherson stated that he is not in agreement with the concept of Create Space being the future of U City, which in his opinion, does not represent the type of real development he was interested in working to create when he ran for office.

Councilmember Crow stated he respects each Board member for taking the time to come to tonight's meetings. However, he is not certain that Create Space necessarily serves their purpose well, with respect to their lack of independent communication with Council. Number two, he has consistently expressed his desire to see The Chamber, at some point in time, be weaned from the City and stand on its own. And as Councilmember Carr mentioned, it has been a little frustrating to have not received the quarterly reviews as promised. Councilmember Crow stated that while he is intrigued by the revised proposal from Create Space and is actually now more open to this concept, he does have several questions about the tuition with respect to no charge versus a sliding scale. Because whether it's a scholarship or EDRST funds, it's still money going into what this Council may define as a business. Councilmember Crow informed staff that he was also looking at the CID analysis at the tune of \$40,000, and trying to determine whether the City has ever expended these funds for similar efforts, and if so, when? Coming back to some of the funds previously expended on Olive, he stated that other than the folks who received the funds; particularly with respect to the fiber optic cables, he also does not understand what benefit, if any, was realized by the City or the businesses in that area.

Councilmember Crow stated his belief is that this City has been exceptionally judicious in its use of TIF(s), and thinks that the comment made regarding this issue may have been out of bounds.

However, between the administrative fees and other things going through the Department of Community Development, it does appear as though the City will end up with over a third of the funds being allocated, which is somewhat curious. Councilmember Crow stated he thinks it's safe to say that every member of this Board has clearly put in a lot of time and effort on this project and has demonstrated a lot of passion for the work they do. And that it's also safe to say; based on the questions received today that this project is not going to necessarily go through without some changes. So he is open to speaking with any member of this Board about the changes he would like to see considered, and the changes they believe are reasonable.

Mayor Welsch asked Ms. Riganti if she would provide Council with a comparison of the marketing funds being requested by The Chamber and those requested by The Loop, as well as a comparison of the events sponsored by both entities.

Councilmember Jennings complimented everyone on their efforts to communicate and work together, because in his opinion it has made a difference. He stated that Mr. Kuhlman is correct in stating that this model is in other cities, and not only has he seen it work, he has researched it, and in fact, his son left St. Louis with all of his clothes in two trash bags and started providing meals to business parks down in Atlanta. He grew his business out of a kitchen space and currently is looking to expand. Councilmember Jennings stated his visits to Create Space help to validate his belief that it already generates good foot traffic and attracts customers from all over the City of St. Louis. In fact, Ms. Lichtenstein (phonetic), who was recently featured on Channel 5's News Magazine, acknowledged that Create Space was a vital component in helping launch her lamp business. Council does have an opportunity to develop Olive, which is where Kitchen Space was slated to open, so maybe some incentives could be provided to prompt some of these new entrepreneurs to locate in this area as well. Julie Li's track record outside of U City has been great. Her family just opened their fifth LuLu's Express, and he believes this City should be trying to partner with her to ensure that she remains within U City.

Mr. Adegboye stated with reference to this case, he would like to leave Council with one final statement as food for thought: Good scientists, as well as good business people, do not deal in hypotheticals. And to be thinking about whether these young people we will be helping will decide to move out of U City is a hypothetical.

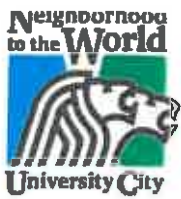
Mr. O'Brien informed Council that the rationale behind why The Chamber had not received full funding could be found on the last page of the Board's packet. However, if Council is able to provide a better method of analysis for future projects the Board would be open to those suggestions.

Mayor Welsch asked Ms. Riganti if she would make sure that Council starts to receive a copy of all quarterly reports.

ADJOURNMENT

Hearing no additional comments, Mayor Welsch adjourned the Study Session at 6:27 p.m.

LaRette Reese
Interim City Clerk



Economic Development Retail Sales Tax Board

MEMORANDUM

TO: Mayor and Members of City Council
Members of the Economic Development Retail Sales Tax Board

FROM: Mark Winer, Chair, Economic Development Retail Sales Tax Board

DATE: March 24, 2017

SUBJECT: Joint Study Session – City Council/ Economic Development Retail Sales Tax Board - Recommended FY 18 Budget

CC: Charles Adams, Acting City Manager
Andrea Riganti, Director of Community Development

On March 23, 2017, the Economic Development Retail Sales Tax Board (EDRSTB) recommended a budget for the use of the City's economic development retail sales tax. This recommendation is being forwarded to City Council for discussion at the March 27, 2017 City Council Study Session.

The EDRSTB budget deliberation process included:

- February 16, 2017 – FY 18 Applicants presented to the Board
- March 20, 2017 – Public Hearing on FY 18 Budget
- March 16, 2017 – Meeting to discuss staff recommendations and to vote on the budget
- March 23, 2017 – Meeting to discuss staff recommendations and vote on the budget

The FY18 anticipated revenues from the economic development retail sales tax are \$665,000. Of that amount, \$100,000 is set aside for administration (staff salary, benefits and expenses) in accordance with the permitted use of revenue generated by the tax. The remaining \$565,000 was recommended to fund several projects and programs. The staff analysis is also provided for background, and the full project applications are available online for download.

The criteria by which the Community Development staff and EDRSTB considers each application includes:

- Alignment with Comprehensive Plan
- Ability to leverage additional resources
- Ability to be long-lasting and value added
- Ability to redevelop vacant properties
- Potential to act as a catalyst for additional development
- Potential to provide employment opportunity
- Appropriate alignment of business fit in the target area.

Additionally, the EDRSTB funding priority guidelines and Section 120.520 of the municipal code are used to evaluate each application. The EDRSTB is also recommending the use of \$414,642 in economic development retail sales tax reserves to fund an infrastructure project for Olive Boulevard.

Please review the attached information in advance of the Study Session. We look forward to meeting with you on March 27, 2017.

ATTACHMENTS:

- 1: EDRSTB – funding recommendation
- 2: DRAFT Meeting Minutes from March 23, 2017 EDRSTB
- 3: DRAFT Meeting Minutes from March 16, 2017 EDRSTB
- 4: March 16, 2017 EDRSTB packet, including staff recommendations for funding

Attachment 1

Applicant	Project Title	EDRST Recommended Amount
University City Chamber of Commerce	Citywide Marketing, Advertising, and Regional Tourism	\$50,000
University City Chamber of Commerce	North and South/Delmar Block Party	\$8,000
University City Chamber of Commerce	Taste of U City	\$7,000
Create Space Generator	Create Space University City Scholarship and Programs	\$60,000
Create Space Generator	Kitchen Space University City Scholarship and Programs	\$70,000
Loop Special Business District	Loop Special Events	\$75,000
Loop Special Business District	Loop Brochures and Directory	\$14,000
Loop Special Business District	Official Visitors Guide	\$12,500
Loop Special Business District	Loop Tree Grate Improvements	\$37,419
U City In Bloom	Delmar Planters and Ackert Plaza Maintenance	\$9,068
U City In Bloom	Design and Maintain 72 Olive Planters	\$20,015
U City In Bloom	Design and Maintain Olive Gardens	\$14,228
U City In Bloom	Olive Tree and Groundcover Care	\$10,770
Midtown Farmers Market	Programs, Events and Marketing	\$14,500
U City - Community Development	Citywide Marketing and Olive Link Social Media and Marketing	\$25,000
U City - Community Development	Olive Blvd Market Analysis	\$50,000
U City - Community Development	Olive Blvd - International District CID Analysis	\$40,000
U City - Public Works	Olive Boulevard Sidewalk Improvements	*\$42,500
Mannequins in the Loop	Mannequins In the Loop Event	\$5,000
TOTAL		\$565,000
*\$414,612 PROPOSED TO COME FROM RESERVES		

Attachment A: Project Details

University City Chamber of Commerce

Marketing, Advertising, and Regional Branding and Tourism: \$50,000

The Chamber of Commerce has created a robust citywide Marketing, and Advertising Campaign. EDRST funding will enable the Chamber to build an annual marketing plan with quarterly activities goals and milestones outlined and to finance a citywide advertising campaign. In addition, the Chamber will focus on including the Olive Link in regional and national tourism publications, like the Delmar Loop.

Taste of U City: \$7,000

The Chamber would use EDRST funds to advertise and promote the event regionally. Additionally, the Chamber will promote the event City-wide via street banners and through various partnerships most notably with the School District.

North and South/Delmar Block Party: \$8,000

The Chamber will host a block party at Delmar and North/South Boulevard during the summer of 2017. Last year's block party, held on Sunday afternoon, was very popular and supported by many residents and businesses in the corridor.

Create Space Generator

Create Space – University City Scholarships and Programming: \$60,000

Create Space will use the funds to continue development of the Create Space retail incubator located in the Delmar Loop. The funds will provide scholarships for University City residents to participate in the incubator program. In addition, funds will be used to expand programming in the space including makers classes and event to promote creative entrepreneurs.

Kitchen Space: \$70,000

The Kitchen Space will be a health-certified private commercial kitchen operating 24-7 on Olive Blvd. The Kitchen will be built-out using all private funds. The EDRST funds will provide scholarships to five University City residents including a high school student to use the Kitchen Space at no charge. Funds will also be used for Kitchen Space programming including nutritional classes, cooking classes, Olive Blvd events for residents and to attract visitors to Olive Blvd.

Loop Special Business District

Loop Brochures and Directory: \$14,000

The Loop brochure and directory is an important promotional and marketing product. Funds will be used for the printing and distribution of Loop brochures and updating the directories in the Loop. The brochure will also be included in the City's economic development marketing materials.

Loop Events: \$75,000

EDRST funds will be used for several events in the Delmar Loop over the course of the year. The EDRST Board did not specify which events the LSBDD can use the funds. This amount does include funds for the Ice Loop Carnival.

Official St. Louis Visitors Guide: \$12,500

Funds will be used for advertising space in the Official St. Louis Visitors Guide.

Delmar Blvd Tree Grates: \$37,419

Improve tree grates along Delmar Blvd to be pedestrian-friendly and to match the ones that have already been upgraded. Create a unified and consistent design along Delmar Blvd.

Attachment 1

University City In Bloom

Olive Beautification: \$60,272

UCIB will install and maintain 72 planters on Olive Blvd between I-170 and Grant. (\$20,015); care and maintain nine Olive Gardens (\$14,288); and maintain trees and tree round cover on Olive (\$10,770).

Delmar Planters: \$9,068

U City in Bloom will use EDRST funds to provide care and maintenance of 90 existing planters on Delmar.

Midtown Farmers Market

The Midtown Farmers Market: \$14,500

The Midtown Farmers Market will use the funds to market the Farmers Market regionally.

Department of Community Development

International District CID Analysis: \$40,000

A Community Improvement District analysis will provide Olive Boulevard property owners located in the International District with a tool to determine the best approach to funding additional improvements in this district of Olive Boulevard. The creation of a CID could greatly enhance this section of Olive Boulevard and help spur additional economic development activity. The International District wants to be a regional destination, much like the Delmar Loop. The property owners requested this proposal.

Olive Boulevard Market Analysis: \$50,000

For many years, the City has worked on attracting new businesses and development along Olive Boulevard. A full-scale marketing study and strategy will provide information on what services and businesses are attracted to Olive Boulevard. Or, if there are businesses that will not locate on Olive Boulevard because of the "market", what incentives would attract such businesses and developers.

Citywide and Olive Link Marketing: \$25,000

Expand the presence of the Olive Link.com website and social marketing. Continue City's marketing efforts to attract, expand, and retain businesses.

Mannequins in the Loop

Mannequins in the Loop: \$5,000

EDRST funding will be used to help with the Mannequins in the Loop event, now in its 10th year.

RESERVES

Olive Boulevard Sidewalks: \$414,642. Reserve funds are being requested to complete the sidewalk and streetscaping of Olive Boulevard, to complete the "missing link" between McKnight and Grant on the north and south sides of the street. ADA accessibility will be provided. Though this infrastructure is owned by Missouri Department of Transportation, that entity does not have funding to accomplish this project.

Attachment 2

Economic Development Retail Sales Tax Board Meeting Minutes March 23, 2017 4:00 p.m.

The Economic Development Retail Sales Tax Board (EDRSTB) held a meeting at the Heman Park Community Center located at 975 Pennsylvania, University City, Missouri. The meeting commenced at 4:05 p.m.

Voting Members Present

Raheem Adegboye (arrived at 4:12 p.m.)
Kristine Hendrix
Brendan O'Brien
Robert Kuhlman, Jr. (arrived at 4:08 p.m.)
Robyn Williams
Mark Winer, Chair

Voting Members Absent

George Lenard

Non-Voting Ex-Officio Members Present

Shelley Welsch, Mayor
Joe Edwards

Non-Voting Ex-Officio Members Present

Tim O'Donnell

Staff Present

Andrea Riganti, Director of Community Development
Raymond Lai, Deputy Director of Community Development

Roll Call

Meeting was called to order at 4:05 pm, with all voting members except Mr. Lenard present.

Old Business

The Board continued the discussion of FY18 Economic Development Retail Sales Tax budget recommendations. Mr. Winer reminded members that once a budget has been recommended by the Board, all should support the process and decision.

Questions – Comments – Discussion by Board Members

- *Loop Special Business District: Tree Grate Improvements (\$37,419 requested)* – The Board asked why this project could not be accomplished by the Public Works Department or U City in Bloom. It was indicated that tree grates have been installed in several locations in the Loop, and this request would complete the project. The project will be coordinated with City staff but that U City in Bloom did not have capacity.

Motion to approve this project was made by Mr. Kuhlman and seconded by Mr. O'Brien. Motion passed by a vote of 3-2.

- *University City Chamber of Commerce: North and South/Delmar Block Party (\$8,000 requested)*- Discussion among board members that it was nice to have a different location other than Loop and Olive, and there was good turnout at the event last year. Motion to approve was made by Ms.

Williams and seconded by Adegboye to fund this project. Motion passed unanimously by a vote of 6-0.

- *U City in Bloom (Delmar Planters and Ackert Plaza Maintenance - \$9,068 requested; Design and Maintain 72 Olive Planters - \$20,015 requested; Design and Maintain Olive Gardens - \$14,228 requested; Olive Tree and Groundcover Care - \$10,770 requested)* - Motion to approve all 4 items in single block was made by Mr. Kuhlman and seconded by Ms. Hendrix. Motion passed unanimously by a vote of 6-0.
- *Midtown Farmers Market (Marketing, Events, and Program Support - \$38,500 requested)* –The Board discussed the decision on March 16 to combine all requests for funds for Loop events into one pot of funding. The benefits of the Farmer’s Market were discussed, including the number of University City students employed, provision of fresh foods and more. The tax exempt status of the Farmer’s Market and the lack of sales taxes collected in University City by vendors were also discussed. Staff explained their recommendation of \$14,500, which was for marketing.

Ms. Williams made a motion to deny all funding to the Farmer’s Market. The motion failed, without a second. Motion to approve \$14,500 was made by Mr. O’Brien and seconded by Mr. Kuhlman. Motion passed by a vote of 5-1.

- *Mannequins in the Loop (Mannequin Event in the Loop - \$10,000 requested)* - Discussion among board members to fund this item separately from other Loop events. Motion to approve \$5,000 was made by Mr. O’ Brien and seconded by Ms. Hendrix. Motion passed by a vote of 4-2.
- *University City Chamber of Commerce: Training Program/Small Business Workshops (\$10,000 requested)* - Discussion among board members included the benefits of separate, dedicated workshops for University City businesses, staff recommendation to re-evaluate the program and seek funding in future years, low interest and attendance by local businesses, and scheduling issues with the workshop. Motion to approve the funding was made by Mr. Adegboye and seconded by Mr. Kuhlman. Motion failed by a vote of 3-3.
- *University City Chamber of Commerce: Olive Link Development and Revitalization (\$11,500 requested)* - Discussion among board members and staff included that the effort was originally envisioned two years ago as a Chamber effort organizing Olive Boulevard business owners and regularly convening that group. It has not yet been successful. Motion to deny funding request was made by Mr. Kuhlman and seconded by Ms. Williams. Motion to deny request passed by a vote of 5-1.

Ms. Riganti indicated that all projects had been considered. The Board has been asked to recommend a budget of \$565,000 and the total amount of funding recommended thusfar was \$522,500. After discussing several options, the Board voted unanimously to allocate \$42,500 to the Olive Boulevard sidewalk improvement project approved on March 16, and decrease the amount of reserve funding requested for that project.

Mayor Welsch commented that although no funding application was received for a Lunar New Year Festival, it is an event important for the International District.

Mr. Edwards requested that the Board re-consider “Welcome Sign” proposed by Loop SBD, and previously not funded. The Board discussed protocol and whether one applicant should be allowed to ask the Board to reconsider a project. Motion to not re-consider the request was made by Ms. Hendrix and seconded by Mr. Kuhlman. Motion approved by a vote of 5-1.

Other Business

Mr. Winer reminded the Board of the joint Study Session on the FY18 EDRST budget recommendations

A2

with City Council on Monday, March 27, 2017 at 5:30 p.m. in the City Council Chambers.

There being no further business, the meeting adjourned at 5:40.

Approval of Minutes

Robert Kuhlman
EDRSTB Secretary

Prepared by: Andrea Riganti, Director of Community Development

A2



The Loop Special Business Districts
6504 Delmar in The Loop
St. Louis, MO 63130
(314) 727-0110 phone
(314) 727-1288 fax

From: Joe Edwards, Chairman, The Loop SBD
Loop Liaison and ex-officio board member of EDRST

March 23, 2017

To: Jodie Lloyd, Manager of Economic Development, City of University City

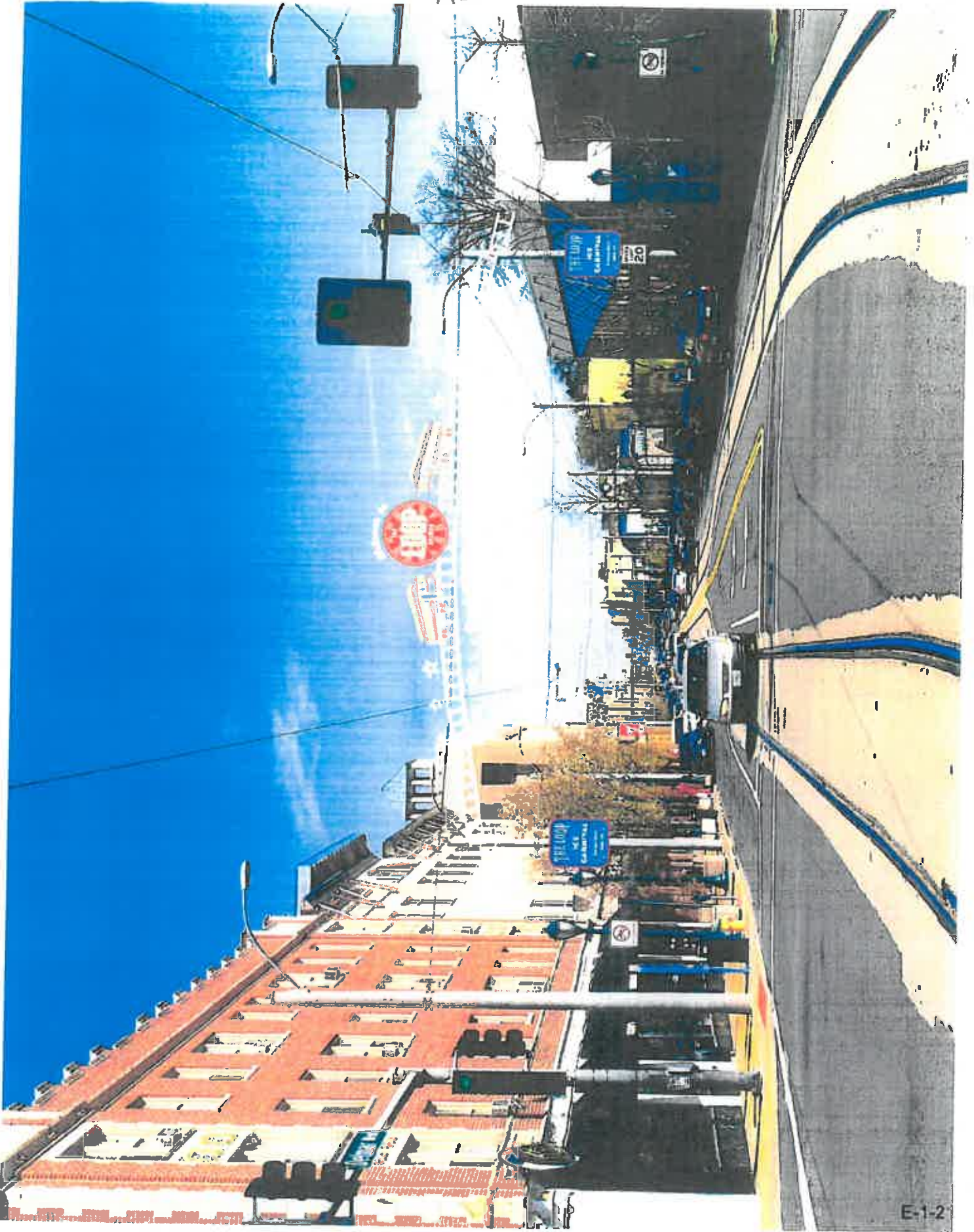
Request to the EDRST Board to reconsider "Welcome" sign at today's meeting.

1. Please view the newest rendering that shows the specific location proposed.
2. Please take into consideration the detailed review and objective evaluation process that the U. City Staff went through on all requests. This project received a higher ranking than the next 11 proposals that might get approved today.
3. The Loop Board of Directors rated this one-time project in the very high range of important requests.
4. Please review the photos of other signs and consider the lasting positive impact they have had for their areas.
5. It would help a great deal to implement this now rather than a year or two from now. The funds are available in this year's budget or from reserves that do not promote economic development while in a bank account.
6. New people move in and out of cities every year. It would be wonderful if all new residents and visitors from the region and beyond would see the "Welcome" message.
7. Statistics show that 22,000 cars a day travel along Delmar. If an average of two or three people are in each car, that translates to an incredible number of impressions every year, not to mention all of the travel magazines and business and real estate publications that will feature photos.

Thank you for your consideration!



A2



Attachment 3

Economic Development Retail Sales Tax Board Meeting Minutes March 16, 2017 4:00 p.m.

The Economic Development Retail Sales Tax Board (EDRSTB) held a meeting at the Heman Park Community Center located at 975 Pennsylvania, University City, Missouri. The meeting commenced at 4:00 p.m.

Voting Members Present

Raheem Adegboye
Kristine Hendrix
Brendan O'Brien
Robert Kuhlman, Jr.
George Lenard
Robyn Williams
Mark Winer, Chair

Non-Voting Ex-Officio Members Present

Shelley Welsch, Mayor
Joe Edwards
Tim O'Donnell

Staff Present

Andrea Riganti, Director of Community Development
Jodie Lloyd, Manager of Economic Development

Roll Call

Meeting was called to order at 4:02 pm, with all voting members present.

Approval of Minutes

The minutes of the February 16, 2017 meeting were reviewed and discussed. Two corrections were made to the minutes. One correction was to reflect that Ms. Hendrix was at the meeting and one to correct the spelling of Mr. Winer. The Board approved the corrected minutes by a vote of 7-0.

Old Business

None

Other Business (Board approved moving this agenda item before New Business)

a. Public Comments

Jessica Hoagland, 8125 Pershing

Ms. Hoagland is an advisor for the Midtown Farmers Market. She stated the farmers markets are business incubators. Midtown Farmers Market is important to the community and good for the local economy. She indicated that the Market is a job creator and also provides an attractive, fun, and festive atmosphere for shoppers at the Market and in the Delmar Loop.

Julia Li, Founder, Create Space

Ms. Li read the Board a prepared statement (attached to the minutes). Ms. Li would like to keep Create Space in University City but without a municipal partner may have to move the concept to another City. Create Space has obtained grants from the World Trade Center and RAC but it was built to include and be supported by a municipal partner to support creative economic development. Ms. Li hopes University City

continues to be a leader in progress and a champion for change. Create Space needs to be and feel supported by the City to remain part of the community.

Julien Robison, 7007 Roberts Court

Mr. Robinson is a student at University City High School. He worked at the Midtown Farmers Market last summer and very much enjoyed the experience. The market provided him with a job opportunity to learn about the Market process and vendors. He indicated that the Midtown Farmers Market brings people closer together and provides a sense of community for residents and visitors.

Deb Henderson, Executive Director, Midtown Farmers Market

Ms. Henderson stated that the Farmers Market stabilizes small businesses. She helped bring in new business and revive the Market in the Loop with the fresh tree business in November and December. She stated that her requests for funds were not redundant to other event requests. She indicated that the request for funds was for programs like MAT-Pro, Power of Produce, and Double-up Food Bucks not just events. Ms. Henderson hopes the Board will reconsider staff's recommendation and fund the Market to at least the amount last year.

Mary Adams, Executive Director, University City Chamber of Commerce

Ms. Adams provided the Board with supplemental information regarding the Chamber's funding requests (attached to the minutes). The Chamber responded to the staff's analysis. Ms. Adams requested the Board fund the North and South Block Party at the amount Chamber requested, not staff's recommendation. The event cost the Chamber more money last year and to cover those costs, the Chamber requested more funds. The event was a huge success and very much supported by the community. Ms. Adams also disagreed with staff's recommendation to not fund Olive Revitalization given that Olive Blvd is a high priority for redevelopment. These programs will help create "buzz" about Olive Blvd. Ms. Adams doesn't support staff's recommendation to not fund the Small Business Workshops. These workshops provide vital information to U City businesses and are not redundant with other regional programs. The Chamber is open to evaluating the workshops to offer at a different time, etc. but attendees value the workshops.

New Business

a. Fiscal Year 2018 Budget (discussion and vote)

Mr. Winer opened the discussion of the FY18 EDRST budget. Some Board members requested to make general statements before staff discussed their recommendation. Mr. Winer indicated that while Board members may have differing opinions of what projects should be funded, all should support the Board's final recommendation once a vote has been taken. Mr. Kuhlman indicated that the Board had to make some very tough choices. There were good projects but with \$1.14 million in asks, not all projects can be funded. Mr. Lenard requested that the Board take a close look at the budget and especially the projects where staff was recommending no funding.

Mr. Adeboye provided the Board with a prepared written statement (attached to the minutes). He does not support funding for sidewalks and feels that it is the City's job to fund sidewalks in the general budget. He thinks the Chamber should be fully funded and that the Chamber deserves encouragement and support. He also thinks the North and South and Delmar block party should be fully funded. It attracted 1200 people to the area in one afternoon. He supports full funding for Create Space and thinks the City should be supporting these programs for economic growth. He also supports full funding for the Farmers Market and thinks the City should be creating a citywide marketing brochure, not just the Delmar Loop. He supports equitable distribution of funds. Ms. Hendrix agreed fully with Mr. Adeboye. She wants to see equitable distribution of funds and provide Olive Boulevard with additional funds, as it needs more work than the Delmar Loop. She thinks some of the projects staff is recommending for funding are not priorities.

Following these initial statements, Ms. Riganti reviewed the staff budget recommendation to the Board, as

A3

per the March 9, 2017 memorandum to the EDRSTB. She explained the staff review process, where each project was evaluated against the criteria appearing on the "Fiscal Year 18 – Staff Analysis – EDRST spreadsheet"; the City ordinance, and the EDRSTB funding priority policies. In their evaluation, staff also considered the Board's suggestion that similar funding requests be combined if possible or projects better coordinated.

Following Ms. Riganti's review of the memo, the Board deliberated and voted on each project.

Questions – Comments – Discussion by Board Members

- **University City Community Development Department: Legal fees to explore the formation of an Olive Boulevard Community Improvement District (CID) and Olive Boulevard Market Analysis (\$40,000 requested for CID, \$50,000 for market study)** – The Board requested clarification on the request for legal fees for a CID, specifically what the intent. It was explained that a CID can be a self-taxing district formed by property owners and funds collected can be used for infrastructure, marketing, security, and more. Several property owners within the international district are interested in forming a CID. A legal analysis is the first step to determine if formation is feasible. In the past, the EDRSTB approved legal fees for the Loop Special Business District to explore creation of a CID.

The Board asked for the purpose of the Olive Boulevard Market Analysis. It was explained that a market feasibility analysis will help the City identify gaps in services, retail goods, and restaurants along the Olive Boulevard corridor. This information will be helpful for economic development attraction efforts, so that certain uses are targeted.

By a vote of 6-1, the Board approved \$40,000 for the CID legal and \$50,000 for the Olive Boulevard Market Analysis.

- **University City Public Works and Parks: Olive Boulevard Sidewalk Improvements (\$457,142 requested)** – The Board asked why the City could not fund this project with Capital Improvement Project (CIP) funds or general revenues. It was explained that Olive Boulevard is a Missouri Department of Transportation owned and maintained road, and MoDOT does not have funding to make these improvements. The City's CIP are being used for improvements to City owned streets.

The use of EDRST reserves for this project was discussed. There is approximately \$1.1 million in reserves, of which \$800,000 has been identified for Olive Boulevard projects.

The Board recommended by a vote of 4-3 to fund this \$457,142 project with reserves.

- **Create Space Generator/Kitchen Space Generator: Scholarship and Programs (\$60,000 requested for Create Space, \$70,000 for Kitchen Space)** – the Board discussed the Create Space and Kitchen Space scholarship and program requests together. The Board indicated that this type of project is what the EDRST is intended to fund. The Create Space projects encourage entrepreneurship and businesses to locate long-term in University City. More activities like Create Space should be encourage.

By a unanimous vote, the Board approved \$60,000 for Create Space scholarships and \$70,000 for Kitchen Space scholarships.

- **Loop Special Business District: Special events (\$75,000 requested)** – To better coordinate activities held in the Loop, rather than fund each event individually, staff recommended combining all Loop event requests for funds. Funds for Market in the Loop events could also come from this

category.

The Board approved \$75,000 for this project by a vote of 6-1.

- *Loop Special Business District: Official Visitors Guide (\$12,500 requested)* – The importance, audience, and distribution of this guide was discussed. It was explained that the guide is placed in hotels, given to the Conventions and Visitors Commission and helps to attract many visitors to the Loop. By a vote of 6-1, the Board approved \$12,500 for this project.
- *University City: Community Development Marketing (\$15,000 requested)* – By a unanimous vote, the Board approved \$25,000 for citywide marketing, such as brochures, advertising, and maintenance of the Olive Link website.
- *University City Chamber of Commerce: Taste of U City (\$7,000 requested)* – By a unanimous vote, the Board approved \$7,000 for this project.
- *Loop Special Business District: Loop Brochures and Directory (\$14,000 requested)* – By a vote of 5-2, \$14,000 was approved for this project.
- *Loop Special Business District: Year Round Lighting and Welcome Sign (\$80,000 requested)* – The Board discussed the need for a welcome sign to the Loop, and whether it would be good use of EDRST. The request was for partial funding for the sign in FY18, with the remainder to be requested in FY19. Some members indicated that enough funds had been allocated to Loop projects and there were other projects that should receive priority over the sign. Staff recommended funding the welcome sign fully this fiscal year at \$120,000.

By a unanimous vote, the Board denied this request.

Ms. Riganti indicated that the time was now 6:20 p.m. and the room was needed for another scheduled meeting. The Board decided to meet on Thursday, March 23, 2017 at 4:00 p.m. to continue the budget discussion.

The meeting adjourned at 6:25 p.m.

Respectfully submitted

Robert Kuhlman
EDRSTB Secretary

Prepared by: Andrea Riganti, Director of Community Development



Date: March 14, 2018
To: EDRST Board
From: Mary Adams, Executive Director
Re: City Staff Recommendations for EDRST Funding FY2018

Dear EDRST Board,

Thank you for your service to University City and your thoughtful consideration of the economic development initiatives brought before you for FY2018.

The following is the Chamber's response to City staff recommendations regarding our applications and further information that may be helpful to you as you make recommendations to Council for next year's funding proposals.

Organizational Context: The Chamber of Commerce is an independent, non-profit organization – the only organization in our community that supports and represents business and economic development in every corner of University City. It is what we do all day – every day. The Chamber staff currently consists of one FTE, one part-time administrative assistant, and interns from ARC, as well as MBA candidates from Webster University. Our volunteer Board of Directors is composed of twelve business owners and managers representing industries in our community diverse in size, services, and locations throughout our community. Our Board budget and membership committees are comprised of Cheryl Adelstein of Washington University, Bill Krenn of Winco Windows (Olive Blvd.), Michael Hobbs of the Melting Pot (the Loop), Maurice Allen of the PrivateBank, and Norm Frain from the St. Louis Post-Dispatch. We are also establishing a Board marketing committee. The Chamber serves a unique and vital role by being the collective voice and advocate of the entire U City business community.

Entering our 6th year, we are actively growing our membership and providing added value to our members. Recent achievements (since October of 2016 when I became director) include more than a 20% growth in membership, and a full functional systems analysis resulting in a new website, and database, accounting and communications systems that provide greater stability for our organization and greater value to our membership and the entire community. The Chamber website hosts the only online, all-business directory for University City, and our website hits, telephone inquiries and mailing lists grow daily. The Chamber engages in daily communication with our membership, including conversations with business owners about their needs and ideas for sustaining and growing their businesses. The Chamber is a first-stop shop for many new and prospective U City residents and businesses.

City-wide Marketing and Regional Branding Applications:

We are appreciative of staff's recommendations in favor of our All-City Marketing and Regional Branding applications. This is in alignment with part of the Chamber's mission to promote the entire business community of U City. Please note that the Chamber's requests for these applications totaled \$69,000 – reduced funding will require we reduce the media buy and development time by that amount.

Taste of U City:

We are excited at the prospect of continuing Taste of U City, and are happy to host it and continue to grow it as an enduring and endearing annual tradition that gives regional visibility to our diverse dining options and effectively drives new consumers into our restaurants.

North and South Block Party Event:

As detailed in our application, our first event was a smashing success. We estimate our first year attendance at 1200-1400 visitors! As previously submitted in detail, we have received countless requests from business owners, residents and visitors to hold this event again. The Chamber has also received requests from City Council and staff members, residents and other business owners to hold similar events in other areas of U City.

The Chamber is requesting \$8,000 for FY 2018, an increase from the \$5500 we requested for FY 16. The reason for this is that we initially underestimated expenses, including county permits and legwork required for a county street closure, barricades, program development costs and vendor expenses. While we produced a terrifically successful event, in the end the Chamber sustained a financial loss of \$1661 which we are not in a position to absorb again. The FY2018 funding request has been adjusted to accommodate the underestimated fees of FY16, as well as a few additional anticipated expenses we know we will need next time (\$900), including the need to secure hired labor to set up and take down festival tenting and tabling within the street access time frame, alternate power sources/electrical generators, and an adjusted entertainment schedule, including more pony rides, as requested repeatedly by festival participants and post-event surveys from the business district.

The Chamber did secure six business sponsors for the last event, and we intend to approach these sponsors again. Two have already taken the initiative to contact me saying they are happy to sponsor again. We are wondering why the Chamber is being asked to acquire even more sponsorships to offset the basic costs of throwing this event. We do not know of any other entities receiving City recommendations that are being asked to do so. The pursuit of an additional \$2500 in sponsorships would require an increase in additional program development funding. We have asked for \$8,000 because we know that is what it will take to put on this event. The Chamber is in no position to monetarily subsidize this, or any other community event. We hope the Board will fund the full requested amount of \$8,000 necessary to bring it back to this deserving, yet underserved business district, and the residents and families who come from surrounding areas and get to experience first-hand what a great community this is.

Olive Revitalization:

Considering the City's commitment to driving awareness and consumer activity to the Olive Link, we respectfully disagree with staff recommendation for zero funding recommendation for the Olive

Revitalization application. Olive businesses have been asking for years to do more to attract attention to their businesses. Festive lighting (\$3500 to supply lights to all ethnic dining restaurants) and public art (\$2000 for mural installation) are two ways to do that quickly and at a low cost. Both are year-round visual cues to residents and travelers on Olive that "something" is happening on the Olive Link. Many EDRST applications are proposed by ideas generated from community organizations, and not the result of a specific request from a business owner.

Yes, improved pedestrian lighting and infrastructure improvements are important. But what are the true drivers of economic development, employment and business retention and growth? It's getting new customers in the doors of our businesses and developing, retaining and optimizing the enthusiasm of a loyal customer base that catalyzes and attracts even more consumers to the area. We need to create a buzz about Olive – now – and attract customers to this business corridor.

The Chamber's FY17 Olive funding was issued for the Olive Link Property database project and website development and transition - all of which has been executed or is well into the development process. Regarding the Olive Leadership Group, the Chamber regularly meets with Olive businesses and it is difficult to find meeting times as the City staff can testify. The Olive business group has made it clear they want lights for safety. The Chamber continues to advocate for these businesses and I personally commit that we will better formalize the communication and provide regular status updates than my predecessor did more informally. It has been my understanding that developing business leadership on Olive has been a common objective of the Community Development department and the Chamber for many years, and that we have long mutually supported each other, and at times combined efforts to identify and engage leadership along the Link. In fact in one of my first meetings with City staff, developing Olive leadership was a stated priority. As the Chamber concurs with the importance of that activity for growth and development along the Link, and is uniquely poised to make it happen by virtue of our relationships with business owners along the Link and other economic development leaders in the region, I included these important objectives in this application.

Regardless of whether this particular project receives funding, in part or in totality, we hope the Board remains mindful of the express and repeated desire of the Olive business community to see something visually appealing happening on Olive to attract more consumers and visitors. Adding year-round festive lights and public art to U City in Bloom seasonal beautification efforts would provide a strong impact in the short term, while the City moves forward with the increased pedestrian lighting and long term infrastructure improvements. Perhaps these quick win proposals could be funded from Olive reserves as well? The businesses of the Olive Link need and deserve as much immediate assistance as we can provide to drive more consumers to the area and through their doors. Visual improvements would be a shot in the arm to everyone who travels Olive, as well as a sales tool for new businesses and residents to locate along the Link. It would also serve to fortify current Olive Link branding initiatives and a public perception of the Link as a destination location in St. Louis.

Small Business Workshops:

While we understand the City's recommendation regarding the Small Business workshop series and share their concerns about attendance for the first 1.5 quarters on which their recommendations were based, we don't think the first response should be to defund the entire program. Participants consistently report workshop value as high, and we receive weekly requests in our surveys for additional topics they would like to see offered. The Chamber is entirely open to re-working this application and

had already planned to look at restructuring the workshops at varying times or during a regular Saturday morning slot in the future in order to serve a greater number of business owners, as well as querying participants from the last three years to better determine optimal times. We are committed to providing relevant and accessible educational services to as many existing and prospective business owners as possible, and continually assess and expand our advertising efforts. We're also open to amending the amount of the funding request and producing fewer workshops per year, perhaps consolidating topics and speakers into 3-hour thematically based sessions on a regular monthly Saturday morning schedule. It would be unfortunate for the health of our businesses to scrap a program that, while evolving, has been serving educational needs of our busy small business community for years because the time slots scheduled this year didn't turn out to be as accessible to as many as we anticipated.

Scheduling: The Chamber chose the current Learn Over Lunch schedule for this fiscal year in response to participant requests for shorter workshop times for a weekday schedule for education and take-aways that can be easily implemented to improve business performance. While advertising and scheduling the program got a late start due to budget delays last summer, our advertising efforts, along with the regular scheduling, are taking hold and we are recognizing increased momentum in awareness and attendance. We have eight more workshops scheduled for the remainder of this fiscal year, and I have a waiting list of local business owners eager to present in FY2018. Our FY17 workshops feature skilled presenters from the region, and also showcase the expertise of the U City business community (75% of presenters this year), fortifying awareness that U City is a great place to do business, have a business, and that the City is committed to supporting small business success.

Duplication: Regarding a concern of duplication of services in the area, citing that there are other free business workshops available through SCORE, Justine Peterson and Cortex. Very few workshops offered by SCORE are free (only 1 of the next 10 offerings); costs range from \$35-\$45 per workshop offered at varying times and differing locations throughout the region (the only free one is in Wildwood next month). The business presentations offered at Cortex, while free during Venture Café hours on Thursday evenings, are geared toward entrepreneurs primarily in the science and tech industries; it attracts largely a millennial crowd. The environment, educational focus and location are not a good fit for the needs of our typical workshop attendees and majority of our business owners are unlikely to attend with any regularity. Justine Peterson provides business mentoring support with a focus on business plans, credit building, and microfinance. They do not offer small business workshops on a wide variety of generalizable topics that can meet the needs of our diverse business community. After another round of researching these and other programs in the region, we see no duplication or resources for free, accessible and relevant small business education curriculum.

We ask the Board to allow the possibility of finding an acceptable re-working of this application so U City can continue to support the success of busy small business owners.

Again, thank you for your service to all of U City and your thoughtful consideration of these applications before you.

Economic Development Retail Sales Tax Board

Meeting - Thursday, March 16, 2017

ABOUT STAFF RECOMMENDATION

1. I will put my narrative in graphic format for easy and quick reading to save time.

I live North of Olive. For too long, the City's attention has been elsewhere but not on this three-mile parameter that houses hundreds of businesses. The people in my neighborhood want to see Olive more active and attractive. Staff recommendations do nothing to encourage that expectation.

Lighting infrastructure for Olive is desirable. Our funds should not go for sidewalks. That's the City's duty. One over-heard reason for seemingly neglecting Olive is due to the fact that the Olive business Group has not met for over a year. Who is responsible for organizing and moderating the meetings?

2. CHAMBER OF COMMERCE: deserves encouragement and better funding. We should see it as a sector for growth and publicity development.

....Business workshops/Seminars: New Business Registration, IRS Form SS-4 for new business, IRS form 501(c)(3) for nonprofit businesses, State Tax-exempt Form, Linkage to other agencies and services.

Chamber's Funding request should be approved.

3. North and South Block party: In one year, it attracted about 1200 to 1400 people. That should be encouraged and funded. It is good for our economy.

4. CREATE SPACE AND KITCHEN SPACE: We should encourage activities like these since they are good for our economic growth.

5. FARMERS MARKET should be fully funded. (Deb? Last presenter) →

6. BROCHURES: we have been funding brochures for the Loop. We should the fund for the whole city. What we have now is not a balance allocation. We need to change that. It is imperative that we make our business fair and equitable.

citywide brochure → Chamber

Respectfully Submitted,
Raheem Adegboye

Dear University City Economic Retail Sales Tax Board,

This week I was in San Francisco with my fellow Coca Cola Scholars, one of whom is Michael Tubbs, Mayor of the City of Stockton. At 26, he's the youngest mayor in our country and Stockton's first African American Mayor. We spoke at length regarding my wishes to stay quiet during University City's series of internal unrest. However, he and my fellow scholars urged me to challenge the status quo, to continue speaking up and fighting for inclusion and 'forward together' in our fragmented city.

Three years ago, inspired by the opportunity and possibly for change that University City represented, Create Space Generator was created for the purpose of creative economic development to solve University City's problem of declining retail shops on The Delmar Loop and Olive Blvd. For minority and women owned business a program like ours, makes it possible to level the playing field and offer the toolset to enter the business world, historically dominated by old boy's clubs.

While we are here to discuss FY18 funding, I'd like to remind everyone that during FY17 Create Space Generator was singled out and our program was the only one to not be funded regardless of achievements and recognition locally and nationally. This is not right.

As many you may know, Create Space Generator has been sustainable for the past few years largely because I serve as the volunteer Executive Director. To clarify our nonprofit does not pay me or individuals from our partner organizations (Volunteer Lawyers and Accountants for the Arts, World Trade Center) a salary. However, the plan has always to hire an Executive Director by January of this year to ensure sustainability. Due to the FY17 gap in funding, we've been unable to do this.

We have kept Create Space afloat by grants from Regional Arts Commission, World Trade Center and personal donations. However, Create Space Generator was built to include a municipal partner as the ultimate goal is creative economic development for the city we serve.

Without a willing, supportive municipal partner, Create Space Generator will be forced to choose city partner that is. Small business is the backbone of our economy, we love our community and want to continue to serve University City. Last time we met we submitted a revised FY17 request that includes only scholarship and programming funds for Create Space. If this is not approved, we unfortunately will be shutting our doors in the Delmar Loop at the end of April and will accelerate our discussions with other cities.

At my request, all of us at Create Space Generator have stayed neutral, respectful and relatively quiet. However, it has reached the time where these matters have impacted our ability to sustain and serve our community. It has been truly an honor to serve our incubating class and an honor to serve University City, regardless of what happens, we thank you for the opportunity. We hope that University City continues to be a leader in progress and a champion for change, as change – *especially at this time for our nation* – is inevitable.

Very Best,
Julia Li
Founder, Create Space Generator

Attachment 4



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard •University City, Missouri 63130 •314-505-8500 •Fax: 314-862-3168

AGENDA
ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD
Heman Park Community Center
975 Pennsylvania Ave, University City, MO 63130
4:00 p.m.; Thursday, March 16, 2017

1. **Roll Call**
2. **Approval of Minutes**
 - a. 2/16/2017 Meeting Minutes (*discussion and vote*)
3. **Old Business**
4. **New Business**
 - a. Fiscal Year 2018 Budget (*discussion and vote*)
5. **Other Business**
 - a. Public Comments (Limited to 3 minutes for individual's comments, 5 minutes for representatives of groups or organizations).
6. **Reports**
 - a. City Council Liaison
 - b. Staff Report
7. **Adjournment**

**Economic Development Retail Sales Tax Board
Meeting Minutes
February 16, 2017
4:00 p.m.**

The Economic Development Retail Sales Tax Board (EDRSTB) held a meeting at the Heman Park Community Center located at 975 Pennsylvania, University City, Missouri. The meeting commenced at 4:05 p.m.

Voting Members Present

Raheem Adegboye
Brendan O'Brien
Robert Kuhlman, Jr.
George Lenard
Robyn Williams
Mark Winer, Chair

Non-Voting Ex-Officio Members Present

Joe Edwards

Non-Voting Ex-Officio Members Not Present

Shelley Welsch, Mayor
Tim O'Donnell

Staff Present

Andrea Riganti, Director of Community Development
Jodie Lloyd, Manager of Economic Development

Roll Call

Meeting was called to order at 4:05pm, all voting members present

Approval of Minutes

The minutes of the December 1, 2016 meeting were reviewed, discussed, and approved by a vote of 6-0.

Old Business

None

New Business

a. Board Membership

i. Election of Officers (*discussion and vote*)

1. Chair – The Board nominated and unanimously voted for Mr. Winer to remain as Chair of the Board (6-0)
2. Vice-Chair – The Board nominated and unanimously voted for Mr. O'Brien to be Vice-Chair of the Board (6-0)
3. Secretary – The Board nominated and unanimously voted for Mr. Kuhlman to remain as Secretary of the Board (6-0)

Following the election, Mr. Winer made a statement regarding Board participation and reminded the audience that the Board members are volunteers. He requested that all Board members be treated with respect and that meetings are to be considered a "no bully zone."

AA

b. FY 16 2nd Quarter Reports (*informational*)

Ms. Lloyd stated that the Board packets included a second quarter report from FY 17 recipients. Ms. Lloyd stated that reports covered the period of September through December 2016. Each recipient completed the report. Ms. Lloyd indicated that a cover memo provided the Board with an overview of funds expended. To date, \$406,606.25 remains in unspent funds.

Board asked about Create Space funding. Ms. Riganti indicated that Create Space had withdrawn request for current proposal. City Council did not vote on the amended budget to support Create Space, per the EDRST Board's request. Mr. Winer noted that a significant amount of funds still remain and questioned if all funds would be expended. Mr. Kuhlman noted that the Midtown Farmers Market report was very complete.

c. FY 17 – Economic Development Retail Sales Tax Fund – Applications and Applicant Presentations (10 minutes per applicant) (*Review and discussion*)

Mr. Wine stated that each applicant had 10 minutes for a presentation and Board members were welcome to ask questions after the presentation. Ms. Riganti provided a brief overview of the EDRST funds including the use of funds based on the criteria developed by the EDRST Board and the state statute. Ms. Riganti informed the Board that there is \$565,000 available for FY 18 programs and projects. Mr. Winer then invited each applicant to present to the Board.

- i. University City Chamber of Commerce – Mary Adams, Executive Director of the University City Chamber of Commerce provided an overview of projects being requested for funds in FY 18. Ms. Adams provided a brief overview of the mission and goals of the Chamber and stated that the Chamber represents all of University City businesses and the Chamber works closely with the City on Economic Development initiatives. The Chamber is requesting a total of \$105,500. The funds requested will be used for marketing and advertising (\$36,000), a North and South and Delmar business district block party (\$8,000), the annual Taste of U City (\$7,000), Olive Link revitalization projects (\$11,500), Regional branding and tourism (\$33,000) and training and small business workshops (\$10,000).
- ii. Create Space Generator, Inc. – Julia Li of Create Space presented the \$130,000 request. Ms. Li began the presentation by detailing the concept of Create Space, to support makers and artist and develop a true retail incubator in University City, the center of creativity. Funds will be used to support two programs: Create Space, an artist retail storefront in the Delmar Loop and Kitchen Space, a 24-hour culinary kitchen that can support food truck operators, bakers, and caterers and provide educational and cooking class. Funds would support scholarships for University City residents to be a part of the incubator program and provide support for programming at both Create Space and Kitchen Space.
- iii. Mannequins on the Loop – Andrea Jones presented the \$10,000 request for the Mannequins on the Loop event. In fiscal year 2018, it will be the 10th annual event and Ms. Jones would like to market and promote the event to a broader audience. Ms. Jones also indicated that there is a goal to provide 50 mannequins from Kingsland to Rosedale (in St. Louis).
- iv. Loop Special Business District – Joe Edwards, President of the Loop Special Business District (LSBD) provided an overview of project and fund requests for FY 18, a total of \$26,500. Mr. Edwards stated that the LSBD is requesting funds for Loop events (\$75,000) including an expanded Ice Carival. The event will be held for three days in FY 18. In addition, some infrastructure projects are being requested including a one of a kind "Welcome to the Loop" illuminated sign and lighting (\$80,000) and tree grates (\$45,000). The LSBD is also requesting funds to print Delmar Loop brochures and update the directories (\$14,000) when new businesses come into the Loop. The last request is to continue to promote the Loop through an ad placement (\$12,500) in the official St. Louis Visitor's Guide that is distributed to every hotel room in St. Louis.

- v. U City In Bloom – Jesse Gilbertson, Director of Horticulture for U City In Bloom (UCIB) provided an overview of projects and funds request for FY 18, a total of \$54,081. Mr. Gilbertson stated that UCIB is requesting funds for four projects. UCIB maintains the planters along Delmar and this year requests funds to maintain Ackert plaza (\$9,068) and would like to continue to provide that service with use of EDRST funds. In addition, three Olive Blvd projects including maintaining nine gardens (\$14,288), maintaining the newer trees with water and groundcover (10,770), and continuing the Olive Blvd planters (\$20,015).
- vi. Midtown Farmers Market – Deb Henderson, Executive Director of the Midwest Association of Farmers Market (MAFM) provided an overview of the organization and its funding request. The MAFM is requesting \$38,500 in funding for events and marketing of the Farmers Market. Ms. Henderson stated that the Farmers Market plans to draw thousands of visitors to the Loop on Saturday mornings. She also stated that the Market acts as a "visitor center" for the Delmar Loop, by staffing an information booth. Events help attract and keep people at the Market. FY 18 events would include a Market Music Series and a local Chef's competition. Marketing will consists of posters, flyers, and ads in local publications.
- vii. University City Department of Public Works and Parks – Jenny Wendt, Program Manager in the Department of Public Works and Parks provided an overview of the Department's request. The Department is seeking \$457,142 in EDRST funds to provide sidewalks along Olive Blvd between McKnight and 82nd. The funds would add sidewalks to both the north and south sides of Olive Blvd. This section of Olive Blvd is in great need of sidewalks.
- viii. University City Department of Community Development – Jodie Lloyd, Manager of Economic Development for the City of University City provided an overview of Department of Community Development requests. The Department is requesting funds for Citywide Marketing (\$15,000) programs. Marketing funds will be used to help attract new businesses to University City and for business retention by marketing existing businesses. The Department is requesting \$50,000 for an Olive Blvd market analysis and \$40,000 to begin the process of developing a community improvement district for the International District on Olive Blvd. The Department is also requesting \$15,000 to maintain the Olive Link website and increase the social media presence of the site.

Mr. Winer thanked all the applicants for their presentations. He then stated that the next step in the process is a Public Hearing scheduled for Thursday, March 2nd at 6:00pm in the same location as this meeting (HPCC). EDRST Board attendance is not mandatory but encouraged.

Other Business

a. Public Comments

Max Tsai – Mr. Tsai is a property owner of several properties along Olive Blvd in the International District. He strongly supports the request of funds to create an International District Community Improvement District (CID). A CID would help get business owners invested and active along Olive Blvd. Mr. Tsai would also like to see the City have a greater role in the street – a take-over of Olive Blvd from the Missouri Department of Transportation. He wants to see additional pedestrian-friendly development along Olive. This would help facilitate long-term economic development.

Al Li – Mr. Li is the President of the Asian American Chamber of Commerce. The Chamber supports the creation of a CID in the International District. He agrees with Mr. Tsai, that property owners will be more invested if they are taxing themselves to participate. A CID could help take Olive Blvd "to the next level."

A4

Reports

- a. Council Liaison Report – Mayor Welch was out of town.
- b. Staff Report – Ms. Lloyd provided the board with a number of updates including:
 - Olive Blvd Immigrant Brochure
 - I-170 – City will be issuing a Request for Proposal for development
 - Olive Blvd development including Urban Sprouts, new sandwich shop, and new restaurant and office space in the former Rent A Center building, that has been vacant for several years.
 - City and Chamber will be working on a series of videos to promote the City.

Meeting adjourned at 6:05 p.m.

Respectfully submitted

Robert Kuhlman
EDRSTB Secretary

Prepared by: Jodie Lloyd,
Manager of Economic Development



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard -University City, Missouri 63130 -314-505-8500 -Fax: 314-862-3168

Meeting Summary

ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD

PUBLIC HEARING

1. **Welcome and Introductions** – Board Chair Mark Winer welcomed the audience to the public hearing. In attendance were Board member Robert Kuhlman, Ex-Officio member Joe Edwards, and staff liaisons Andrea Riganti and Jodie Lloyd.
2. **Economic Development Retail Sales Tax (EDRST) Overview** – Ms. Lloyd provided an overview of the FY 18 requests for funds. The following 8 organizations applied for a total of \$1.14 million in funds. The FY 18 expected budget is \$565,000 for programs and projects:
 1. University City Chamber of Commerce
 2. Create Space Generator
 3. Mannequins on the Loop
 4. Loop Special Business District
 5. U City in Bloom
 6. Midtown Farmer’s Market
 7. Department of Public Works
 8. Department of Community Development

3. Public Hearing

William Tucker – Mr. Tucker supports the Midtown Farmers market. He stated that the market is diverse and provides a place for people to congregate and listen to music. He stated that people come from all over the region to shop at the market and then shop in the Delmar Loop. He stated that the market provides a place for people of all ages to feel welcome in the Delmar Loop.

Elizabeth Goodbrake – Ms. Goodbrake works for the University City High School culinary program. She indicated that the culinary program at the high school has grown exponentially and that the students enjoy the experience of the Farmers Market. Students are able to have hands-on learning through programs at the market.

Deb Henderson - Ms. Henderson, Executive Director, Midtown Farmers Market. Ms. Henderson stated that the Midtown Farmers Market is developing a program with the culinary students at the high school to bring the high school into the market.

Ken Rice, President, University City Chamber of Commerce – Mr. Rice thanked the EDRST Board for all their support over the years for the Chamber programs and projects. He indicated that the Chamber continues to be strong and to grow. The Taste event continues to grow as does other Chamber programs, thanks to the support of the EDRST Board.

A4

Kevin Taylor – Mr. Taylor stated that there seems to be a perceived duplication in some projects, such as marketing. He stated that the Board should clarify who is doing what in terms of marketing. Mr. Taylor stated that he supports the Welcome Loop sign. He stated that the Board should review the reserves budget and determine criteria for use of the funds. If there are worthy projects, shouldn't the Board use reserve funds? He stated that the Board needs to hold EDRST recipients accountable for projects. Assure that funds are being spent and meeting metrics.

4. **Adjournment** – Ms. Lloyd provided next steps. The EDRST Board will review staff analysis and vote on a recommended budget on Thursday, March 16th at 4:00PM. The EDRST Board and City Council will hold a joint study session on Monday, March 27th at 5:30pm at City Hall. Mr. Winer adjourned the meeting at 6:28pm.



Economic Development Retail Sales Tax Board

MEMORANDUM

TO: Economic Development Retail Sales Tax Board Members
FROM: Jodie Lloyd, Manager of Economic Development
DATE: March 9, 2017
SUBJECT: Economic Development Retail Sales Tax – FY 18 Budget – Staff Analysis
CC: Andrea Riganti, Director of Community Development

Staff has analyzed the EDRST FY 18 applications. Evaluations were based on the EDRST Board's criteria:

- Alignment with Comp Plan
- Ability to leverage additional financial resources
- Ability to be long-lasting and value added
- Ability to redevelop vacant properties
- Potential to act as catalyst for additional develop.
- Potential to provide employment opportunity
- Appropriate alignment of business fit in target area

Each application was evaluated on a scale of 0 (little or no alignment with criteria) to 2 (strong alignment with the criteria).

In summary, staff is recommending a balanced program budget of \$565,000 with a recommendation to use \$457,142 in reserves for the Olive Boulevard sidewalk project.

In addition to the analysis and recommendation, staff has provided a comment/note about each application. Staff recognized the Board's concern about duplication of programs including marketing and events. There are separate marketing initiatives (Loop, Chamber, City, Midtown Farmers Market, etc.) and events. Staff recommended combining funds and the City will work to ensure efforts are not duplicative.

A full analysis is provided in the accompanied spreadsheet. Below is a summary including comments.

AA

Applicant	Project Title	Funding Request	Evaluation Score	FY 18 Recommended Funding	Staff Comments
U City - Community Development	Olive Blvd - International District CID Analysis	\$40,000	1.71	\$40,000	Important for the International District to explore a CID to further initiatives and development potential like the Delmar Loop.
U City - Public Works and Parks	Olive Boulevard Sidewalk Improvements	\$457,142	1.64	\$0	Recommend using EDRST reserves. A great infrastructure need for Olive Blvd, the missing sidewalk.
U City - Community Development	Olive Blvd Market Analysis	\$50,000	1.57	\$50,000	Important to determine Olive Blvd's economic market for future development and future use of EDRST for incentive programs.
Create Space Generator	Create Space University City Scholarship and Programs	\$60,000	1.57	\$40,000	Reduced funding for some programming. Evaluate programming to determine success.
Create Space Generator	Kitchen Space University City Scholarship and Programs	\$70,000	1.57	\$0	Hold on Kitchen Space scholarships and programming until Kitchen Space operational.
Loop Special Business District	Loop Special Events	\$75,000	1.29	\$85,000	Increased event funding. Allow LSBSD to determine levels of funding for ALL events in the Loop including Mannequins and Midtown Farmers Market events. Loop coordination and collaboration will make all events more successful.
Loop Special Business District	Official Visitors Guide	\$12,500	1.29	\$12,500	Important to market the Delmar Loop both regionally and nationally.
University City Chamber of Commerce	Citywide Marketing and Advertising Campaign	\$36,000	1.21	\$60,000	Combined with the request for Regional Tourism funds. City to ensure no redundancy with City marketing programs, collaborate.
Loop Special Business District	Loop Brochures and Directory	\$14,000	1.21	\$14,000	An important marketing tool that attracts people to the Loop.
University City Chamber of Commerce	Regional Branding and Tourism Attraction	\$33,000	1.21	\$0	Combined with Citywide Marketing and Advertising.
U City - Community Development	Marketing	\$15,000	1.14	\$25,000	Combined with www.olivelink.com request. Will coordinate with Chamber on marketing efforts.
University City Chamber of Commerce	Taste of U City	\$7,000	1.14	\$7,000	An important citywide event that helps attract new visitors to Olive Blvd.
Loop Special Business District	Year-Around Lighting and Welcome Sign	\$80,000	1.14	\$120,000	Recommend funding the Welcome sign in full and not the lighting

						request at this time. A great infrastructure project.
Loop Special Business District	Loop Tree Grate Improvements		\$45,000	1.07	\$37,419	Recommend funding some tree grates and working with Public Works to fund the rest of the tree grates through the City's CIP budget.
University City Chamber of Commerce	North and South/Delmar Block Party		\$8,000	1.07	\$5,500	A good community event for the business district. Fund at prior year level (\$5500) and have Chamber seek sponsors.
U City - Community Development	Olive Blvd - Olive Link Website and Social Media		\$15,000	1.00	\$0	Combined with Community Development marketing.
U City In Bloom	Delmar Planters and Ackert Plaza Maintenance		\$9,068	1.00	\$9,068	Adds value and beautification to the streetscape.
U City In Bloom	Design and Maintain 72 Olive Planters		\$20,015	1.00	\$20,015	Adds value and beautification to the streetscape.
U City In Bloom	Design and Maintain Olive Gardens		\$14,228	1.00	\$14,228	Adds value and beautification to the streetscape.
U City In Bloom	Olive Tree and Groundcover Care		\$10,770	1.00	\$10,770	Adds value and beautification to the streetscape.
Midtown Farmers Market	Events and Marketing		\$38,500	0.79	\$14,500	Fund Marketing for the Midtown Farmers Market. Market should request event funding from the Loop Special Business District for further collaboration and to reduce redundancies.
Mannequins in the Loop	Mannequin Event in the Loop		\$10,000	0.79	\$0	A Loop event. Work with LSBSD for event funding.
University City Chamber of Commerce	Training Program/ Small Business Workshops		\$10,000	0.71	\$0	Re-evaluate the program. Program in current form, not good use of funds. Attendance not adequate to justify funding. Several programs offer training (Cortex, SCORE, Justine Pederson, etc.) - duplicating services.
University City Chamber of Commerce	Olive Link Development and Revitalization		\$11,500	0.43	\$0	Not a demonstration of need from businesses for lighting or mural project. Identify Olive Blvd leadership group and establish priorities. No meetings of Olive group have occurred in over a year.
TOTAL			\$1,141,723		\$565,000	

Economic Development Retail Sales Tax - FY 18 Requests - Staff Analysis

Applicant	Project Title	Funding Request	Alignment with Comp Plan	Ability to leverage additional financial resources	Ability to be long-lasting and value added	Ability to redevelop vacant properties	Potential to act as catalyst for additional develop.	Potential to provide employment opportunity	Appropriate alignment of business fit in target area	SCDHE	Location	FY 18 Recommended Funding
U City - Community Development	Olive Blvd - International District CID Analysis	\$40,000	1	1.5	2	2	2	1.5	2	1.71	Olive	\$40,000
U City - Public Works and Parks	Olive Boulevard Sidewalk Improvements	\$457,143	2	1	2	1.5	1.5	1.5	2	1.64	Olive	\$0
U City - Community Development	Olive Blvd Market Analysis	\$50,000	2	1	2	1.5	1.5	1	2	1.57	Olive	\$50,000
Create Space Generator	Create Space University City Scholarship and Programs	\$60,000	1.5	1	2	1.5	1.5	2	1.5	1.57	Citywide	\$40,000
Create Space Generator	Kitchen Space University City Scholarship and Programs	\$70,000	1.5	1	2	1.5	1.5	2	1.5	1.57	Citywide	\$0
Loop Special Business District	Loop Special Events	\$75,000	1.5	2	1.5	0	1	1	2	1.29	Delmar	\$85,000
Loop Special Business District	Official Visitors Guide	\$12,500	1	2	1.5	0	1.5	1	2	1.29	Delmar	\$12,500
University City Chamber of Commerce	Citywide Marketing and Advertising Campaign	\$35,000	1.5	1	2	0.5	1	0.5	2	1.21	Citywide	\$60,000
Loop Special Business District	Loop Brochures and Directory	\$14,000	1	1	1.5	0.5	1.5	1	2	1.21	Delmar	\$14,000
University City Chamber of Commerce	Regional Branding and Tourism Attraction	\$33,000	1.5	1	2	0.5	1	0.5	2	1.21	Citywide	\$0
U City - Community Development	Marketing	\$15,000	1.5	1	2	0.5	0	0.5	1.5	1.14	Citywide	\$25,000
U City - Community Development	Taste of U City	\$7,000	1.5	2	1.5	0	0	1	2	1.14	Citywide	\$7,000
Loop Special Business District	Year-Around Lighting and Welcome Sign	\$80,000	2	0	2	0.5	1.5	0	2	1.14	Delmar	\$120,000
Loop Special Business District	Loop Tree Grate Improvements	\$45,000	1.5	0	2	1	1	0	2	1.07	Delmar	\$37,419
University City Chamber of Commerce	North and South/Delmar Block Party	\$8,000	1.5	2	1	0	0.5	0.5	2	1.07	Delmar/N&S	\$5,500
U City - Community Development	Olive Blvd - Olive Link Website and Social Media	\$15,000	1.5	1	1	0.5	1	0.5	1.5	1.00	Olive	\$0
U City in Bloom	Delmar Planters and Acker Plaza Maintenance	\$9,068	1.5	1	0.5	1	1	0	2	1.00	Delmar	\$9,068
U City in Bloom	Design and Maintain 72 Olive Planters	\$20,015	1.5	1	0.5	1	1	0	2	1.00	Olive	\$20,015
U City in Bloom	Design and Maintain Olive Gardens	\$14,228	1.5	1	0.5	1	1	0	2	1.00	Olive	\$14,228
U City in Bloom	Olive Tree and Groundcover Care	\$10,770	1.5	1	0.5	1	1	0	2	1.00	Olive	\$10,770
Midtown Farmers Market	Events and Marketing	\$34,500	1.5	2	0.5	0	0	0.5	1.5	0.79	Delmar	\$14,500
Mannequins in the Loop	Mannequin Event in the Loop	\$10,000	1.5	0.5	1	0	0.5	0.5	1.5	0.79	Delmar	\$0
University City Chamber of Commerce	Training Program/ Small Business Workshops	\$10,000	1.5	1	1	0	0.5	1	0	0.71	Citywide	\$0
University City Chamber of Commerce	Olive Link Development and Revitalization	\$11,500	1	0	1	0	0	0	1	0.43	Olive	\$0
TOTAL FUNDS REQUESTED		\$1,344,728										
TOTAL FUNDS AVAILABLE		\$565,000										\$565,000

SCORING
 0 Little or no alignment with criteria
 1 Moderate alignment with criteria
 2 Strong alignment with criteria

**UNIVERSITY CITY COUNCIL
REGULAR SESSION MINUTES**

5th Floor of City Hall
6801 Delmar
March 27, 2017
5:30 p.m.

A. MEETING CALLED TO ORDER

At the Regular Session of the City Council of University City held on the fifth floor of City Hall, on Monday, March 27, 2017, Mayor Shelley Welsch, called the meeting to order at 6:30 p.m.

B. ROLL CALL

In addition to the Mayor, the following members of Council were present:

Councilmember Rod Jennings
Councilmember Paulette Carr
Councilmember Steven McMahon
Councilmember Terry Crow
Councilmember Michael Glickert
Councilmember Bwayne Smotherson

Also in attendance was Acting City Manager, Charles Adams.

C. APPROVAL OF AGENDA

Councilmember McMahon requested that Jason Sparks be added under Appointments to Boards and Commissions as a nominee for the Parks Commission.

Councilmember Carr stated she had provided members of Council with a copy of the draft RFP for the City Manager recruitment service and will be calling for a Special Meeting later this week to discuss and vote on this issue.

Mayor Welsch informed Councilmember Carr that she would submit her comments regarding the RFP tomorrow.

Councilmember Glickert moved to approve the agenda as amended, it was seconded by Councilmember Jennings and the motion carried unanimously.

D. PROCLAMATIONS

E. APPROVAL OF MINUTES

1. March 6, 2017, Study Session Minutes were moved by Councilmember Jennings, it was seconded by Councilmember Carr and the motion carried unanimously.
2. March 13, 2017, Regular Session Minutes were moved by Councilmember Jennings, it was seconded by Councilmember Carr and the motion carried unanimously.

F. APPOINTMENTS TO BOARDS & COMMISSIONS

1. Joan Suarez and Michael Waxenberg are nominated for reappointment to the Civil Service Board by Councilmember Jennings, seconded by Councilmember Glickert and the motion carried unanimously.
2. Jason Sparks was nominated to the Parks Commission by Councilmember McMahon, seconded by Councilmember Glickert and the motion carried unanimously.

G. SWEARING INTO BOARDS & COMMISSIONS

1. Halpin J. Burke was sworn into the Industrial Development Authority (IDA) on March 22nd, in the Mayor's Office.

H. CITIZEN PARTICIPATION (Total of 15minutesallowed)

Jan Adams, 7150 Cambridge Avenue, University City, MO

Ms. Adams inquired as to Council's plans to hire a new City Clerk, who was fired along with the City Manager. She stated she has been corresponding with Ms. Reese for several weeks regarding various Sunshine requests and at all times Ms. Reese has been a pleasure to work with. However, she has not received formal training regarding the Missouri Statutes that govern a City Clerk's authorities, nor has she received any independent education for the interpretation and implementation of the Sunshine Laws, and as a result, much of the information she provides is from an undisclosed source whose interpretations are contrary to the law.

Ms. Adams stated she would support Council's decision to hire Ms. Reese and allow her time to obtain the necessary education or to hire a qualified Temporary Clerk for the period of time necessary for Ms. Reese to obtain this education. But whatever the decision may be, it should be accomplished in a relatively short period of time, and such training should not be conducted by Special Counsel John Mulligan, as his past and present indiscretions demonstrate that he is not qualified to provide the education that is required. City Council has an obligation to the public to comply with the Sunshine Laws, and its failure to fill the position of City Clerk has resulted in the City's inability to fulfill this obligation on several occasions in the past few months.

Ms. Adams stated she has refrained from filing a complaint with the Attorney General's Office because she understands there should be a reasonable transition period. But if there is no public disclosure of a plan to hire a new City Clerk by the next Council Meeting, she will proceed with the initiation of her complaint.

Ms. Adams objected to Council's vote to use taxpayer funds to pay for Councilmember Glickert's trial transcript for the following reasons:

- The receipt of said transcript is not necessary to conduct legitimate City business
- The exorbitant cost associated with the purchase of said transcript; *(Individuals interested in receiving a copy should do so with personal funds.)*
- Failure to disclose legal charges and files of three other members of Council subject to public review

Ms. Adams suggested that Council not seek to open this Pandora's Box as there is little to be gained and the procedure proposed at the last Council Meeting will be divisive in the extreme. *(Ms. Adams asked that her written comments be made a part of the record.)*

Mayor Welsch stated she would like to interrupt to welcome Dr. Sharonica Hardin-Bartley, who is here tonight with students from U City High School. The Mayor apologized for not recognizing them earlier this evening and expressed her appreciation for their interest in the governance of this City.

Brigid Mc McCauley, 6309 Pershing Avenue, University City, MO

Ms. McCauley distributed copies of a proposed compromise regarding Greenway South Park. She stated while it may appear complicated, it is simple. However, the best way to gain a better understanding of this concept is for each member of Council to make a site visit with either her or David.

David Howard, 319 Westgate, University City, MO

Mr. Howard stated he thinks the outline distributed by Brigid, is an option that would satisfy all parties involved in the Washington University proposed bridge project. It includes resurfacing of the Ames Place alley which has been an eyesore for a long time; elimination of the ramp elbow, the possible loss of one tree, a new bridge for cyclists and preservation of the current bridge for pedestrians. Mr. Howard expressed opposition to spending money on the purchase of Councilmember Glickert's trial transcript, which in his opinion, would be totally unnecessary and premature prior to the resolution of any post-trial activities.

Carrie Lewis, 7501 Liberty, University City, MO

Ms. Lewis stated she is a lifetime resident of U City and one of the twenty-one business incubators at Create Space. She stated the mentorship experienced, and the business development skills gained through this entrepreneur program has allowed her to fulfill her passion and give back to the community responsible for that growth. As a result, her business was featured on Show Me St. Louis, her sales have increased by 30%, she now

has one employee, and Whole Foods has expressed an interest in selling one of her products in their stores. All of which she seriously doubts she would have been able to accomplish without the network of businesses and resources provided by Create Space.

Ms. Lewis stated each one of these incubators brings in dollars from other municipalities. So not only does U City get the tangible benefits of additional revenue, it gets the opportunity to develop enhanced relationships with these young professionals, which culminates in having a more business-savvy and unique community. Vast majorities of the people who participate in this program are looking to stay in U City, so once the brick and mortar are built on Olive these are the businesses that will begin to fill those spaces. Ms. Lewis stated U City is blessed to have a jewel like Ms. Li, who is a fantastic mentor, with a desire to help others that is amazingly powerful. So it's important for Council to understand that they are investing in multiple people and businesses, not just one.

I. PUBLIC HEARINGS

J. CONSENT AGENDA

K. CITY MANAGER'S REPORT

L. UNFINISHED BUSINESS

BILLS

1. **BILL 9309** – An ordinance adopting and enacting a new Chapter 215, Offenses, the Code of ordinances of the City of University City, County of St. Louis, State of Missouri; and providing for the repeal of existing code Chapter 215, and providing when this ordinance shall become effective. Bill 9309 was read for the second and third time.
Requested by Interim City Manager, Charles Adams.

Councilmember Glickert moved to approve, and it was seconded by Councilmember Jennings.

Roll Call Vote Was:

Ayes: Councilmember McMahon, Councilmember Crow, Councilmember Glickert, Councilmember Smotherson, Councilmember Jennings, Councilmember Carr and Mayor Welsch.

Nays: None

M. NEW BUSINESS

RESOLUTIONS

BILLS

Introduced by Councilmember Crow

1. **BILL 9310** - An ordinance authorizing the Interim City Clerk to perform all duties of the City Clerk and Secretary to the City Manager, and fixing the compensation, therefore; containing an emergency clause. Bill 9310 was read for the first time.

N. COUNCIL REPORTS/BUSINESS

1. Boards and Commission appointments needed

Mayor Welsch made the appointments that were needed

2. Council liaison reports on Boards and Commissions

Councilmember Smotherson stated Council has been provided with a handout depicting this project and he would like to make the public aware, that this Arts & Letters and the Parks Commission, in partnership with Washington University, have approved the construction of a new sculpture entitled, "*Uncommon, Common Grounds*". The sculpture will be located on a strip of land in Heman Park, between Midland and Pennsylvania avenues, and complemented with landscape mounds and raised plants to enhance the aesthetics.

3. Boards, Commissions, and Task Force Minutes

Mayor Welsch asked Mr. Adams to remind staff liaisons about the need to include minutes in Council's packets.

4. Other Discussions/Business

- a) **Trial Transcript**

Requested by Councilmember McMahon and seconded by Mayor Welsch

Councilmember McMahon thanked the Mayor for her assistance on this matter because he does believe it is important for Council to obtain a copy of the trial transcript. Two elected officials and a U City Police Officer testified at that trial, therefore he thinks it would be prudent for the City to obtain those words said under oath by these officials because they could have an impact on the City in the future. Post-trial activities do not rescind statements made in a courtroom under oath. And he thinks that anyone who is a criminal defense lawyer would know that those sworn statements can be, and are used by other attorneys wherever they deem necessary. So, if any of those statements puts the City in a position that it needs to defend itself, he would rather be ahead of the curve than behind it. Councilmember McMahon stated even if the conviction was overturned, it would not negate the City's responsibility as a governing body to look into what happened in one of its buildings; to one of its residents; by one of its officials. Council has an obligation to its citizens to not speculate, but to look at this situation carefully, thoughtfully and deliberately, and to set a precedent that ensures residents exactly how this type of situation will be handled in the future. No one on this Council has said what they would do, and no one should jump to any conclusions without first undertaking a deliberative process to gain a better understanding of the options.

And in his opinion, that's what's fair to the residents and that's what's fair to everybody who is involved. Mayor Welsch stated she asked Councilmember McMahon to bring this back to Council based on her belief that one member of Council did not have the authority to direct the expenditure of City funds, and that the request made at the last meeting for the Interim City Manager to purchase a copy of the trial transcript required a vote.

She stated she does not believe this purchase is an appropriate use of taxpayer's funds, especially in light of the fact that at the last meeting several members made their intent to punish Councilmember Glickert very clear, which seems to indicate that a decision has already been made.

Councilmember Crow stated Councilmember McMahon laid out the rationale associated with the need to purchase this transcript far better than he could and appreciates the professional manner in which this request was made. Although he has elected to defer making additional remarks about how this issue should be handled, he is convinced by Councilmember McMahon's comments that this is the correct way for Council to proceed. He stated it's time Council starts to do whatever it can to restore the integrity it has lost with this community, and with that in mind, believes it is a very appropriate use of taxpayer's funds.

Roll Call Vote Was:

Ayes: Councilmember Crow, Councilmember Smotherson, Councilmember Carr and Councilmember McMahon.

Nays: Councilmember Glickert, Councilmember Jennings, and Mayor Welsch.

b) Mayor Pro Tem

Requested by Councilmember Smotherson and seconded by Councilmember Carr

Councilmember Smotherson read the following statement into the record: "I think we all know what I am about to do, but not necessarily what I am going to say. I will start off by assuring some of you that what I'm stating and reading are my words alone. So, let's look back at the circumstances that I feel make this relevant today. A nomination was made under a cloud that hovered over this Council for the past year, and that motion was to vote in Councilmember Glickert as Mayor Pro Tem. That cloud was due to charges pending at the time for the incident that took place at a public meeting. What added to the darkness of that cloud was the opportunistic action taken at the time by members of this Council to make a motion when only five members were in attendance, and not the full Council; which at that time was six. Despite the objections of two Councilmembers who gave constructive suggestions and complimented Councilmember Glickert for his past service, members of Council used their advantage to move the motion forward. Important to note for the record the motion was made by Councilmember Jennings and seconded by Mayor Welsch. Councilmember Glickert voted in favor of his nomination.

Now that that cloud has been lifted, we know the verdict and also have a full Council in place. Some have suggested that this is not Council business and nothing should be done. We should just move forward and be better people. Well, we are better people. I would say that we are moving forward and it would be remiss and irresponsible of this Council to not address this relevant decision. The action being taken is not punishment, but rather a matter of decorum, maintaining a high level of integrity and honor for these roles we were voted into.

Lastly, this is not revenge for previous actions, which he witnessed, even though he was not a member of Council at the time. Those previous actions don't compare to a trial and legal court decision by a jury of his peers. The motion I make is relevant and closes this issue I hope, for good, by this Council. I can't speak for others but will say that any other actions taken will be left up to the constituents of the 2nd Ward a year from now in 2018. I so move that Councilmember Glickert be removed as Mayor Pro Tem, vacating the position immediately." The motion was seconded by Councilmember Carr.

Councilmember Carr stated her belief is that it was herself and Councilmember Smotherson who asked Council to wait before taking a vote on the twenty-seventh of June 2016. And also suggested that the position be rotated, which the majority disagreed with. Councilmember Glickert previously noted that he would not object to Council making such a motion and she thinks it is an action that needs to be taken at this time. Albeit a ceremonial role, it is also an honor. And the person who holds that honor should be expected to uphold the standards asserted by Council. Councilmember Carr acknowledged that Council could wait for the appeals to run out, but that could take a long time and Council has a lot of business it is currently working on and even more that needs to be addressed. So, it is important to attend to issues as they occur; discontinue the "*them and us*," and make sure that the standards set forth apply to every member sitting on this dais.

Councilmember McMahon stated after looking at the City Charter he determined that there is no identification of a position entitled, "*Mayor Pro Tem*". What the Charter states is that "*In the absence of the Mayor the Council shall appoint a Chairperson Pro Tem*". So perhaps, Council should be looking at this a little differently by trying to find a middle of the road where it recognizes that no one is stamped with that title because it does not exist under the City's Charter.

Mayor Welsch agreed with Councilmember McMahon's interpretation, adding that her understanding is that this habit was adopted a number of years ago and was still being followed when she first became a member of Council in 2002.

Roll Call Vote Was:

Ayes: Councilmember Smotherson, Councilmember Carr, Councilmember McMahon and Councilmember Crow.

Nays: Councilmember Jennings and Mayor Welsch.

(Councilmember Glickert abstained from participating in the vote.)

Councilmember Carr stated that in following the previously established tradition she would like to make a motion to appoint Councilmember Crow as Mayor Pro Tem. The motion was seconded by Councilmember Smotherson.

Roll Call Vote Was:

Ayes: Councilmember McMahon, Councilmember Crow, Councilmember Glickert, Councilmember Smotherson, Councilmember Jennings, Councilmember Carr and Mayor Welsch.

Nays: None.

O. CITIZEN PARTICIPATION (continued if needed)

Debbie Wingate, 6323 Delmar, University City, MO

Ms. Wingate stated she is one of the artists who has worked at Create Space for the past year and would like to thank everyone in U City who has supported this initiative, and in turn, supported her and her fellow artisans. She then provided Council with an overview of some of the benefits she has received from her experience at Create Space:

- Opportunity to develop new relationships with residents, merchants and become a part of the U City business community
- Ability to collaborate with a varied and diverse pool of creative entrepreneurs
- Participate in an invaluable outlet that provides exposure by showcasing her accomplishments
- Guidance and instruction on how to expand her business, and market and protect her product
- Launch of a new website
- Opening a store and taking her product to market

Ms. Wingate stated Create Space has established a thriving center for creative individuals who have sparked in the local community, and are eager to participate in and support many of the annual events that take place in U City. When it comes to the arts, U City is representative of the diverse and creative community that St. Louis is becoming. So from her perspective, this is a perfect home for Create Space and the further development of this partnership will be a win-win for the artists and the City as a whole. Local artists need the support that this program provides, and this community needs the creativity and flavor that these local artists can provide. So her hope is that the Mayor, City Council, and other prominent individuals within U City will continue to support the arts and the Create Space concept.

Lisa Brenner, 307 North Central, University City, MO

Ms. Brenner, the substitute School Board Director, provided the following monthly update:

- Over the last five years; with the exception of 2013/14, the District has experienced small deficits. This next year the District is faced with the potential overall decrease of \$530,000 in revenue, while salaries are projected to increase by 2.3% as a result of the Collective Bargaining Agreement.

The administration has sought to reduce the budget by \$4,300 through staffing changes and elimination of other costs, however, this year's deficit may result in the District dipping below its 15% fund balance. The Board is dedicated to finding ways to keep costs down without impacting the quality of education but continues to be pressured with decreased funding at the federal and state level.

- The Collective Bargaining Agreement approved by the UCA and the Board includes a 2.25% across the board salary increase for teachers and an additional increase in the first year pay at the BA and MA levels. The total estimated increases related to salary costs are 2.3%. These changes make the District more competitive with surrounding districts by moving its starting salaries towards the median.
- Contracts were approved for custodial services and copiers, with an approximate savings of \$8,400 for custodial and \$7,980 for copiers.
- Dr. Hardin-Bartley presented a rough structure of the vision for the future of education in the District, called "*Learning Reimagined*". This structure consists of three pillars to humanize, personalize, and prioritize the educational experience of our children. The administration will continue to refine the vision as they gather feedback from various stakeholder groups, and the rough structure developed at the March 3rd work session can be viewed on the District's website.

P. COUNCIL COMMENTS

Councilmember Smotherson asked Mr. Adams if it was possible to have a member of staff monitor, observe, and address issues as they arise, with the construction taking place on Mendell, Trenton, Wayne & 78th Street. He stated that rather than receiving phone calls after the fact, he would like to be proactive by having a member of staff present who can ensure this contractor is adhering to the required standards and talking with concerned neighbors. Specifically, with respect to the eight houses on Trenton damaged by a water main break, Councilmember Smotherson questioned whether staff had any documentation regarding the settlement each household received and if it could be made available to Council. Councilmember Smotherson asked Mayor Welsch if a physical time clock could be made available for the public and members of Council to view during the Citizen's Comment section.

Councilmember Crow thanked students for their attendance at tonight's meeting and reminded everyone to take the time to vote on April 4th, for the candidates running for the School Board. He stated he would also like to commend Ms. Reese for doing a superb job in the midst of a slightly tense environment. The quality of work she has provided, not only with respect to the minutes but the professional and even-keeled characteristics she exhibits with every member of Council is greatly appreciated. Councilmember Crow stated he is one of several members who anticipated that Councilmember Glickert would have taken the lead and prevented tonight's vote, and is saddened that the action was needed. Members of Council accused of much lesser offenses have routinely been attacked by his same colleagues who remained silent after Councilmember Glickert was convicted by a jury of his peers.

And in spite of the fact that Councilmember Glickert expressed no opposition to tonight's action, these same colleagues chose to vote no. At some point in time, these disparities have to be addressed, to ensure that everyone is treated equally. As it relates to integrity, Councilmember Crow stated he is honored that Edgar Miller, a World War II Veteran, who turned 100 years old today, is one of his clients. He and his wife had no children so his office got students and all of the folks from the Honor Flight to go out and celebrate with him today at his nursing home. During the celebration, he told one of the students, "*We never thought about what we were being asked to do, we just did it*". He encouraged students to watch the evening news tonight where Mr. Miller and members of the Honor Flight will be featured because there is a lot to be learned from this generation about integrity and their desire to do the right thing. Councilmember Crow stated he understands that the walkway continues to be a source of consternation and he has also heard about the Ames Place plan. So, his only question is whether anybody has talked to Ames Place about taking away their alley and driveway? Councilmember Crow expressed his appreciation for the honor his colleagues bestowed upon him this evening and wished to thank everyone for their vote of confidence.

Councilmember Jennings congratulated the U City High School students for taking steps to become a part of the Student Advisory Council that works with the Superintendent. This is a very important task that he hopes they will take seriously because someday they could be sitting in his chair. In reference to Councilmember Crow's comments, he stated that democracy allows everyone to vote, support, disagree or simply be silent. However, in this case, he already knew the axe was going to fall, so there was no need to chime in on an action that he viewed as inevitable. Instead, his hope is that his demonstration of integrity would ultimately lead to the act of forgiveness.

Councilmember Carr stated Dr. Hardin had advised her that she was bringing the Student Council to tonight's meeting, so she is really excited that they came and hope this experience will enhance their interest in becoming a public servant; especially some of the women. She stated that the principles learned throughout their coursework at school, will be the principles they will take with them throughout their life. So she would encourage them to continue along this path and would like to thank them for their leadership and presence here this evening.

Mayor Welsch stated she has notified Dr. Hardin that Councilmember Jennings will be the Council representative working with her on getting a student rep back on City Council, and the hope is that this action can be executed by the next school year. The Mayor informed Councilmember Smotherson that she had received a call on Friday from Missouri American Water regarding details of the settlement, which she provided to Mr. Adams. She stated she has since been told that the Company will be sending out a letter today or tomorrow. Mayor Welsch stated she tends to agree with Mr. Howard, in that the purchase of a transcript is premature prior to the resolution of any post-trial activities. She stated that she has made a decision, as Mayor, that she will not police members of this Council when they are working outside of this chamber or outside of the performance of City business. So any reference to her failure to censure Dr. Kraft for actions taken inside of this chamber, are incorrect.

And although Councilmember Glickert is fully aware of her position regarding his actions, he was not conducting official business at the time he attended that meeting, which is why she had not issued a formal statement of her disapproval.

Point of Information: Councilmember Carr noted that there had been no censure of Dr. Kraft. In fact, the Resolutions to reprimand Dr. Kraft put forth by several members of Council were unjustly removed from the agenda three or four times. So, the only censures that took place under the Mayor's administration were of Mr. Price and Councilmember Crow.

Mayor Welsch clarified for the record that both Mr. Price and Mr. Kraft had received a letter of reprimand.

Councilmember Jennings announced that there will be another School Board candidate forum taking place at 7 p.m. on the twenty-ninth at The Gate Church, located at 6746 Etzel.

Q. ADJOURNMENT

Mayor Welsch thanked everyone for their attendance and closed the City Council meeting at 7:30 p.m.

LaRette Reese
Interim City Clerk

COUNCIL COMMENTS – MARCH 27, 2017

I rise to inquire as to what this Council's plans are to hire a new City Clerk. You have provided the public with information on how you plan to proceed with hiring a new City Manager, but you have been silent on the process for the City Clerk. I do not see any reason why you cannot begin the hiring procedure to fill both offices now. When you fire them both at the same time, you can hire their replacements at the same time.

I have absolutely no complaints about the services I have received from Ms. Reese. I have been corresponding with her for many weeks now regarding my Sunshine requests and she has been a real pleasure to work with. She responds quickly, however she must rely on others to answer some of my inquiries. She has not received any formal education or training regarding the Missouri Statutes that govern a City Clerk's authorities and duties, nor has she received any independent education for the interpretation and implementation of our Sunshine Laws. Much of the information she is providing to me is from of an undisclosed source and it does not comply with the law. One response that I know came from Special Council was an outright lie. He stated, in writing, that the documents I requested do not exist; but I have proof ~~of~~ the documents existed well before his statement AND that he knew it.

This City Council has an obligation to the public to comply with the Sunshine Laws and it has failed to do so on several occasions in the past few months. You cannot avoid accountability by simply failing to fill the position of City Clerk. I have refrained from filing a Complaint with the Attorney General's Office because I understand that there is a reasonable

transition period, but if there is no public disclosure of the plan to hire a new City Clerk by next Council meeting, I will file the Complaint.

If Ms. Reese would like to apply for the office, I would certainly support Council's decision to allow her the time to obtain the necessary education and training necessary for her to qualify, if that can be accomplished in a relatively short period of time. If that is not possible, I would support the hiring of a qualified temporary City Clerk for the period of time necessary for Ms. Reese to qualify.

I use the term "necessary" and "independent" education and training, because if history is to be our guide, Special Counsel John Mulligan is not qualified to provide this service. My first dispute with Mr. Mulligan was when I began to serve on the Civil Service Board. Mr. Mulligan filed a meritless Sunshine complaint with the Attorney General. The AG found that not only had I NOT violated the law, but the Administration, under Mr. Mulligan's term as City Manager, had committed numerous violations. Further, when I filed a complaint with the State Auditor, he also confirmed that Mr. Mulligan had not followed a number of laws, regulations and ethical guidelines. Consequently, this Council should not rely on Mr. Mulligan for training of our City Clerk.

Respectfully submitted,


Jan Adams, 7150 Cambridge Ave.

Council Comments - Trial Transcript – 3/27/17

I rise to object to this Council voting to use taxpayer funds to pay for the trial transcript of the Glickert trial of a misdemeanor.

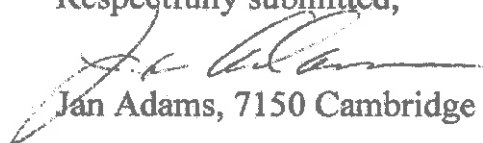
First, the transcript is not necessary to conduct legitimate City business. You have already admitted on the record that you intend to use this for political purposes.

Second, the cost could be well over \$4,000. I just paid a Court Reporter for the transcript of a deposition that lasted 2 hours and it cost me almost \$600. So, for a 2 day trial at a cost of \$300 per hour, we are talking about a substantial sum of taxpayer funds. So, those who want the transcript should use your own funds to obtain it.

Third, if you do vote for this wasteful spending, then, to be fair, you should also vote to obtain the legal files for the other Council Members who have been charged with various violations of the law. There are three (3) other Council Members who have had to defend themselves against legal charges that raise the issue of moral turpitude. Thus, these violations are also subject to public review. I am tempted, but I won't go into those details at this time.

Finally, I suggest that you may not want to open this Pandora's Box. There is little to gain and the procedure you suggested at the last Council meeting will be divisive in the extreme. There is far more pressing real City business that this Council should be devoting its energy and resources to resolve.

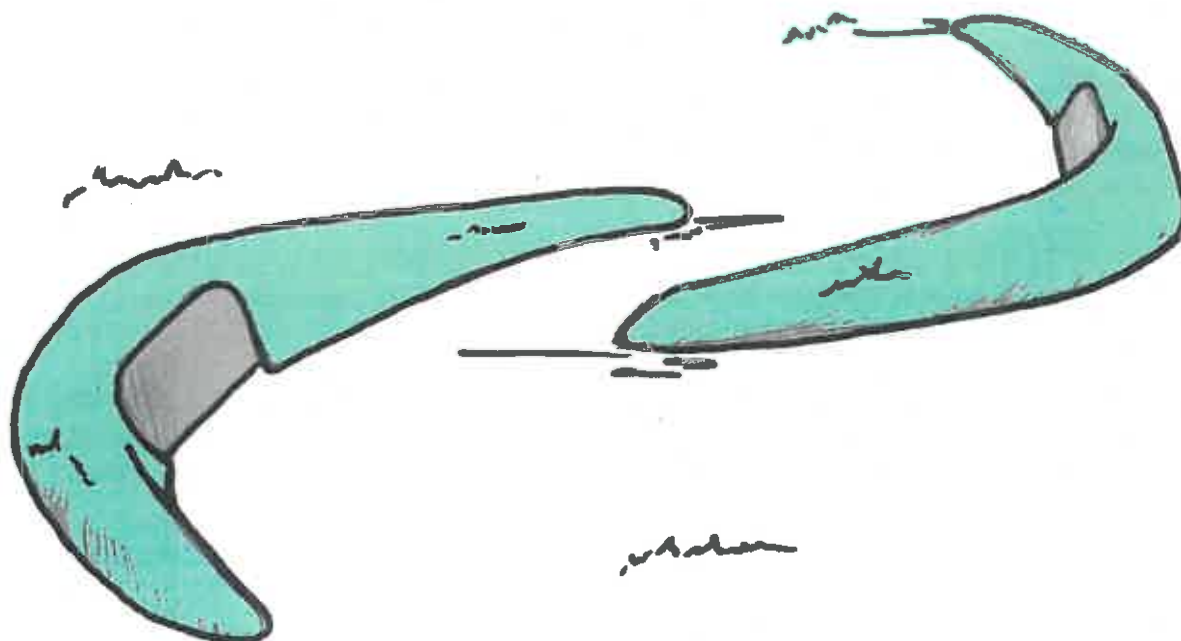
Respectfully submitted,


Jan Adams, 7150 Cambridge Ave.

"Mound 28"

Theme: Uncommon Common Grounds
Concept Proposal for the University City Sculpture Series

Artists: Jenn Brown, Erin Damauer, Fin Roy-Nyline, and Jon Young



Statement

As a group of emerging professional artists, we interpreted the theme of “Uncommon Common” grounds as an opportunity to recognize our shared history as a mound-building region.

“Mound 28” is an earthworks sculpture that will involve reimagining the existing landscape of the site at Heman Park as a river of earth. It explores the function of rivers as barriers, and mounds as cultural markers in this region, that are permeable. This work draws from the history of St. Louis as the “Mound City”, the piece is a continuation of this history in the context of University City’s unique relationship with the river Des Peres. An article published by MoDOT¹ about the region’s mounds mentions existence of 27 original mounds. In an effort to acknowledge the history of the mound culture in the Midwest, and to place University City well within our history, we’ve called our piece *“Mound 28”*.

In *“Mound 28”* the forms emerge and subside from the landscape, creating a mythology of the river. A sense of flow is created by strong resilient crests and periods of underground or banks of steel infrastructure appear to be pushing back the earth. Our regional rivers have effectively become barriers, lying social barriers that have never disappeared. The river Des Peres has been pushed underground. Our intention is to bring the river to surface, re-emerging it from the ground. The piece instead of completely blocking movement across the site, and across the river, invites viewers into the site to interact and wander.

The form mimics and elevates the river bed to the ground plane, but breaks down each side so that the river is something that can easily be passed through and alludes to the push of rivers underground, as in the case of the river Des Peres. To further allude to the piece’s questioning of barriers, the apex of each mound has a plate of bare steel that diverts the flow of the mound and evolves over time. Unlike other sculptures in the area that use steel to create barriers, we plan to use the steel plates as an infrastructure that flows within the earthen mounds and as a material that wants to reconnect with them.

¹ “The St. Louis Mound Group (23SL4) and Big Mound (23SL3).” The St. Louis Mound Group (23SL4) and Big Mound (23SL3). <http://www.modot.org/ehp/sites/BigMound.htm>.

Site Location

We were challenged, by you, the commission, to work in the space at Heman Park. It's a long, flat, featureless area that doesn't see a lot of interaction, so we really wanted to create a piece that activates the entire site and entices viewers to come into the park. This piece involves earthworks. Earthworks are artworks that are created from natural elements in the landscape, such as works like the Great Serpent Mound in Adams County, Ohio (see page 5). "Mound 28" represents the long-standing support and bolstering of the cultural landscape of U City. This makes this stretch of Heman Park a perfect place to use the physical landscape to create this piece.

Construction/Safety

"Mound 28" will have two components, the earthen mounds and retaining walls that will butt against the face of the mounds. The construction will take place in Wash U's shops. The on-site work will include moving the dirt to the site and sculpting each mound. Each wall will be constructed with dimensional lumber that is framed on 12-inch centers and blocking running through the middle. It will then be skinned with ¾ in plywood. Each wall will be fitted with a 16-gauge metal plate on its face. Diagonal facing will secure the wall in the ground. We will also attach spikes to the bottom of the walls to keep them in place below grade. We will use Wash U's equipment to dig holes for the stakes and back fill them once the walls are in place. The second phase of construction will involve sculpting the mounds around the steel plates. The five mounds vary in length, but each is approx. 3 feet wide and will be 4 feet tall at its peak. The mounds will be sculpted and pushed against the retaining walls using a rented skid steer, fitting the wall into the apex of each mound's curvature. We will then plant sod over the mounds. The sod must be watered and kept muddy for two weeks to let the grass hold. At the end of the exhibition, we'll use the rental equipment again to relevel the ground and put down sod and/or grass seed to restore the site.

Construction Timeline

Construction of wood and steel plates in shop	2 weeks
Move dirt onto site	1 day
Sculpting mounds and placing plates	10 days
Sod placement and cultivation	3 days
De-install	3 days

*Pending weather and availability

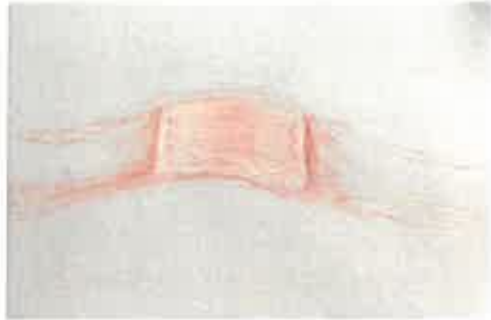
Budget

Item	Unit Price	Total
Bobcat of St. Louis S450 skid-steer	\$185 per day \$630 per week \$207 delivery fee one way	\$1044 for one week and delivery
Bobcat of St. Louis payload trailer	\$40 per day with rental equipment	\$40
Bobcat of St. Louis dump trailer	\$150 per day	\$150
Sod	\$200 per 1000 square feet	\$200
Steel Plate	\$100 per 4'x8' sheet	\$300
Dimensional Lumber	\$4 per 2"x4"x10' board	\$72
Plywood	\$12 per 4'x8' sheet	\$48
Extra Costs (Hardware/Fasteners, equipment fuel, etc.)		\$150
Clean fill dirt for mound construction	\$10 per cubic yard	\$900 - Donated by Heman Park bulk material storage
Sod 1000 square feet	\$200	\$200 - Donated by Schroeder Sod Farm
Safety Fencing	\$30 per 100' roll	\$150 - Donated by private donor
Landscaping services	\$500	\$500 - Donated by Proscap Landscaping

Itemized Total: \$3754

Grand Total: \$2004

Index



Front view-retaining wall sketch



Possible alternative to retaining wall



The Great Serpent Mound



Beverly Pepper's *Cromlech Glen*

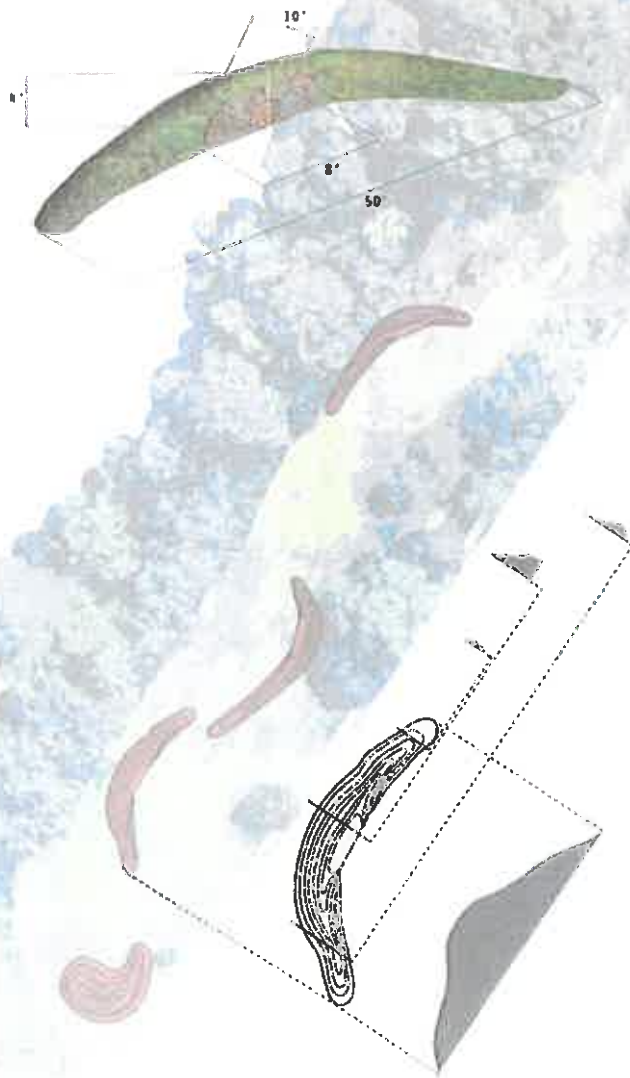


Richard Serra's "Twain" in City Garden downtown, artistic precedent of steel walls as barriers

MOUND 28

JENN BROWN, ERIN DARNAUER, JON YOUNG, FIN ROY-NYLINE
INSTRUCTOR: NOAH KIRBY

CONCEPT PROPOSAL FOR UNIVERSITY CITY PUBLIC SCULPTURE SERIES
TO BE COMPLETED 15 APRIL 2017
THEME: COMMON/UNCOMMON GROUNDS



CONSTRUCTION & MATERIALS

WOODEN RETAINING WALL
CONNECTED TO THE GROUND
WITH SILLI SPIKES

STEEL FACI ATTACHED TO
RETAINING WALL

DIRT BACKFILLED AND
SCULPTED TO CREATE MOUND

SOD LAID TO COVER LAIRTS
AND ALLOW IT TO BLEND INTO
THE LANDSCAPE

Schematics

Mound Dimensions	4 feet at peak, largest mound 50 feet long
Mound Width	10 feet
Volume	52 cubic yards
Plate Dimensions	Largest plate 4 feet x 8 feet

Ordinances

Per the permit requirements page on the U City website, our work meets the required information for submitting a retaining wall.

Questions

1. We would like to design a "Coming Soon" banner, priced at \$50. Would the Arts and Letters Commission be willing to fund the printing of the banner if we design it?
2. Should we mention the funding source on the banner?
3. We would like to name our sponsors on the banner if the commission agrees
4. Will you be willing to issue a press release to the media outlets?
5. Is it possible for this project to be featured on the city's website and/or in The Roar?
6. Will you ensure that the project is advertised on ticker tapes in Hernan Park?
7. Do you know of/ would you be willing to help find any donors or sponsors to help us underwrite this project?

SPECIAL MEETING OF THE CITY COUNCIL
CITY HALL, Fifth Floor
6801 Delmar Blvd.
University City, Missouri 63130
March 30, 2017
5:00 p.m.

1. MEETING CALLED TO ORDER

At the Special Session of the City Council of University City held on the fifth floor of City Hall, on Thursday, March 30, 2017, Mayor Shelley Welsch, called the meeting to order at 5:01 p.m.

2. ROLL CALL

In addition to the Mayor, the following members of Council were present:

Councilmember Rod Jennings (*arrived at 5:11pm*)
Councilmember Paulette Carr
Councilmember Steven McMahon
Councilmember Terry Crow
Councilmember Michael Glickert
Councilmember Bwayne Smotherson

Also in attendance was Interim City Manager, Charles Adams

3. APPROVAL OF AGENDA

Councilmember Glickert moved to approve the agenda; the motion was seconded by Councilmember Carr and the motion carried unanimously.

4. RFP for City Manager-Executive Search Firm – Discussion and Vote

Mayor Welsch opened the discussion regarding the RFP for an Executive Search Firm related to the vacant City Manager's position as requested by Councilmember Smotherson and Carr.

Councilmember Carr stated that at a previous meeting; Council voted and authorized her to put together a draft RFP for an Executive Search Firm so that Council could move forward with the process. She stated there are a lot of things in limbo right now; Chief Adams has a limited amount to time so the current arrangement can't go on forever. The process will probably take about 4 months. The changes between draft 4 and draft 5 were mostly formatting; some spelling and the removal of one sentence because it asked about bringing the candidate in for oral presentations. Most if not all of the recommendations that Councilmember Carr received were addressed in draft 5. She requested any additional changes be sent to her. Councilmember Carr found 4 or 5 Executive Search firms from the City Manager ICMA magazine that she would recommend sending the RFP to. She stated that Council should also have a discussion on budget; but first to get the proposal finalized. Mayor Welsch opened the floor for discussion.

Councilmember Glickert said the draft looked fine to him; he had some questions with formatting and spelling with the earlier version but those issues were taken care of in draft 5.

He said Councilmember Carr did a very good job and he is wholeheartedly behind this and would like to move on.

Councilmember Carr thanked Ms. Reese for helping with the formatting issues.

Mayor Welsch stated in section V. item 1; it appears a word is missing "Each respondent shall need to demonstrate that, within the past thirty-six (36) months, have worked" it should read they have worked or it has worked. Hearing no other comments, the Mayor asked for the motion to approve draft 5 with the requested amendments?

Councilmember Smotherson made a motion to approve draft 5 of the Executive Search firm RFP; the motion was seconded by Councilmember Carr.

Councilmember Crow requested that as the process moves forward; if typographical and/or spelling errors are found that review by Council is not needed. If members have people in their Wards who do proofreading for a living, it would not harm Council to have them review the file just in case something is missed.

Councilmember Carr stated that normally the City's RFP's go out with a cover page and picture. She asked how the Council felt about the adding the cover page? The Mayor asked Mr. Adams if it would be possible to do this and Mr. Adams stated that Tina had already prepared the RFP including the cover page; which she will update once the final changes from Council are complete.

Councilmember Smotherson asked out of curiosity, where would the RFP be sent specifically...do we know? Councilmember Carr replied she thought the best place was in the magazine for ICMA. There were (5) advertisement's, that some of you will recognize;

1. Gov HR
2. Bob Murray and Associates, experts in executive search
3. Management Partners
4. The Mercer Group
5. Ralph Anderson & Associates

There could be others but these are the ones she picked.

Mayor Welsch asked if an ad would also be placed in the ICMA bulletin or up on their website, she believes this is how it's done now, saying that the RFP is available and to contact us to get a copy.

Councilmember Carr stated if everyone is alright with draft 5, she would like to give this to Chief Adams to pass along to our HR person. The Mayor stated that would be fine. The RFP will also go up on our website and also in the section where we send out proposals to people and groups who have signed up to receive them. The Mayor asked if there were any other suggestions? If Council knows of any other firms that you would like to recommend please make sure you get that information to Mr. Adams. Hearing no other comments, the Mayor called for the vote.

Roll Call Vote Was:

Ayes: Councilmember Carr, McMahon, Crow, Glickert, Smotherson and Mayor Welsch

Nays: None

Councilmember Jennings was absent

Councilmember Carr stated that Council needs to set aside some funds for this and as mentioned earlier; there's probably some money in the City Manager's budget for consultants. Based on her research she found the cost of an executive national search for this area had cost about \$23 thousand, plus an additional \$3 thousand dollars for candidate travel and/or incidentals; just so you don't have sticker shock. Assuming that costs go up and the price of travel goes up a bit, she would propose that Council set aside \$25 thousand dollars for an executive search consultant and \$5 thousand dollars for travel and other incidentals. This does not mean Council has to spend this amount but at least we will have it set aside.

Mayor Welsch asked Mr. Adams if he knew how his Consultants budget line item looked or how much he had left in that line item? Mr. Adams stated that Tina (Finance Director) had reviewed the budget and there is \$20 thousand in Consulting Services for economic development available and there is an additional \$20 thousand in Grant Writing that had not been expended, so the money is there. Mayor Welsch asked if Tina could send Council information on where she would suggest the money come from and also if there's any money in Council's budget for this. There might be a budget line that could be useable. Mayor Welsch asked Councilmember Carr if she was making a motion to go \$25 and \$5 thousand? Councilmember Carr replied yes unless someone else feels like that is an under estimate?

Councilmember Carr made a motion that Council set aside \$25 thousand for an Executive Search Consultant with an additional \$5 thousand dollars to cover candidate travel and other incidentals. The motion was seconded by Councilmember Crow.

Roll Call Vote Was:

Ayes: Councilmember McMahon, Crow, Glickert, Smotherson, Carr and Mayor Welsch

Nays: None

Councilmember Jennings was absent

Councilmember Carr stated the final item is preparing a resolution for setting aside the money. She asked Mr. Adams if that could be done at the next meeting. Looking at the schedule the RFP should be going out tomorrow and then it would be closing on April 12th. She wants to make sure that we do have the money prior to that.

The Mayor asked if there was anything else on the first topic, hearing none, the second agenda item requested by Councilmember Glickert and Mayor Welsch.

Councilmember Glickert stated this would be a good time to at least start the process of looking for a City Clerk. With that in mind, Councilmember Glickert put together some materials on the job description; including a couple of examples from other Cities that have advertised for a City Clerk. He does not want the process as we understand it with the City Manager to be the same with the City Clerk. Councilmember Glickert stated he believes Council can move pretty quickly with the City Clerk position. Other than help putting the ad together, Council could take it from there. Councilmember Glickert offered to work with the HR person in putting together and placing the ad.

For example the Missouri Municipal League magazine, is one place that comes to mind and also with the Missouri Clerks. He would like to hear Council's thoughts, but is one item that could be done pretty soon.

Councilmember Crow stated that whoever wants to put together a proposal to bring before Council with a job description and proposal for Council to sign off on; he would be happy to take a look at it sometime in near future. He stated he is not too worried about moving quickly. The prioritization between the City Manager and the City Clerk is vast. There are some limitations with the Interim City Manager that are not there with the Interim City Clerk. But, if a member of Council or a group wants to put a proposal and a job description together for all of Council to review and massage and then put it out; he would be perfectly fine with that. Councilmember Crow stated the responses that he has received from citizens regarding the Interim City Clerk have been exceptionally complementary. He believes it is far more important for Council to restore the creditability in City government by working on the City Manager search. If in fact we move forward on the City Clerk's position that's fine but it is important that whoever wants to move quickly, that they provide a working product that Council can edit, change and decide to post or to take our time. His priority is getting the City Manager as quickly as possible with an appropriately detailed search. So the City Clerk position is one of those that he believes is going fine but he is happy to do the search, but it's not a priority for him.

Councilmember Carr stated that she was going to say just about the same thing. She asked Councilmember Glickert if the job description included in today's packet was what he planned to use or would a new job description have to be developed? Councilmember Glickert stated this is the one that has been used for a long time, and he would go off of this one right now; but this is in somewhat in an incubator stage. He believes Council has the time; the vote that was just taken for the executive search will take 4 weeks before the firm is decided upon. Council has time to multitask on the City Clerks position. Within the next 4 weeks before the search firm is chosen, Council could put together a job description for a City Clerk and start advertising at least within the next 6 weeks.

Mayor Welsch stated unless members of Council have a concern with what Councilmember Crows has suggested; Councilmember Glickert may proceed?

Councilmember Glickert requested the consent of Council to proceed with moving forward with working on a description for all to approve. The Mayor asked if Councilmember Glickert wanted to make a motion or if consensus was okay. Everyone agreed to consensus and there was unanimous agreement for Councilmember Glickert to move forward with working on a job description for the City Clerks position.

5. Citizen Comments (Total of 15 minutes allowed)

Jeff Hales, 7471 Kingsbury, University City, MO

Mr. Hales stated he wanted to speak on the City Clerk issue. He stated he did not see the rush either, he agrees with pretty much everything Mr. Crow said. From his experience; the City Clerk sitting in front of all of you right now, in the short time that she has been in the position, has been head and shoulders above her predecessor. Again from his experience, she is thoughtful, polite and she is responsive. But most importantly she is responsive. He stated Council knows how many times he has come before the Council to address issues related to sunshine request and the responsiveness of the City Clerk.

He stated there isn't any rush, you have a terrific City Clerk sitting right here. The other thing Mr. Hales wanted to talk about was the proclamation on Councilmember Jennings's Facebook page for Torah Prep School, which he thought was very cool and a very worthwhile thing to do. He stated he had been thinking about this for a long time now, so he went back to review the minutes. He asked why Council is not approving proclamations. He stated proclamations come from the City not from one individual. It's something that is issued by the City for whomever. He said going through minutes he found, up and until 2010, record after record of proclamations being brought before Council, motions being made, motions being seconded and the proclamations being unanimously approved. He thinks this is how proclamations should work. No one person on the Council should be making a proclamation without the approval of the Council. He would like to see this practice returned.

Greg Pace, 7171 Westmoreland

Mr. Pace stated that the last time he addressed this body; he tried to save the City some money and suggested that Council leave Social House alone. He stated Council ignored him and it cost the City well past a half million dollars. He also stated Joyce Pumm had been everything that Jeff Hales said to him. She was responsive, nice and friendly. So he guessed different folks. Regarding the City Manager position, he proposed Council save their money on head hunters; he would like offer up Mr. University City as the next City Manager. Mr. Kevin Taylor; think about it.

6. Adjournment

Mayor Welsch thanked everyone for their attendance and adjourned the meeting at 5:20 p.m.

REQUEST FOR PROPOSALS

City Manager Recruitment Services

Release Date: Friday, March 31, 2017

Closing Date: Wednesday, April 12, 2017 at 5:00 PM CDT
All RFP's must be received by the closing date and time.

Contact Person: LaRette Reese
Interim City Clerk
(314) 505-8531
lreese@ucitymo.org

City of University City
6801 Delmar Blvd.
University City, MO 63130

I. INTRODUCTION AND BACKGROUND

The City of University City is seeking services from a qualified executive search firm to assist the City Council in an executive search for the vacant City Manager position.

University City, Missouri is a vibrant, highly diverse community of 35,000 at the heart of the St. Louis metropolitan area. A full-service city, University City provides its residents with police and paramedic fire service, eighteen parks and extensive recreation facilities, a library and a full range of public works services with a \$35 million budget.

The community is primarily residential with a diverse range of single and multifamily residences. Home to the Loop, a vibrant business district named one of American's Ten Best Streets and other strong business districts, the City is adjacent to Washington University in St. Louis.

University City has a Home Rule Charter with a model Council-Manager form of government. The City Council, a nonpartisan policy-making body comprised of seven co-equal members includes the Mayor elected at-large and two Council members elected in each of three wards. The City Manager is the city's chief executive, running the day to day operations. Many residents take an active role in the community, serving on more than twenty boards, commissions and committees.

More information can be found on the City website at <http://www.ucitymo.org>.

II. SCOPE OF SERVICES

The following summarizes the scope of services needed for the City Manager recruitment process:

- Have a public meeting with the City Council (City Council defined as all 7 members of the body) to discuss process, recruitment strategy and answer questions about the process.
- Design a robust public participation process for Council approval so that residents can provide their comments and thoughts about attributes they want in the City Manager.
- Meet publicly with the City Council as necessary to facilitate the development of an appropriate candidate profile and list of priorities for the new City Manager.
- Develop and administer a national search for appropriate candidates including a public position announcement and diverse job posting resources.
- Answer questions from candidates and collect application materials.
- Review all application materials received, comparing them to the candidate profile and perform screening interviews as needed.
- Provide a written report summarizing the overall candidate pool and the qualifications of those to be interviewed; recommend or rank the most qualified candidates based on the candidate profile developed and setup interviews for candidates selected by City Council;
- Advise the City Council on interview strategies and appropriate questions to ask candidates; attend the interview sessions and assist the City Council in narrowing the candidate pool to finalists.
- Conduct complete background check on finalist candidates and advise the City Council of the results. Coordinate psychological evaluation with finalist.
- Facilitate the final interview process and assist the City Council to make a selection as needed.
- Assist with employment contract negotiations.

III. PROPOSAL REQUIREMENTS

The proposal should provide a description of the proposer's capabilities to satisfy the requirements for each deliverable specified in the Scope of Services.

While additional information may be presented, the items listed in Scope of Services must be completely addressed in your proposal.

Submit an electronic copy in PDF via email to ireese@ucitymo.org.

The proposal should include the following:

1. **Title Page:** Title page must include the request for proposal's subject; the company's name; the name, address and telephone number of the contact person; and the date of the proposal.
2. **Table of Contents**

3. **Transmittal Letter:** A signed letter of transmittal briefly stating the proposer's understanding of the services to be provided, the commitment to perform the services, a statement why the proposer believes itself to be best qualified to provide City Manager recruitment services to the City of University City and a statement that the proposal is a firm and irrevocable offer for year stated in the RFP.
4. **Qualifications:** Please include background and experience of those professionals who would be involved in the recruitment and selection process from your firm.
5. **Detailed Proposal:** The detailed proposal must address all deliverables especially public participation and the full City Council involvement set forth in the Scope of Services of this request for proposal. Include a detailed timeline of recruitment and selection process leading to a preferred start date by August 2017.
6. **Cost Proposal** including details on proposed payment terms.
7. **References:** Provide the City with at least THREE (3) references from municipalities utilizing your services. The City may contact the references provided.

IV. SELECTION PROCESS

Release Date	March 31, 2017
Proposals Due (5:00PM CDT)	April 12, 2017
City Council Selects Recruiting Firm	April 17, 2017

V. FIRM QUALIFICATIONS AND EXPERIENCE

Please provide:

1. Each respondent shall need to demonstrate that, within the past thirty-six (36) months, have worked with public entities similar to the City of University City to conduct an executive recruitment. Additionally, respondents shall have, within the past twenty-four (24) months, successfully placed at least one (1) executive candidate with a municipal government.
2. Brief information about your company's history, size, number of clients, organization and /or any other information that might aid us in the decision making process.

VI. EVALUATION PROCESS

Proposals will be evaluated by the City Council. The City Council will select the proposal, which is judged to be the most responsive to the City of University City's requirements, and based on ability and fee.

There is no expressed nor any implied obligation for the City to reimburse responding firms for any expenses incurred in preparing proposals in response to this request. During the evaluation process, the City reserves the right, where it may serve the City's best interests, to request additional information or clarification from proposers, or to allow corrections of errors or omissions.

VII. EVALUATION CRITERIA

The following represents the principal selection criteria which will be considered during the evaluation process:

1. Responsiveness of the proposal.
2. Ability, capacity, and skill of the respondent to perform the services.
3. Responses of the respondent's references.
4. Methodology for conducting the recruitment.
5. Experience of the respondent and its individual professional staff members in performing services for similar municipalities.
6. Qualifications of the professional staff proposed for the project.
7. The sufficiency of financial resources and ability of respondent in performing the contract.
8. The firm's capability to meet the Scope of Service.
9. The Schedule proposed and ability to complete the process in a timely manner.

VIII. CITY RESPONSIBILITIES

The Interim City Manager and Interim City Clerk will be available as needed to assist in coordinating the national search process including scheduling meetings, facilitating interviews, providing recruitment information, benefit package information, etc.

IX. RIGHT TO REJECT

The City reserves the right to reject part of any and/or all proposals, waive formalities or to accept the proposal which best serves the interests of the City of University City.

X. QUESTIONS AND INQUIRIES

Questions and inquiries concerning this request for proposal should be directed to:

LaRette Reese
Interim City Clerk
(314) 505-8531
lreese@ucitymo.org

CITY CLERK

FLSA-

NATURE OF WORK

This is difficult and responsible executive-level clerical work.

Work involves responsibility for preparing the minutes of all City Council meetings, maintaining official and quasi-official manual and electronic records. The City Clerk exercises discretion and independent judgment in performing varied administrative and technical tasks. Assignments are received in general terms and the City Clerk is expected to complete recurring work with no direct supervision. The City Clerk is appointed by the City Council and is their employee. The City Council minutes, ordinances and other permanent records are maintained by the City Clerk.

EXAMPLES OF WORK

- Attends all Council meetings and transcribes the proceedings from handwritten and/or recorded tapes. Prepares minutes for eventual duplicating and distributing.
- Provides general secretarial duties for the City Council, including assisting with business travel and conference arrangements.
- Coordinates each municipal election with the St. Louis County Board of Election Commissioners.
- Processes and maintains ordinances, minutes and other permanently held documents by scanning into a document imaging system for electronic indexing, storage and retrieval.
- Prepares the legislative docket for each regular City Council meeting which lists new and pending legislation before the City Council.
- Drafts Legislative budget and processes all departmental related purchases, payments and transactions.
- Responsible for supplementation and maintenance of the Municipal Code.
- Administers the board and commission appointment process
- Records ordinances, as required, with the County Recorder of Deeds.
- Signs City business licenses.
- Archives permanent records to microfiche or document imaging on a periodic basis.
- Deputy Voter Registrar for the St. Louis County Board of Election Commissioners.
- Notary Public with the State of Missouri.
- Performs other related work as required.

DESIRABLE KNOWLEDGE, ABILITIES AND SKILLS

- Considerable knowledge of the procedures, duties, and responsibilities of managing a City Clerk's office.
- Considerable skill utilizing English composition to compose a variety of business correspondence, proclamations, resolutions, etc. quickly, independently and accurately.
- General knowledge of election laws and state laws dealing with the City

Manager/City Council form of government and home rule cities.

- General knowledge of the organization of municipal government and the functions of the various departments.
- Ability to work independently on multiple and difficult or complex tasks, often under deadline.
- Ability to manage and maintain large amounts of legal documents and related tasks.
- Ability to establish and maintain effective working relationships with City Council and other federal, state and local public officials, City staff, and members of the press and public.
- Skill in working with a variety of general office equipment and computer systems, laser printers, and scanners.
- Skill in working with a variety of word processing, desktop publishing, document imaging, Internet, and email applications and procedures.
- Customer service orientation. *Must be especially courteous and customer-service oriented.*

PHYSICAL/VISUAL ACTIVITIES OR DEMANDS

EQUIPMENT USED TO PERFORM JOB

EXPERIENCE AND TRAINING

- Experience performing executive-level clerical work of a progressively more responsible and difficult nature (prior City Clerk experience preferred);
- Minimum two (2) yrs. college/Associates degree required—including public administration related courses as well as courses in computer operation with emphasis on advanced word processing. Bachelor degree preferred.
- Minimum typing speed 50 wpm.
- MICROSOFT Office Suite proficiency.

City of El Cajon

Position: City Clerk

Salary: \$99,590.40 - \$121,326.40 Annually

Application Filing Deadline: April 14, 2017 at 5:00 p.m.

Posted: 3/14/17

The City Clerk plans, organizes and directs the operations and activities of the City Clerk's Office, maintains custody of official City documents and records, and facilitates Federal, State, Local and School elections.

The ideal candidate must have knowledge of: the Brown Act, Fair Political Practices Commission and Political Reform Act, and California Public Records Act.

At least five years of experience performing executive or legal administrative duties, including office management, supervision and records management is required. The equivalent to completion of high school, including additional college level coursework or advanced training in administrative support, office management, and/or records management is also required. Certified Municipal Clerk (CMC) designation is highly desirable.

To apply, please visit: <https://www.cityofelcajon.us/jobs>.

CITY CLERK

Sylvester, Georgia, population 6,300 with an annual operating budget of \$22,000,000 and a staff of 89 employees, seeks candidates for the position of City Clerk. This position is responsible for managing and supervising the receipt and disbursement of all municipal funds and for serving as custodian of all legal documents for the city. Sylvester is the county seat of Worth County and is ideally located about 20 miles east of downtown Albany. Minimum qualifications: Sufficient experience to understand the basic principles relevant to the major duties of the position, usually associated with the completion of an apprenticeship/internship or having had a similar position for one to three years, State of Georgia certification as a municipal clerk must be initiated upon assuming the duties of this classification, Must be able to manage multiple items at the same time; prioritize tasks; and meet recurring and period time constraints; must be able to maintain confidentiality, certification as a notary public must be obtained after appointment to this position. Salary is open and will commensurate with background and experience. **Send resume and references to:**

**Amanda Hendricks,
HR Manager
City of Sylvester
P.O. Box 370
Sylvester, GA 31791**

This position is open until filled.

City Of Tavares

Position Vacancy Announcement

March 2, 2017

Position Title: Deputy City Clerk
Salary Range: \$33,500 - \$50,250
Posting Number: 419
Closing Date: Open Until Filled

GENERAL DESCRIPTION:

Under the supervision of the City Clerk, this position performs complex executive level administrative functions and tasks. This position works cooperatively with other City departments, City Council, other state, local and county officials and the general public.

ESSENTIAL JOB FUNCTIONS:

1. Responds to citizen and internal public records requests; coordinates with other departments
2. Assists in maintaining records management system, off-site records and updating retention system
3. Performs research and retrieval of public records
4. Provides administrative support to the City Administrator: scheduling meetings, arranging travel, preparing correspondence
5. Assists in maintaining the City website and City Hall digital display board
6. Maintains the City's main Facebook page
7. Provides administrative support to City Clerk, Special Magistrate, City Council, and citizen Boards
8. Maintains ordinances, resolutions, easements, minutes (for boards and committees), covenants, contracts, and other records and documents; maintain databases for each document series.
9. Updates State of Florida General Records Schedule annually, and provides all records coordinators with updated schedules and records series information. Assists the City Clerk in annual training and training material for department records coordinators; assists in the preparation and maintenance of department records.
10. Acts as Staff Liaison, attends meetings and prepares minutes for the Code Enforcement hearings. Acts as backup for the City Clerk for all other Council, Board, Committee Meetings and Workshops.
11. Assists with City Elections

12. Prepares and submits legal ads, display ads and notifications regarding public meetings and ordinances to the media in compliance with local and state requirements
13. Maintains Board appointment records, support, and correspondence
14. Records City documents with the Lake County Clerk of Courts.
15. Department purchasing/budget monitoring, maintains office supplies and purchasing needs, enters purchase orders, processes invoices, and tracks budget and accounts throughout the year for the City Clerk, Administration and City Council
16. Performs special projects assigned by the City Clerk and City Administrator
17. Oversees shredding and destruction of City documents that have met retention requirements
18. Prepares City Departments monthly report for City Council and City Administrator
19. Notarizes and attests City documents. Provides Notary services to city residents.
20. Assists with lien searches by working with Finance, Code Enforcement, and Building Department in the City Clerk's absence.

DEPUTY CITY CLERK

PAGE 2

21. Prepares and administers Domestic Registry Affidavits
22. Performs duties of the City Clerk in the Clerk's absence
23. Provides coverage for City Hall Administration lobby as needed

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related marginal duties as required.)

MINIMUM QUALIFICATIONS:

KNOWLEDGE, SKILLS AND ABILITIES:

1. Working knowledge of office management practices
2. Knowledge of office filing system, Excel, Access, PowerPoint, Publisher and Photoshop preferred
3. Knowledge of municipal government organization and services provided
4. Ability to organize, file and retrieve volumes of written materials
5. Ability to operate office equipment (computer, audio digital recording software, copier, fax, etc.)

6. Ability to work under pressure with short deadlines
7. Ability to effectively supervise clerical staff member
8. Skill in public relations

EDUCATION AND EXPERIENCE:

1. High school graduation or possession of an equivalency diploma from an accredited educational organization
2. Five to seven (5-7) years secretarial and administrative experience with two (2) years experience in local government administration preferred
3. Must obtain Certified Municipal Clerk certification within three (3) years of hire
4. Must obtain Public Notary within 6 months of hire

(A comparable amount of training, education or experience can be substituted for the minimum qualifications.)

LICENSES, CERTIFICATIONS OR REGISTRATIONS:

1. Valid Florida Driver's License

ESSENTIAL PHYSICAL SKILLS:

- Sufficient eyesight to perform essential job functions (with or without correction)
- Sufficient hearing to perform essential job functions (with or without hearing device)
- Ability to communicate both orally and in writing
- Ability to enter data accurately and timely
- Ability to access file cabinets for properly filing and retrieval of data
- Ability to sit at a desk, view a display screen and enter information for extended periods of time
- Heavy (10 pounds and over) lifting and carrying

ENVIRONMENTAL CONDITIONS:

- Work inside in an office environment
- Travels to off-site records storage site

(Reasonable accommodations will be made for otherwise qualified individuals with a disability.)

DEPUTY CITY CLERK

PAGE 3

The City Of Tavares is an Equal Employment Opportunity, Drug-Free Workplace and E-Verify Employer. Qualified individuals with disabilities are encouraged to apply and will be reasonably accommodated. Women and minorities are encouraged to apply. Veterans' Preference offered on initial hire per Florida Statute 295. Selected applicants receiving a conditional offer of employment are subject to a criminal, driver, education and employment background check, drug screen, psychological assessment and medical examination. To apply, a City of Tavares employment application and resume with a minimum of ten (10) years complete work history must be submitted to City of Tavares Human Resources no later than 5:00 p.m. on the closing date (if mailed, it must be postmarked no later than the closing date). Internal candidates must submit a completed Internal Transfer Request (available in Human Resources, no later than 5:00 p.m. on the closing date. Minimum qualifications are subject to change pending approval of job description(s). Equivalent combination of related training and experience may be considered. The City of Tavares reserves the right to fill positions prior to the closing date. All positions are regular full-time unless otherwise noted.

City Clerk and Clerk of Council

City of Alexandria VA - Alexandria, VA

Posted: 3/25/2017

City Clerk and Clerk of Council

An Overview

The City Clerk and Clerk of Council is responsible for attending all City Council meetings, records and transcribes the official actions of Council, maintains official records, and notifies others of action taken. The incumbent in this position operates the Office of the City Clerk in an efficient manner, and provides guidance and supervision to a small support staff. Tasks are performed under the general supervision of the City Mayor and Members of City Council.

The Opportunity

- Assists in the preparation of the Council docket, notifies persons when they are to appear at meetings, and assures that required documents are assembled and disseminated to Council members, City staff the City Manager, departments, the press, and to citizens, and reviews agenda (docket) items submitted by departments;
- Attends City Council meetings and records proceedings, drafts minutes, and secures Council approval;
- Responds to citizens' inquiries and complaints, or refers to appropriate department;
- Advertises, keeps rosters for and facilitates appointments to the City's 55 boards, commissions, and committees; and responds to inquiries from the public and staff on public meeting requirements;
- Provides certified copies of Council meeting minutes, City Codes, supplements, and ordinances and resolutions for purpose by the public;
- Advertises legal notices pertaining to appeals of actions taken by the Planning Commission and Board of Architectural Review
- Performs research for Council, City Manager, departments, and citizens, as well as prepares and publishes final copies of reports, ordinances, and resolutions;
- Occasionally prepares verbatim transcripts for Council members and City Manager;
- Performs related work as required.

The Ideal Candidate

To qualify for this position, all candidates must possess a bachelor's degree in public or business administration or a related field; at least five (5) years of progressively responsible administrative experience at a level equivalent to Deputy City Clerk; or any equivalent combination of experience and training which provides the required knowledge, skills, and abilities. Additionally, all candidates must possess or obtain a certification as a Certified Municipal Clerk (CMC) within three years of employment. Preference is given to a CMC or

Master Municipal Clerk (MMC).

To be considered as an ideal candidate, one's application should demonstrate they possess knowledge of the regulations and procedures which concern the preparation of official documents and reports; thorough knowledge of State and local ordinances pertaining to Council proceedings; ability to establish and maintain effective working relationships with the Mayor, Members of Council, department heads and staff members, and with the general public; thorough knowledge of the organization and functions of local government; the ability to take and transcribe dictation; and the ability to provide supervision to subordinate staff.

Note: This position requires the successful completion of pre-employment background checks including but not limited to a criminal background check.

About the Department

The [Office of the City Clerk](#) is responsible for the production and distribution of dockets and supporting materials for Council meetings, as well as receiving applications for Council consideration for appointments to City boards and commissions. The City Clerk keeps a record of the proceedings of meetings of Council and keeps a record of all approved ordinances and resolutions and reports presented to Council for consideration. If you are curious for a broader view, click the [City of Alexandria](#) to learn more about our great City.

An Equal Opportunity Employer

Job Type: Full-Time

Location: Alexandria, Virginia

Agency: City Clerks Office & Clerk of Council

City Clerk

The City of New York Mills (pop. 1,230) is seeking a full-time City Clerk. The position is open until filled; however preference will be given to applications received by April 7, 2017. Starting pay range is \$25.31-\$27.91/hr depending on qualifications. Competitive benefits package. Mail application, resume and cover letter to: Clerk Search Committee, City of New York Mills, Box H, New York Mills, MN 56567 or email to cityclerk@cityofnewyorkmills.org. For more information, or to obtain an application packet, call the City Office at 218-385-2213 or visit the City's website at <http://www.newyorkmills.govoffice2.com>.

Township of Haddon

NOTICE OF POSITION AVAILABLE

The Township of Haddon is seeking a Municipal Clerk with experience in a Municipal Clerk's office a plus. Individual must have the ability to work well with government officials, department heads, employees, and the public. Experience with OPRA is preferred and experience with Edmund's is a plus. Individual should have experience with Municipal Elections and be able to prepare for and attend all Board of Commissioners meetings. Candidate must be able to perform all statutory duties that are required of a municipal clerk.

The position of Treasurer, individual would include signing all township checks, signing all vouchers and purchase orders, and any other duties that may be requested by the Chief Financial Officer.

Candidates should forward cover letter, resume, and salary requirements to Betty Band, Personnel Director at 135 Haddon Avenue, Haddon Township, NJ 08108 or email to bband@haddontwp.com by March 31, 2017.

THE TOWNSHIP OF HADDON IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER



City Council Agenda Item Cover

MEETING DATE: March 27, 2017

AGENDA ITEM TITLE: Acceptance of Bid from Lifeguard's Unlimited for Management Services at Heman Park Swimming Pool and Natatorium for the 2017 Season.

AGENDA SECTION: City Manager's Report

CAN THIS ITEM BE RESCHEDULED? : Yes

BACKGROUND REVIEW:

A Request for Proposals (RFP) for Pool Operations Management Services was issued on February 17, 2017. A copy of the RFP was sent to City Council on January 25, 2017. Services requested in the RFP included, but were not limited to facility pre/post season work, daily cleaning, testing, staffing and other operation tasks. Experience in managing municipal pools and definite commitment to hiring University City residents were also required.

Staff issued the RFP because retaining in-house pool staff throughout the City's long swim season and extended pool hours has been difficult. Therefore the City has to restrict pool area usage during certain times due to lack of adequate coverage. Contracted staff could be available to implement activities proposed by the Aquatics Task Force, such as swim lessons, exercise/therapeutic classes, rentals, etc. Currently, the City does not have adequate staff for additional programs at the Natatorium.

Four (4) responses to the RFP were received:

	Vendor 1 Bi-State Pool Mgt,	Vendor 2 Lifeguards Unlimited	Vendor 3 Midwest Pool Mgt	Vendor 4 United Pool Mgt
Criteria/Description - 2017				
Management Fee	\$ 48,850.00	\$ 38,700.00	\$ 31,073.00	\$ 42,500.00
Salaries - Heman Pool	\$ 243,000.00	\$ 162,500.00	\$ 199,775.00	\$ 250,000.00
Salaries - Natatorium	\$ 12,567.00	\$ 13,020.00	\$ 3,075.00	\$ 15,000.00
Submitted Proposal Amount	\$ 304,417.00	\$ 214,220.00	\$ 233,923.00	\$ 307,500.00

The responses were reviewed and rated by the firm's demonstrated ability to meet the RFP objectives, cost, experience and other criteria. Lifeguards Unlimited was recommended based on price, a thorough response to the RFP and similar municipal experience. They are currently working with the cities of Manchester, Fenton, Eureka, and Kirkwood.

The approximate cost for in-house personnel to staff the pool is listed below. Please note that the \$55,000 was transferred during the budget cycle to Part-time salaries. The FY17 budget for salaries did not include extended pool hours of 6 am-9:00 am for lap swim and 9:00 am-8:00 pm from opening Memorial Day to closing Labor Day. This swim season is longer than any other municipality, and it was not cost-effective. However, due to significant public requests for the City to return to extended hours, additional funds were allocated toward the end of the pool season.

City of University City	
\$	23,970.00
\$	135,930.00
\$	3,554.00
\$	8,722.00
\$	1,900.00
\$	2,816.00
\$	2,284.00
TOTAL	\$ 179,176.00

Aquatics Expenditures - FY 2015-16

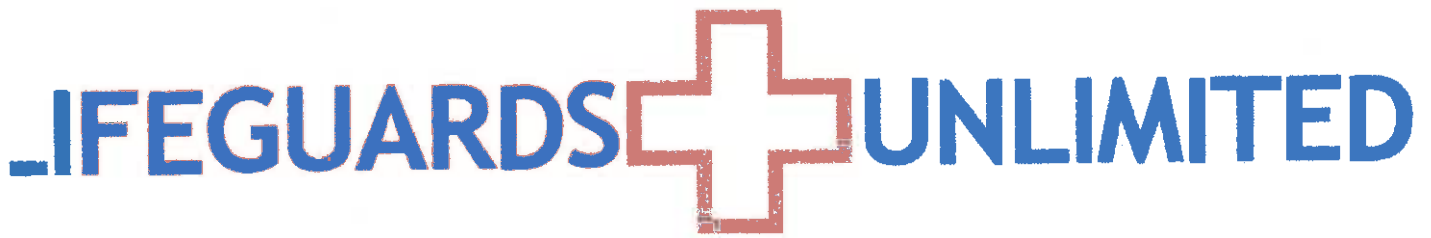
5001 - Salaries: Full Time (July-Sept 2015, May-June 2016)
 5340 - Salaries: Part Time
 5420- Workmen's Compensation
 5660 - Social Security Contributions
 5900 - Medicare
 6610-Staff Training
 7770-Uniforms & Safety Gear

The above does not include a \$55,000 budget amendment for 5340, to cover the salary costs for extended pool hours. The original budget did not include the extended pool hours; however, due to public request, the hours were added during the pool season. The additional hours required additional funds for staff.

The Park Commission considered this item at their March 21, 2017 meeting, and unanimously supported the proposal.

Staff recommends approval.

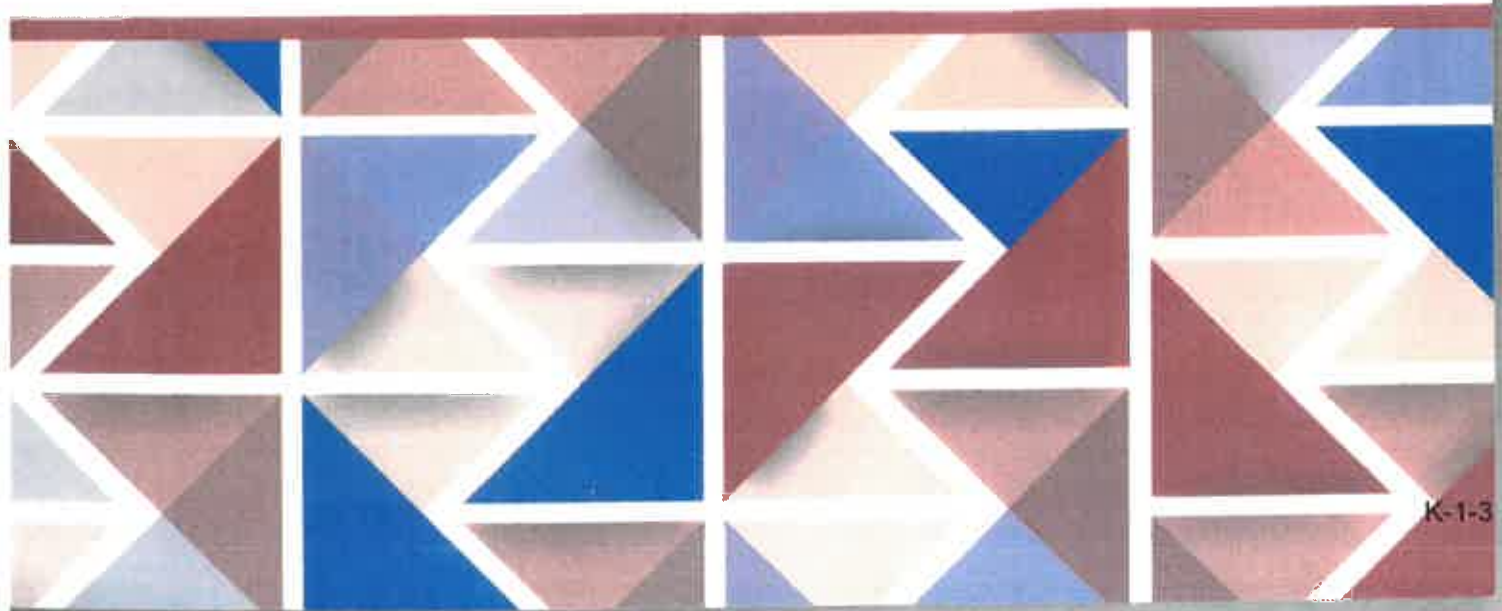
ATTACHMENT:
 RFP response



Management Services Bid

City of University City

March 3, 2017





March 3, 2017

Director of Community Development
Ms. Andrea Riganti
City of University City
6801 Delmar Boulevard, 4th Floor
University City, MO 63130

Dear Ms. Riganti:

Lifeguards Unlimited, Inc. is pleased to present the following proposal for management services at the Heman Park Swimming Pool and the University City High School Natatorium for the 2017-2019 swim seasons. Attached you will find the completed bid as well as information describing how we will effectively meet and exceed your bid specifications.

Lifeguards Unlimited specializes in providing full service swimming pool management. If you select our services, we will work with you and your staff to ensure your aquatics facilities experience a seamless transition and are ready to begin the upcoming season. During the swim season, we will provide highly trained lifeguards and managers each day to allow your facilities to function safely and with an extraordinary level of customer service. Working with our sister company, Pool Pros, we will service your pool equipment regularly and ensure clean and fully functioning facilities. At the end of the season, we will perform a complete winterization of the facilities and start preparations for next season. Throughout this process we will meet with you regularly to discuss operations, any questions or concerns, and talk about anything we can do to improve the facilities or our services.

Please feel free to contact our references who will undoubtedly tell you that our attention to detail, frequent in-person facility visits, and company mission founded on decades of industry experience are what set us above our competitors.

We, at Lifeguards Unlimited, are excited about the opportunity to work with a great municipality like the City of University City. We believe our high level of service will complement the excellent service provided by the University City Recreation Department. Should you have any questions concerning the enclosed materials, please do not hesitate to contact me by email at rjeep@lifeguardsunlimited.com or phone at (314) 423-9899.

Sincerely,

Renée Jeep
Vice President

Bid Documents

Bid Addendums

Experience

References

The Professional
Lifeguard

BIDDER'S DECLARATION

Signature of Bidder indicates that he/she has examined the information and conditions surrounding the operation of the University City Pools and is familiar with requirements as to equipment, supplies and labor of such undertaking; and he/she has prepared, examined and checked the Proposal to ascertain that no mistake or error is contained in the Proposal; and that he/she will make no claim for correction or modification after the closing time for the receipt of the bids.



Signature of Bidder

March 2, 2017

Date

City Liaison

Date

BID FORM

CITY OF UNIVERSITY CITY
6801 Delmar Boulevard
University City, MO 63130

PRODUCTS OR SERVICES BID: Pools Operations Management

BIDS MUST BE SUBMITTED BY:

The Legal Notice, Invitation-to-Bid, Instructions to Bidders, Specifications, and/or any other bid document form a part of this bid and are made a part hereof.

ANTI-COLLUSION STATEMENT

The below signed Bidder has not divulged to, discussed, or compared his bid with other bidders and has not colluded with any other parties to this bid.

EQUAL OPPORTUNITY STATEMENT

The below signed Bidder is an equal opportunity employer who does not discriminate on the basis of race, color, religion, national origin, sex, ancestry, age as it relates to employment, or physical disability.

TO THE CITY OF UNIVERSITY CITY, MISSOURI

We (I), the below signed Bidder, hereby agree to furnish the following product(s) or service(s) at the price(s) and terms stated, subject to all instructions, conditions, specifications, and attachments hereto. We (I) have read all bid documents, including the Instructions to Bidders, and fully understand what is required. By submitting this signed Bid, we (I) accept a Contract, if approved by the City, and such acceptance covers all terms, conditions, and specifications of this Bid.

ALL PRICES QUOTED F.O.B. UNIVERSITY CITY, MISSOURI (DELIVERED TO THE ADDRESS INDICATED IN SPECIFICATIONS AND/OR PURCHASE ORDER.

*Central standard time or central standard daylight-saving time, as applicable. The official time of receipt will be recorded in the office. It will be the sole responsibility of the bidder to ensure that his Bid reaches the office of the Purchasing Specialist on or before the closing hour and the date shown above.

WE (I) PROPOSE TO FURNISH THE FOLLOWING TO THE CITY OF UNIVERSITY CITY, MISSOURI. (Full description and price - attach a separate sheet if required.)

EXCEPTIONS: State any exceptions to the Specifications, terms, and/or conditions in the above space or reference all exceptions contained on other sheets of this Bid. Failure to do so may be cause for rejection of bid, or, if the contract is executed, material and/or services provided which do not comply with the specifications, terms and/or conditions, will not be accepted. If no statement is contained in the above space, it is assumed that this bid fully complies with all the bid documents.

Bid is firm for 30 days after bid submission date (minimum of 30 calendar days.)

COMPLETION OR DELIVERY: *** _____ calendar days after receipt of the contract.

*** ongoing service contract

GUARANTEE OR WARRANTY:

BID SUBMITTED BY:

Company

Lifeguards Unlimited, Inc.

Address

4709 LaGuardia Dr., Ste. 180

St. Louis, MO 63134

Signature

Benie Deep

Title

Vice President

Phone No. (314) 423-9899

SUBMIT BID IN DUPLICATE

CITY OF UNIVERSITY CITY
 BID PROPOSAL FORM -- PART I
 "MANAGEMENT FEE"

The undersigned, having examined and being familiar with the conditions affecting the service desired to be performed as outlined in the specification and other contract documents related to the University City pools hereby proposes and agrees to perform everything required and to provide and furnish any and all labor, material, tools, and expendable equipment necessary to operate University City Pools in a safe, healthy, sanitary and efficient manner, in strict accordance with aforementioned contract documents for the sum hereafter specified.

The Contractor agrees to provide all items as listed in the accompanying specifications as part of the base bid "Management Fee".

	2017	2018	2019
Heman Park Swimming Pool Option I:	\$38,700	\$39,500	\$40,200
Option II:	\$37,600	\$38,300	\$39,000

	2017-18	2018-19	2019-2020
University City High School Natatorium***	***	***	***
*** Included In Management Fee for Heman Park Swimming Pool			
Total Management Fee Bid	\$37,600**	\$38,300**	\$39,000**
** Based on Option II			
Daily Cost to Operate Heman Pool (bid estimate for the 2017 season only)			\$ 1709.25
Daily Cost to Operate University City High School Natatorium (bid estimate for 2017-18 season only)			\$ 62.00

Accompanying this bid is a Bid Bond (Certified Check), (Cashier's Check) in the amount of \$ 15,000.00 for the delay and extra expense caused by the City of University City if the undersigned fails to execute the contract and furnish the bond required by the contract documents.

Taxes. The Contract amount as stated above includes all sales taxes, excise taxes, and other taxes, for all materials and appliances subject to and upon which taxes are levied.

Dated this 2nd day of March, 2017

BID PROPOSAL OF Lifeguards Unlimited, Inc.

UNDER THE LAWS OF THE STATE OF Missouri

A PARTNERSHIP CONSISTING OF *

AN INDIVIDUAL TRADING AS *

A JOINT VENTURE CONSISTING AS

Insert Corporation(s), partnership or individual, as applicable

CITY OF UNIVERSITY CITY
 BID PROPOSAL FORM -- PART II
 "SALARY BUDGET"

The undersigned, having examined and being familiar with the conditions affecting the service desired to be performed as outlined in the specifications and other contract documents relating to University City Pools hereby proposes and agrees to perform everything required and to provide and furnish any and all labor, including: manager, assistant managers, lifeguards, shallow water guard certification for: top of slide, bottom of slide, and children's pool; to operate the Pools in a safe and efficient manner in strict accordance with aforementioned contract document for the sum hereafter specified.

MAXIMUM BASE SALARY

	2017	2018	2019
Maximum Base Salary for Season	\$ <u>See Addendum A</u>	\$ <u>See Addendum A</u>	\$ <u>See Addendum A</u>

SALARIES FOR RECREATION PROGRAMS/SPECIAL EVENTS

Contractor shall provide cost to furnish staff (guards and managers) for other activities, i.e. aquatic programs, swim lessons, rentals, special events when the facility would otherwise be closed to the general public.

Manager	\$ <u>15.50</u>	per hour
Assistant Manager	\$ <u>13.00</u>	per hour
Lifeguard	\$ <u>10.65</u>	per hour
Shallow Water Guard	\$ <u>10.65</u>	per hour

Alternate #1 – Provide marketing and staffing for a comprehensive swim lesson program at either Heman or University City High School Natatorium. . Pay the City of University City \$ _____ per student.

See Addendum B - Swim Lessons Costs

Alternate #2 – Provide marketing and staff for aquatic programs and activities such as aqua size, scuba diving, etc. at either Heman or University City High School Natatorium. . Pay the City of University City \$ _____ per student.

See Addendum C - Additional Aquatic Programs and Activities Costs

Alternate #3 – Deduct spring opening and fall closing procedures. Deduct \$ 2,000.00

Based on bid specifications, City to open and close pool. LGU opening and closing duties consisting of cleaning procedures for deck, bathrooms, furniture.

STATEMENT OF BIDDER'S QUALIFICATIONS

(To be submitted by the Bidder as a part of the Bid Documents.)

All questions must be answered and the data given must be clear and comprehensive. This statement must be notarized. If necessary, questions may be answered on separate attached sheets. The bidder may submit any additional information he desires.

1. Name of bidder. Lifeguards Unlimited, Inc.
2. Permanent mailing address. 4709 LaGuardia Drive Suite 180, Saint Louis, MO 63134
3. When organized? 1997
4. If a corporation, where incorporated? Missouri
5. How many years have you been engaged in the contracting business under your present firm or trade name? 20 years
6. Contracts on hand: (Schedule these, showing amount of each contract and the appropriate anticipated dates of completion.) All of our contracts are on-going service contracts. Please see references.
7. General type of work performed by your company.
Full-Service Swimming Pool Management
8. Have you ever failed to complete any work awarded to you? No
If so, where and why?
9. Have you ever defaulted on a contract? No
If so, where and why?
10. List the more important projects recently completed by your company, stating the approximate cost for each, and the month and year completed. Please see references.
11. Background and experience of the principal members of your organization, including the officers.
Please see Company Overview and Experience
12. Credit available: \$ _____.
13. Give bank references. Carillon Bank, 7911 Forsyth Blvd. Suite 200, Clayton, MO Lvav Spector - Vice President
14. The undersigned hereby authorizes and requests any person, firm, or corporation to furnish any information requested by the City in verification of the recitals comprising this Statement of Bidder's Qualifications.

Dated at _____ this 2nd _____ day of March, 2017.



Name of Bidder
Jeff Fitterling, President
Lifeguards Unlimited, Inc.

Bid Bond

Bond No: 1001072618-3

CONTRACTOR:

(Name, legal status and address)

Lifeguards Unlimited, Inc.
4709 LaGuardia Drive, Ste. 180
St. Louis, MO 63134

SURETY:

(Name, legal status and principal place of business)

American Contractors Indemnity Company
601 S Figueroa St., Suite 1600
Los Angeles, CA 90017

This document has important legal consequences. Consultation with an attorney is encouraged with respect to its completion or modification.

Any singular reference to Contractor, Surety, Owner or other party shall be considered plural where applicable.

OWNER:

(Name, legal status and address)

City of University City, MO
6801 Delmar Boulevard
University City, MO 63130

BOND AMOUNT:

5% of total amount of bid not to exceed: Fifteen Thousand and 00/100 Dollars. (\$15,000.00)

PROJECT:

(Name, location or address, and Project number, if any)

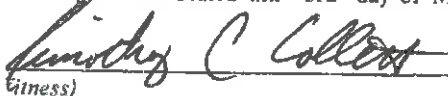
University City Pools Operations Management; Full Service Swimming Pool Management; University City, MO.

The Contractor and Surety are bound to the Owner in the amount set forth above, for the payment of which the Contractor and Surety bind themselves, their heirs, executors, administrators, successors and assigns, jointly and severally, as provided herein. The conditions of this Bond are such that if the Owner accepts the bid of the Contractor within the time specified in the bid documents, or within such time period as may be agreed to by the Owner and Contractor, and the Contractor either (1) enters into a contract with the Owner in accordance with the terms of such Bid, and gives such bond or bonds as may be specified in the bidding or contract Documents, with a surety admitted in the jurisdiction of the Project and otherwise acceptable to the Owner, for the faithful performance of such Contract and for the prompt payment of labor and material furnished in the prosecution thereof; or (2) pays to the Owner the difference, not to exceed the amount of this Bond, between the amount specified in said bid and such larger amount for which the Owner may in good faith contract with another party to perform the work covered by said bid, then this obligation shall be null and void, otherwise to remain in full force and effect. The Surety hereby waives any notice of an agreement between the Owner and Contractor to extend the time in which the Owner may accept the bid. Waiver of notice by the Surety shall not apply to any extension exceeding sixty (60) days in the aggregate beyond the time for acceptance of bids specified in the bid documents, and the Owner and Contractor shall obtain the Surety's consent for an extension beyond sixty (60) days.


If this Bond is issued in connection with a subcontractor's bid to a Contractor, the term Contractor in this Bond shall be deemed to be Subcontractor and the term Owner shall be deemed to be Contractor.

When this Bond has been furnished to comply with a statutory or other legal requirement in the location of the Project, any provision in this Bond conflicting with said statutory or legal requirement shall be deemed deleted herefrom and provisions conforming to such statutory or other legal requirement shall be deemed incorporated herein. When so furnished, the intent is that this Bond shall be construed as a statutory bond and not as a common law bond.

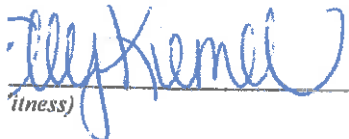
Signed and sealed this 3rd day of March, 2017




(Witness)

Lifeguards Unlimited, Inc.
(Principal)  *(Seal)*

(Title), **PRESIDENT**



(Witness)

American Contractors Indemnity Company
(Surety)  *(Seal)*

(Title) **Jeremy Crawford, Attorney-in-Fact**

Bid Addendums

Company Overview & Experience

References

The Professional Lifeguard

POWER OF ATTORNEY

AMERICAN CONTRACTORS INDEMNITY COMPANY TEXAS BONDING COMPANY
UNITED STATES SURETY COMPANY U.S. SPECIALTY INSURANCE COMPANY

KNOW ALL MEN BY THESE PRESENTS: That American Contractors Indemnity Company, a California corporation, Texas Bonding Company, an assumed name of American Contractors Indemnity Company, United States Surety Company, a Maryland corporation and U.S. Specialty Insurance Company, a Texas corporation (collectively, the "Companies"), do by these presents make, constitute and appoint:

Jeremy Crawford, Michael D. Williams, William J. Nemecek, Tanya Fukushima, William Gerber or Michael E. Konzen of Golden Valley, Minnesota

its true and lawful Attorney(s)-in-fact, each in their separate capacity if more than one is named above, with full power and authority hereby conferred in its name, place and stead, to execute, acknowledge and deliver any and all bonds, recognizances, undertakings or other instruments or contracts of suretyship to include riders, amendments, and consents of surety, providing the bond penalty does not exceed *****Five Million***** Dollars (\$ **5,000,000.00**).

This Power of Attorney shall expire without further action on November 3, 2019. This Power of Attorney is granted under and by authority of the following resolutions adopted by the Boards of Directors of the Companies:

Be it Resolved, that the President, any Vice-President, any Assistant Vice-President, any Secretary or any Assistant Secretary shall be and is hereby vested with full power and authority to appoint any one or more suitable persons as Attorney(s)-in-Fact to represent and act for and on behalf of the Company subject to the following provisions:

Attorney-in-Fact may be given full power and authority for and in the name of and on behalf of the Company, to execute, acknowledge and deliver, any and all bonds, recognizances, contracts, agreements or indemnity and other conditional or obligatory undertakings, including any and all consents for the release of retained percentages and/or final estimates on engineering and construction contracts, and any and all notices and documents canceling or terminating the Company's liability thereunder, and any such instruments so executed by any such Attorney-in-Fact shall be binding upon the Company as if signed by the President and sealed and effected by the Corporate Secretary.

Be it Resolved, that the signature of any authorized officer and seal of the Company heretofore or hereafter, affixed to any power of attorney or any certificate relating thereto by facsimile, and any power of attorney or certificate bearing facsimile signature or facsimile seal shall be valid and binding upon the Company with respect to any bond or undertaking to which it is attached.

IN WITNESS WHEREOF, The Companies have caused this instrument to be signed and their corporate seals to be hereto affixed, this 1st day of November, 2016.

AMERICAN CONTRACTORS INDEMNITY COMPANY TEXAS BONDING COMPANY
UNITED STATES SURETY COMPANY U.S. SPECIALTY INSURANCE COMPANY

Corporate Seals



By:

[Signature]
Daniel P. Aguilar, Vice President

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of Los Angeles SS:

On this 1st day of November, 2016, before me, Sabina Morgenstein, a notary public, personally appeared Dan P. Aguilar, Vice President of American Contractors Indemnity Company, Texas Bonding Company, United States Surety Company and U.S. Specialty Insurance Company who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.
WITNESS my hand and official seal.

Signature

[Signature]

(Seal)



I, Kio Lo, Assistant Secretary of American Contractors Indemnity Company, Texas Bonding Company, United States Surety Company and U.S. Specialty Insurance Company, do hereby certify that the above and foregoing is a true and correct copy of a Power of Attorney, executed by said Companies, which is still in full force and effect; furthermore, the resolutions of the Boards of Directors, set out in the Power of Attorney are in full force and effect.

In Witness Whereof, I have hereunto set my hand and affixed the seals of said Companies at Los Angeles, California this 2nd day of March, 2017.

Corporate Seals



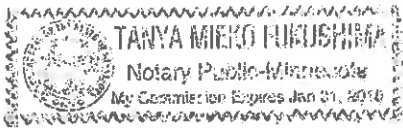
Bond No. 1001072018-3
Agency No. 8219

Kio Lo, Assistant Secretary

Acknowledgment of Surety

State of Minnesota
County of Hennepin

On this 3rd day of March, 2017 before me personally appeared **Jeremy Crawford** who acknowledged that he or she is the attorney in fact who is authorized to sign on behalf of **American Contractors Indemnity Company** (surety company), the foregoing instrument, and he thereupon duly acknowledged to me that he executed the same.





Notary Public

Bid Addendums

Company Overview &
Experience

References

The Professional
Lifeguard

Addendum A

**Pool Management Services Proposal for the City of University
City as Presented by Lifeguards Unlimited**

Maximum Base Salary for Season

	2017	2018	2019
Heman Park Swimming Pool Option I:	\$162,500	\$166,000	\$169,000
Heman Park Swimming Pool Option II:	\$135,000	\$137,700	\$140,000
University City High School Natatorium	\$13,020	\$13,280	\$13,550

March 1, 2017

Addendum B

Pool Management Services Proposal for the City of University City as Presented by Lifeguards Unlimited

SWIM LESSONS

Lifeguards Unlimited, in coordination with the City of University City, shall provide instructional group and private swim lessons. The group lessons shall last for fifty minutes and consist of:

- Two days per week Session
- Saturday Session

The contractor will provide:

- Group and private lessons consisting of, but not limited to parent-child classes, preschool classes and beginner through advanced swimmer classes.
- Swim lesson content information to be included in the City's program guide.
- A swim lesson director to schedule instructors with registered attendees and supervise the lessons.
- Swim lesson clinic to provide training for instructors.

The City shall:

- Establish fee structure for group and private lessons. Fees shall be mutually agreed upon by the City and the Contractor each year.
- Provide needed material and supplies for instructors.
- Register participants for all programs. Provide the Lesson Director a roster one week prior to the start of the program. Provide an updated roster if the number of participants changes.
- Collect the swim lesson fees.
- Retain a portion of the swim lesson fees. Forward the Contractor's portion of the fees according to the following schedule:
 - June classes by July 15th annually
 - July classes by August 15th annually

Classes will only run with a minimum of 4 participants.

PERCENTAGE OF SWIM LESSON FEES RETAINED BY THE CITY			
	2017	2018	2019
Group	40%	40%	40%
Private	40%	40%	40%

March 1, 2017

Addendum C

Pool Management Services Proposal for the City of University City as Presented by Lifeguards Unlimited

Additional Aquatic Programs and Activities

Lifeguards Unlimited, in coordination with the City of University City, shall provide staff for additional aquatic programs and activities such as aqua size, scuba diving, etc.

- Duration to be determined by the City
- Curriculum shall be determined by the City

The contractor will provide:

- Additional Aquatic Programs and Activities content information to be included in the City's program guide.
- A program director to schedule instructors with registered attendees and supervise the lessons.

The City shall:

- Establish fee structure for additional aquatic programs and activities. Fees shall be mutually agreed upon by the City and the Contractor each year.
- Provide needed material and supplies for instructors.
- Register participants for all programs. Provide the Program Director a roster one week prior to the start of the program. Provide an updated roster if the number of participants changes.
- Collect fees for the additional aquatic program and activities.
- Retain a portion of the fees for the additional aquatic program and activities. Forward the Contractor's portion of the fees according to the following schedule:
 - June classes by July 15th annually
 - July classes by August 15th annually

Classes will only run with a minimum of 4 participants.

PERCENTAGE OF ADDITIONAL AQUATIC PROGRAM FEES RETAINED BY THE CITY		
2017	2018	2019
25%	25%	25%

Curriculum Overview &
Experience

References

Lifeguard

March 1, 2017

K-1-16

Company Overview & Experience

Lifeguards Unlimited, Inc.

In business since 1997, Lifeguards Unlimited, Inc. has been developing lasting relationships with aquatic facility managers throughout the St. Louis metropolitan area. Working closely with its sister service company, Pool Pros, Lifeguards Unlimited, Inc. has become an area leader in lifeguard management, swimming pool service and rehabilitation with the ability to meet the needs of a variety of facilities.

In addition to a long list of private swimming facilities that staff one to three lifeguards on duty, Lifeguards Unlimited also has experience rehabilitating, staffing and operating waterpark facilities. Municipal clients include the cities of Eureka, Fenton, Kirkwood and Manchester. Features overseen at these facilities include zero-depth (or beach) entries, lazy rivers, speed and drop slides, lily pads, competition pools and diving wells. Waterparks and leisure pools such as these have a blend of safety concerns related directly to the unique structures which make them so popular, and Lifeguards Unlimited takes pride in effectively training each lifeguard so that accidents are prevented and emergencies are responded to in the safest, most effective manner possible.



Pool filtration, feature pumps and a variety of other technical issues require trained professionals to effectively manage and trouble-shoot advanced systems. Pool Pros has extensive training and experience working with a variety of systems like the ones at the Heman Park Swimming Pool and the University City High School Natatorium. Attention to detail and up-to-date training enable certified technicians to respond quickly and effectively to address any of your maintenance needs.

Lifeguards Unlimited is aware that municipal facilities require individual supervision strategies. The tiered management system utilized by Lifeguards Unlimited helps maximize staff supervision and provides our clients with easy access to supervisors throughout the season.

Most importantly, Lifeguards Unlimited, Inc. strives to work as an extension of your organization. We recognize that your best interests are our best interests, too.

Commitment to Fiscal Responsibility

At Lifeguards Unlimited we recognize that you are financially accountable to your community. We will diligently work with the City of University City to meet the needs of the community without wasteful spending. As aquatic experts, we will consistently make recommendations to ensure your facility runs as efficiently as possible while maintaining the highest quality of service.

We will work as partners with you to keep your pool in top condition at economical prices. We recognize that aquatic facilities require routine maintenance; together Lifeguards Unlimited and Pool Pros will work with City staff to complete comprehensive maintenance plans for the Heman Park Swimming Pool and the University City High School Natatorium.

Pool Pros

Pool Pros of St. Louis is a leader in the aquatics industry providing construction, maintenance, and service. With over 40 years of experience, our service and building departments are experts in swimming pool construction, leak detection, code compliance, and swimming pool restoration.

We are dedicated to providing the best service for your facility by requiring the most advanced training for our staff. Jeff Fitterling, our National Swimming Pool Foundation's certified instructor, ensures every staff member completes an intensive Certified Pool Operator course. These advanced certifications produce superior service, which equips us to develop and maintain long lasting relationships with residential, commercial, and municipal clients.

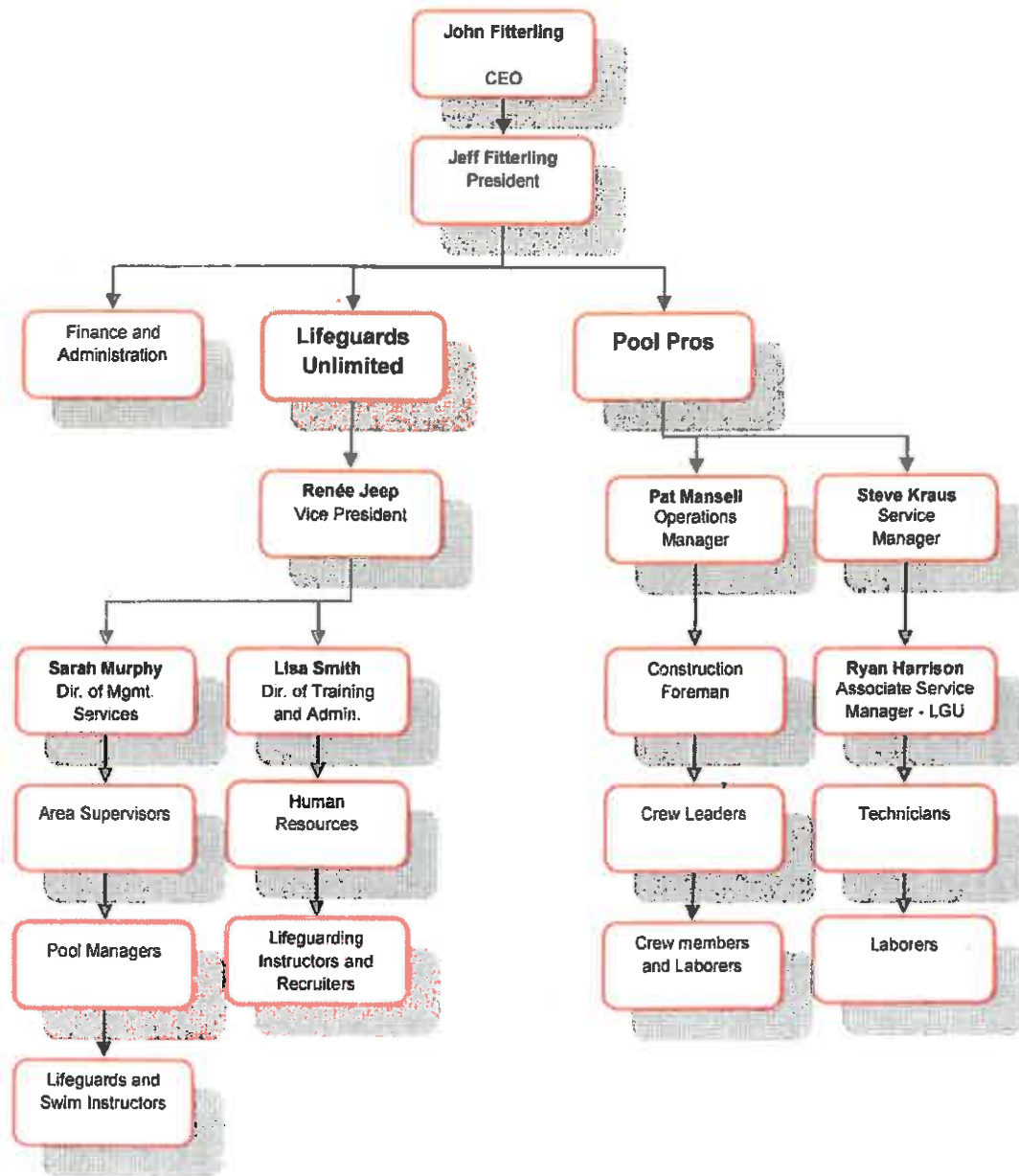
We are prepared to work with you to determine the best products and services for your facilities and to develop long-term care plans to ensure both facilities are ready to open ahead of schedule. This includes assisting the University City aquatics facilities in the most up to date Health Code, ADA, and VGB compliance requirements.

Company Structure & Key Personnel

Lifeguards Unlimited, Inc.

With our unique tiered management system and many years of experience, Lifeguards Unlimited, Inc. has the ability to provide the City of University City with a positive, efficient and worry-free swimming pool management experience.

Lifeguards Unlimited, Inc. has a variety of experienced personnel to consult with you throughout the year. Experience of key personnel includes over 100 years of swimming pool management by individuals from diverse backgrounds.



John R. Fitterling

CEO/Owner of Lifeguards Unlimited, Pool Pros & Aquatic Enterprises, Inc.

Education: Colorado State University, Master of Science in Industrial Technology

Experience:

- Co-owner and operator of Pro Pool Management, Inc., 1973-1997
- Aquatics Consultant for the swimming pool design and maintenance industry since 1973
- Parkway School District teacher 1958-1988
- Established pool rehabilitation designer
- Over 40 years of experience in the swimming pool industry

Jeff Fitterling, CPO

President/Officer of Lifeguards Unlimited, Pool Pros & Aquatic Enterprises, Inc.

Education: University of Missouri- Columbia, Bachelor of Science in Electrical Engineering

Experience:

- Over 25 years-in Swimming Pool Management
- Builder of Excellence since 2007
- Certified Pool Rehabilitation Specialist
- Flight Test and Systems Integration Engineer for McDonnell Douglas Corp. 1986-1991
- Technical Sales Manager for Texas Instrument, Inc. 1991-1996

Renée Jeep, CPO

Vice President, Lifeguards Unlimited, Inc.

Education: Webster University, Masters of Business Administration
Truman State University, Bachelors of Science in Psychology

Experience:

- Vice President of Lifeguards Unlimited, Inc, 2010-Present
- Director of Lifeguards Unlimited, Inc, 2008-2010
- Aquatic Center Manager, Instructor and Trainer-City of Clayton 2003-2008
- Co-Founder and Business Director- The Soulard School 2004-2007
- Director of Aquatics and Youth Program Development-Downtown YMCA 2002-2004
- Waterfront/Program Director and Experiential Education Instructor -The Wyman Center 1997-2002 (Seasonally)
- Assistant Aquatic Manager-The City of Kirksville 1999-2002
- Certifications: Certified Pool Operator (CPO), American Red Cross Lifeguard Instructor (LGI) and Water Safety Instructor (WSI)

Sarah Murphy, CPO

Director of Management Services, Lifeguards Unlimited

Education: Bachelor of Science in Education – 2009

Experience:

- Director of Management Services – Lifeguards Unlimited, Inc. 2017 – Present
- Asst. Director of Parks & Recreation – Berrien County, GA 2014 - 2016
- Supervisor – Gander Mountain 2013 - 2014
- Rehab Technician – Saint Francis Medical Center 2012 - 2013
- Substitute Teacher – Cape Girardeau Public Schools 2009 – 2012
- Assistant Day Camp Director – The Salvation Army 2006 – 2009
- Certifications: Certified Pool Operator (CPO), American Red Cross Lifeguard

Lisa M Smith, MA

Director of Training and Administration, Lifeguards Unlimited

Education: Master of Arts in Counseling – 2016
Bachelor of Professional Studies in Teaching & Learning – 2014

Experience:

- Director of Training and Administration – Lifeguards Unlimited, Inc. 2016 – Present
- Director of Human Resources – Lifeguards Unlimited 2012 - 2016
- 20 years of experience in customer relations and administration
- 10 years of experience in education

Ryan Harrison, CPO

Associate Service Manager, Lifeguards Unlimited

Education: Bachelor of Science in Sports Management – 2012

Experience:

- Associate Service Manager – Lifeguards Unlimited, Inc. 2016 – Present
- Board of Directors – Mid States High School Hockey 2016 - Present
- Recreation Specialist – Aquatics – City of Florissant 2015 - 2016
- Fitness and Facility Supervisor – Chesterfield Athletic Club 2013 - 2015
- Event Manager – TRXC Training 2013
- Concessions Manager – Chesterfield Parks & Recreation 2013
- Certifications: Certified Pool Operator (CPO), Jeff Ellis & Associates Lifeguard Instructor (LGI), American Red Cross Lifeguard

Steve Kraus, CPO
Service Manager, Pool Pros

Experience:

- Service Manager – Aquatic Enterprises, Inc. d/b/a Pool Pros 2009-Present
- Service Manager, Sunset Aquatech Pool Service 2007-2009
- Director of Operations, NCRC 2001-2007
- Founder, The Pool Guys 1988-2001
- General Manager, Leslies Swimming Pool Supplies 1986-1988
- Certifications: Certified Pool Operator (CPO)

Pat Mansell, CPO
Operations Manager, Pool Pros

Experience:

- Operations Manager – Aquatic Enterprises, Inc. d/b/a Pool Pros 1989 – Present
- Installer and Service Technician – Harris Lanier Corp. 1985-1989
- Specialist 4th Class – United States Army 1983-1985
- Certifications: Certified Pool Operator (CPO)

References

Lifeguards Unlimited, Inc.

Lifeguards Unlimited, Inc. is proud to have a positive working relationship with several municipalities in the St. Louis area. As one of the only management companies in the area supervising waterpark facilities, we have ability and proven experience to oversee facilities such as the Heman Park Swimming Pool and the University City High School Natatorium.

Below is a list of municipal clients we have served, as well as the amenities within each of the facilities, so that you can compare these to your own. Please feel free to contact any of our clients regarding their experiences with Lifeguards Unlimited, Inc.

City of Eureka

Facility Name: The Timbers
Address: 1 Coffey Park Lane
Eureka, MO 63025
Years of Service: 4 Years ~ 2013-2016
Facility Amenities:

- Multi-level pool
- Zero-depth entry
- Water slide with
- Lap pool with diving board
- Play structures
- Lazy river

Reference: Missy Myers, Parks and Recreation Director
636-938-6775



City of Fenton

Facility Name: RiverChase Pool
Address: 990 Horan Drive
Fenton, MO 63026-2417
Years of Service: 6 Years ~ 2011-2016
(Year-round facility)

Facility Amenities:

- 4 separate bodies of water
 - These include indoor and outdoor facilities
- Zero-depth entry
- Water slides (2)
- Competition pool with diving boards
- Play structures
- Lazy river

Reference: Tom Diven, Parks and Recreation Director
636-343-0067, ext. 1352



City of Kirkwood

Facility Name: Recreation Station Aquatic Center
Address: 111 S. Geyer Road
Kirkwood, MO 63122

Years of Service: 3 Years ~ 2014-2016

Facility Amenities:

- 3 separate bodies of water
- Zero-depth entry (2)
- Lazy river
- Water slides (2) with catch pool
- Competition pool with diving boards
- Play structures

Reference: Kyle Henke, Superintendent of Recreation
314-822-5856



City of Manchester

Facility Name: Manchester Aquatic Center
Address: 359 Old Meramec Station Road
Manchester, MO 63021

Years of Service: 15 Years ~ 2002 – 2016

Facility Amenities:

- 3 separate bodies of water
- Zero-depth entry
- Water slides (3)
- Competition pool with diving boards
- Play structures
- Lazy river

Reference: Eileen Collins, Parks and Recreation Director
636-391-6326, ext. 402



Pattonville High School

Facility Name: Pattonville Aquatics Complex
Address: 2497 Creve Coeur Mill Road
Maryland Heights, MO 63043

Years of Service: 3 Years ~ 2014 – 2016

Facility Amenities:

- 1 body of water
- Competition pool with diving boards

Reference: Patty Gould, School/Business Partnership Director
314-213-8059



The Professional Lifeguard

Lifeguards Unlimited, Inc. is proud to work with a professional Lifeguard team that is trained in preventing and responding to aquatic emergencies, guest service and much more. The following information outlines the Lifeguard certification program utilized by Lifeguards Unlimited, Inc., the process we will utilize to certify the University City aquatics facilities' Lifeguards, and the appearance and expectations of Lifeguards Unlimited team members.



Lifeguards Unlimited, Inc. & American Red Cross: Working Hand-in-Hand to Ensure Guest Safety

The American Red Cross has been the leading authority in lifesaving and aquatic safety since 1914. Their courses are based on the latest Emergency Cardiac Care science which includes findings of the US Lifesaving Coalition Report and which meets OSHA guidelines for first aid training. The majority of certified lifeguards in the United States receive their training from American Red Cross authorized providers.



Accordingly, Lifeguards Unlimited, Inc. uses American Red Cross Lifeguard Training programs to certify all lifeguards so that they can effectively prevent and respond to aquatic emergencies. We work closely with the American Red Cross to ensure that all lifeguards are properly trained and that the training is correctly documented. **This is imperative because Lifeguards Unlimited trains more American Red Cross Lifeguards than any other entity in the St. Louis area.**

In addition to on-site skills practices overseen by Facility Managers and Lifeguard Instructors, Lifeguards Unlimited municipal facilities participate in the American Red Cross Aquatic Examiner program. During these exams, an American Red Cross certified Aquatic Examiner observes the lifeguards on the lifeguard stand and tests lifeguards in CPR for the Professional Rescuer, water rescue and spinal injury management skills. Participation in this program also requires more frequent certification of Lifeguards Unlimited, Inc. lifeguards.

Initial Certification Training & Recertification

Each Lifeguard employed at the University City aquatic facilities will have up-to-date training including the following American Red Cross certifications:

- Waterpark Lifeguard Training and First Aid;
- CPR for the Professional Rescuer and Automated External Defibrillation; and
- Bloodborne Pathogens: Preventing Disease Transmission.



The following training classes will be offered:

Recertification Courses: Available to students who are currently certified as American Red Cross Waterpark Lifeguards, this course will be offered at locations in both St. Louis and St. Charles counties. The course offered will include the latest American Red Cross certification materials.

- Student to Instructor Ratios: 10:1
- Length of Course: 12 hours

Full Waterpark Certification Course: This course is for candidates who are not currently certified as Lifeguards. Training will include training on lifeguard professionalism, facility safety and surveillance, legal considerations, first aid, breathing and cardiac emergencies, water rescue and spinal injury management for a variety of waterpark features and flat water surfaces. All students will receive a Lifeguarding participant's manual.

- Student to Instructor Ratios: 8:1 (average)
- Length of Course: 35 hours

In-Service Training



Lifeguards Unlimited, Inc. strives to provide a safe, clean, family environment where guest expectations are met and exceeded. While initial Lifeguard Training and orientations lay the groundwork for the aquatic team, additional training throughout the summer ensures that safety and response skills are fresh.

All staff in-service trainings will be held throughout the summer. During these trainings, lifeguards will focus on lifeguard skills, operational issues, guest service and conditioning activities.

Professional Appearance

In addition to being well-trained, Lifeguards Unlimited, Inc. understands that a professional appearance is imperative for all staff. Therefore, each lifeguard and manager will be expected to dress in accordance with the Lifeguards Unlimited, Inc. uniform policy.



All male staff will wear red lifeguard board shorts.

All female staff will wear a red, one-piece lifeguard suit.

All Lifeguards will be required to wear a whistle on a breakaway lanyard at all times while on duty.

Lifeguards may also wear optional Lifeguards Unlimited tee shirts and hats. Lifeguards will also be allowed to wear any hats or shirts provided by the City of Chesterfield.

Recruiting

Lifeguards Unlimited, Inc. is an equal opportunity employer. At the close of each summer swim season, recruitment for the following summer begins. Current staff members are contacted in early winter to assist in staff retention. Doing so ensures more experienced lifeguards and facility staff return each year, setting the stage for a higher standard of safety and service for your facility guests. Lifeguards Unlimited is diverse in the way we recruit:

- Social Media Outlets :
Facebook, Twitter, Instagram
- College campus visits: College career days
- High Schools: Lunch visits, lifeguard classes, swim & water polo teams
- Local Swim Teams

Our recruitment process is year round. But we have major push in the winter and spring months.



Staff Development

At Lifeguards Unlimited we know our staff is our number one asset. Our front line staff members are the people who will be serving your community directly. We take our responsibility to our staff very seriously. In order for them to serve you well, they need to be properly and completely trained, equipped and supported. In the same way that we are available to our clients 24/7, we are also available to our staff. We offer significant growth and learning experiences for our staff year round. With these opportunities and extensive and diverse communication efforts, we maintain an unusually high staff retention and commitment. Below are some of the ways we accomplish this.

Leadership Conference

We recognize our role in helping our lifeguards build work ethic and accountability. We do not just train young adults, we invest in them. LGU holds an annual Staff Leadership Conference. This one day conference incorporates outdoor ropes courses with indoor team and leadership sessions. Designed to enhance leadership skills on all levels, it promotes growth among current managers and sets new foundations for beginning guards. Each year we tackle themes like communication, presentation of self, service, self-care and ownership.



Additional Classes and Licenses



Lifeguards Unlimited always encourages our lifeguards to gain more knowledge in the aquatic field. Our management team holds the highest level of certification offered by the American Red Cross in order to offer an array of advanced courses which benefit our staff. These classes build a wider range of aquatic awareness and foster workplace confidence and include licenses such as Certified Pool Operator, Lifeguard Instructors and Water Safety Instructors.

Staff Get-Togethers

It's very important to stay in touch with our staff during the school season and provide opportunities outside of the pool for our staff to connect. While various social media networks are helpful, we also value face to face time. Hosting end-of-the-year and holiday parties ensures quality time with our staff and promotes unity. Throughout the summer we also host a multi-municipal competition called the Manager's Cup. This summer long event is a great way for the staff to develop relationships with guards from other LGU facilities and to have fun after work.



Transition Plan

Lifeguards Unlimited has extensive experience transitioning staff from various companies. Our training and employment strategies are designed to provide support throughout the entire transition to LGU.



We are committed to honoring the surrounding communities of our municipal facilities. It is important that young adults in your community have the option of employment and investment in their city. Previous staff and community members always have priority hiring status with LGU. In fact, when we transitioned Kirkwood's Recreation Station in 2014, 73% of our lifeguards were either previous employees at Recreation Station or were members of the Kirkwood community.

Becoming an American Red Cross Lifeguard is an easy transition for your staff. We offer training classes throughout the spring and summer so guards can fit them into their schedules. We also offer these classes at the rate of typical review class for these new employees. This way, the lifeguards do not incur additional cost for maintaining their skills due to a change in management.

American Red Cross Lifeguard certification is one of the most recognized and universal certifications in the aquatics industry. By becoming ARC certified, lifeguards are easily able to transition to off season employment as a lifeguard at colleges in any state.

Lifeguarding is a family business. Working with a young staff also means supporting and informing their family members. Every year during staff orientations we also offer parent orientations. While new employees are learning about their summer responsibilities, our Vice-President spends time discussing with parents how to best support their teenagers as they pursue their first job.

Given the opportunity to work with the City of University City, we will give priority hiring status to any previous employee or member of the University City community. We will also work with them to provide an easy and supportive move in to the LGU and American Red Cross team.





City of Manchester
Parks & Recreation
636-391-6326 • 636-391-0467 (fax)
359 Old Meramec Station Road
Manchester, Missouri 63021
parks@manchestermo.gov

To: Ed Blattner, City Administrator
From: Eileen Collins, Director of Parks and Recreation
Subject: Pool Management Bid
Date: February 8, 2011

On January 6, 2011 bids were received for the Pool Management Service. Two companies submitted their proposal, Lifeguards Unlimited and Midwest Pool Management. The contract would be valid for one year with an option for 2012 and 2013.

The bids are as follows for 2011:

	<u>Management Fee</u>		<u>Maximum Base Salary</u>	
<u>Total</u>				
Lifeguards Unlimited	\$43,950	+	\$120,700	= \$ 164,650
Midwest Pool Mgmt.	\$43,668	+	\$127,974	= \$ 171,642

Based on the bid money totals and the services we have received from Lifeguards Unlimited in the past, I am recommending Lifeguards Unlimited for the 2011 season.

INTRODUCED BY ALDERMAN OTTENAD

RESOLUTION NO. 11-0349

A RESOLUTION ACCEPTING THE BID OF LIFEGUARDS UNLIMITED, INC. IN AN AMOUNT NOT TO EXCEED ONE HUNDRED SIXTY-FOUR THOUSAND SIX HUNDRED FIFTY DOLLARS (\$164,650.00) FOR ALL LABOR, MATERIALS, TOOLS, AND EXPENDABLE EQUIPMENT NECESSARY FOR THE MANAGEMENT AND OPERATION OF THE MANCHESTER AQUATIC CENTER IN 2011 AND AUTHORIZING THE CITY ADMINISTRATOR OF THE CITY OF MANCHESTER TO ENTER INTO A CONTRACT THEREFOR.

WHEREAS, on January 6, 2011, the City of Manchester requested bids for all labor, tools, and expendable equipment necessary for the management and operation of the Manchester Aquatic Center for the year 2011, with an option for the years 2012 and 2013; and,

WHEREAS, in response to the City's request, two (2) firms, including Lifeguards Unlimited, Inc. submitted bids; and,

WHEREAS, the Director of Parks and Recreation has reviewed the submitted bids and believes that the bid submitted by Lifeguards Unlimited, Inc. is the lowest responsible bid.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF ALDERMEN OF THE CITY OF MANCHESTER, STATE OF MISSOURI AS FOLLOWS:

Section One: The bid of Lifeguards Unlimited, Inc. in an amount not to exceed One Hundred Sixty-Four Thousand Six Hundred Fifty Dollars (\$164,650.00) for all labor, materials, tools, and expendable equipment necessary for the management and operation of the Manchester Aquatic Center in 2011 is hereby accepted and approved.

Section Two: A copy of the bid proposal of Lifeguards Unlimited, Inc. is attached to this Resolution and is incorporated herein by reference thereto and marked Exhibit "A".

Section Three: The City Administrator is hereby authorized and directed to enter into a contract on behalf of the City with Lifeguards Unlimited, Inc. for the management and operation of the Manchester Aquatic Center in 2011.

Section Four: This Resolution shall be in full force and effect from and after its passage and approval as provided by law.

PASSED AND APPROVED THIS 22nd DAY OF FEBRUARY, 2011.

CITY OF MANCHESTER, MISSOURI


Mayor

ATTEST


City Clerk

APPROVED AS TO LEGAL FORM:


City Attorney



Council Agenda Item Cover

MEETING DATE: April 10, 2017

AGENDA ITEM TITLE: Site Plan for a parking garage at 560 Trinity Avenue in the "PA" – Public Activity District

AGENDA SECTION: City Manager's Report

CAN THIS ITEM BE RESCHEDULED? : Yes

BACKGROUND REVIEW: Section 400.2630 of the Zoning Code requires that site plans for the construction of new non-residential buildings be reviewed and approved by City Council. The site plan is a professionally prepared graphic and written document that shows how a site will be physically developed. The subject site plan depicts the building and other details for the proposed parking garage. The proposed parking garage is an accessory use and is permitted (allowed) to be constructed in the "PA" Zoning District. Therefore whether or not a garage can be constructed on the site is not subject to review as it is in compliance as an allowable use. Rather, City Council is being asked to consider whether the proposed site plan application meets the requirements of the Zoning Code.

Section 400.2620 of the Zoning Code requires staff to review the site plan and prepare a report and recommendation for City Council. Staff reviewed the proposed site plan and recommends approval with conditions set forth in the attached staff report.

For its approval, this agenda item would require a motion by the City Council.

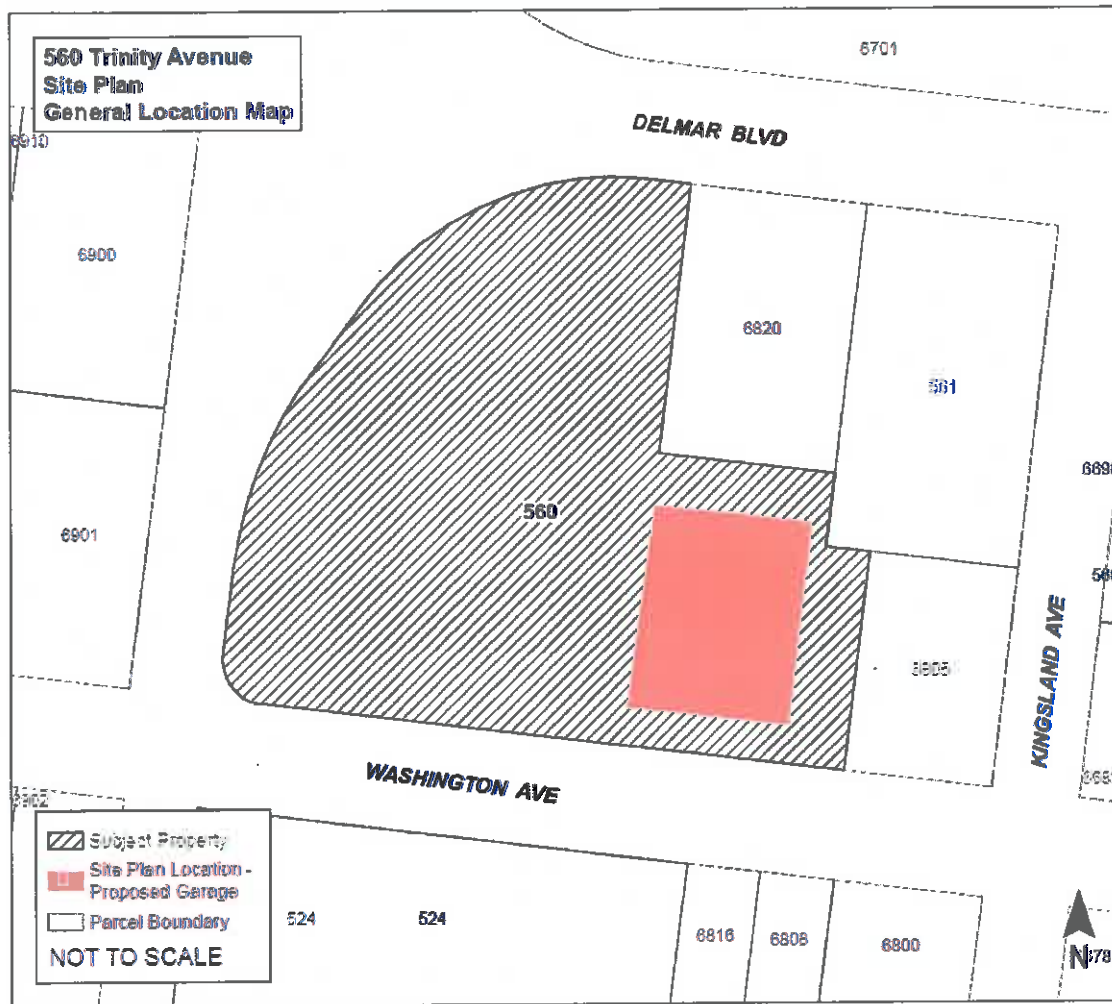
Attachments:

Staff Report with attachments (including Site Plan application documents and drawings)

RECOMMENDATION: Approval with Conditions

Existing Property

The subject property is approximately 2.7 acres in area, being occupied by Washington University's 560 Music Center on its western portion and a 70-space surface parking lot on its southeastern portion. This parking lot is shared in use by the Castlereagh Apartment building (Washington University student housing) on a separate parcel to the north (currently under major renovations with no change to the number units), 560 Music Center (no changes to the Music Center are proposed), and overflow parking for the Center of Creative Arts (COCA). Access to the surface parking lot is provided by two two-way curb-cuts onto Washington Avenue.



Applicant's Request

The current request is for Site Plan approval for a four-level shared parking garage with 210 parking spaces on the southeastern portion of the lot. Primary access to the parking garage would be provided with two new two-way curb-cuts onto Washington Avenue. The garage will continue to be shared by 560 Music Center, Castlereagh Apartments, and COCA.

The proposed parking space arrangement is for 90-degree spaces with two-way access drives throughout. A smaller, partially underground level is proposed with eight parking spaces, IT/equipment storage, and a small office. Cross-access between this area and the Castlereagh Apartment parking lot will be provided. Elevator and stairwell access to each

level will be provided. The garage is set back 25 feet from the adjacent residential-zoned properties to the north and east as required. Landscaping is proposed to the south, east, and north of the proposed garage. A small bump-out for pedestrian crossing is proposed in the southwestern corner of the site, in anticipation of future pedestrian crossing across Washington Avenue to COCA.

Process – Required City Approvals

Historic Preservation Commission. The subject property is located within the University City Civic Complex Historic District, a locally designated historic district. New structures in the Civic Complex Historic District require review and a recommendation from the Historic Preservation Commission (HPC) for conformance with said Historic District Standards. As per Section 400.1760 of the District Standards, while no specific architectural style is required, compatibility with surrounding buildings, structures, and open spaces in relation to building height, mass, setbacks, and materials is emphasized. The proposed garage was reviewed by HPC for consistency with district standards on January 19 and February 16, 2017. On February 16 the HPC unanimously recommended approval for the garage and related elements as submitted, with the condition that uniform cladding be used on all façades. A copy of the HPC minutes are attached, which include public comments received at the meetings.

City Council. Section 400.2630 of the Zoning Code requires that site plans for the construction of new non-residential buildings be reviewed and approved by City Council. In conducting its review, City Council shall consider the staff report, Historic Preservation Commission recommendation and application to determine if the proposed site plan application meets the requirements of the Zoning Code.

City Council should be aware that the COCA facility, located across Washington Avenue to the south of the proposed parking garage, has announced expansion plans for their facility. At this time, the City has not received a formal application nor has a timeframe for same been provided. It should be noted that the proposed garage is intended to accommodate some of the parking needs of COCA, however, it is to be considered a separate application for review. If and when the COCA expansion project is initiated, the required City approval process, to include commissions, will be followed.

Analysis

[The application and supporting materials were distributed to City Departments for review and comment. The analysis and staff recommendation sections of this report incorporate interdepartmental comments.]

Accessory uses such as the proposed parking garage are permitted uses in the “PA” – Public Activity District, the current zoning of the subject site. Thus, zoning and the proposed use for the subject property are not at issue. City Council’s review of the site plan is to be as per Section 400.2630 of the Zoning Code and generally includes the site design and circulation, consistency with the Comprehensive Plan, parking and compatibility with adjacent properties.

Upon review of the Site Plan, the proposed building and site design complies with the density and dimensional regulations in the Zoning Code including setbacks, building height, and parking. Regarding circulation, it is staff’s opinion that the proposed access to and from the site, via the two new curb-cuts onto Washington Avenue, and the Castlereagh property to the north, will provide safe and efficient ingress and egress.

In staff's opinion, the proposed arrangement of parking spaces and drive aisles in the parking garage is safe and efficient. In order to enhance pedestrian access and safety, appropriate striping, signage, and other markings will be incorporated into each level of the garage to clearly mark pedestrian access from the parking area to the elevators and stairwells. It is also staff's opinion that the proposed bump-out onto Washington Avenue would provide additional safety for pedestrian crossing as well as a traffic calming feature, considering the amount of children's programs at COCA.

The parking garage itself will not generate additional traffic. Rather, it will help to solve some of the parking issues for the neighborhood by providing additional off-street parking spaces. The 210 parking spaces in the proposed garage are 140 more than the 70 spaces on the existing surface lot without any changes proposed to the 560 Music Center and the Castlereagh Apartments. However, if the COCA expansion project moves forward, a traffic analysis would be requested during the review process, rather than at this time. The parking requirements for 560 Music Center and the Castlereagh Apartments will continue to be met with the proposed garage. The final number of required parking spaces for the potential COCA expansion is currently not known. COCA will work with Washington University to address shared parking needs through a private agreement. However, in order to move forward with the parking garage, the approximate number of required spaces for COCA was determined. If the COCA expansion moves forward, the project must be designed to meet the number of parking spaces available.

It is staff's opinion that the proposed garage is visually compatible and not out of scale, given the height of surrounding buildings as well as design and materials proposed. The proposed garage is consistent with the goals and objectives of the 2005 Comprehensive Plan update.

Public Involvement

A public hearing is not required by the Zoning Code for this application. However, an informational neighborhood meeting was held in early February by the applicants at which COCA and Washington University presented their projects and allowed an opportunity for neighbors to provide feedback. Concerns included traffic issues related to the COCA expansion and the construction materials for the garage.

Staff Recommendation

The proposed parking garage as shown on the attached Site Plan complies with all applicable provisions of the Zoning Code and with the Site Plan Review findings of fact as set forth in section 400.2630 of the Zoning Code. Accordingly, staff recommends approval of the proposed Site Plan with the conditions specified in Attachment A.

ATTACHMENT A
Site Plan – SPR 17-02 – Conditions of Approval
560 Trinity Avenue

[Except as noted herein below, other codes and regulations of the City of University City shall apply.]

Department of Community Development

1. The height, mass, and location of the parking garage and the design and layout of drive aisles and parking spaces shall be as shown on the Site Plan submitted. Uniform cladding material consisting of the terra cotta baguette material shall be used on all facades as was recommended by the Historic Preservation Commission at their February 16, 2017 meeting.
2. A final landscaping plan shall be submitted to the Department of Community Development for review and approval, in conjunction with a review by the City Forester. All landscaping shall be installed and maintained, and any dead trees or plant material replaced, in accordance with the approved plan as set forth in Section 400.1230 of the Zoning Code. Said landscaping plan shall be approved prior to the building permit being issued and the required landscaping shall be installed prior to the approval of any occupancy permits.
3. Curb-cuts shall be as approved by the Department of Public Works and Parks.
4. A detailed construction traffic control and parking plan shall be submitted for review and approval by the Department of Community Development and Department of Public Works and Parks. Said plan shall set forth details pertaining to worker and resident parking during all phases of the proposed construction and shall further detail solutions to public property maintenance issues such as street cleaning and traffic diversion. Said plan shall be finalized prior to the issuance of a building permit.
5. All appropriate permits [e.g. building, mechanical, electrical, and plumbing] must be obtained prior to the start of any and all construction. The applicant must adhere to all requirements of the Building Code.
6. Except as noted herewith, other applicable provisions of the University City Municipal Code must be complied with.

Department of Public Works and Parks

1. All pedestrian facilities shall comply with the Americans with Disabilities Act (ADA). Accessible routs from ADA parking spaces to building exits shall be

marked and the final location of van accessible spaces shall be reviewed and approved by the Department of Public Works and Parks.

2. All work in the right-of-way, including signage and lighting, shall require a right-of-way permit. Said permit shall include a traffic control plan as applicable and require approval from the Department of Public Works and Parks. For proposed lighting, a photometric plan shall be provided for review and approval by the Department of Public Works and Parks.
3. A plan for trash and recycling collection on the property shall be submitted to the Department of Public Works and Parks for review and approval.

Fire Department

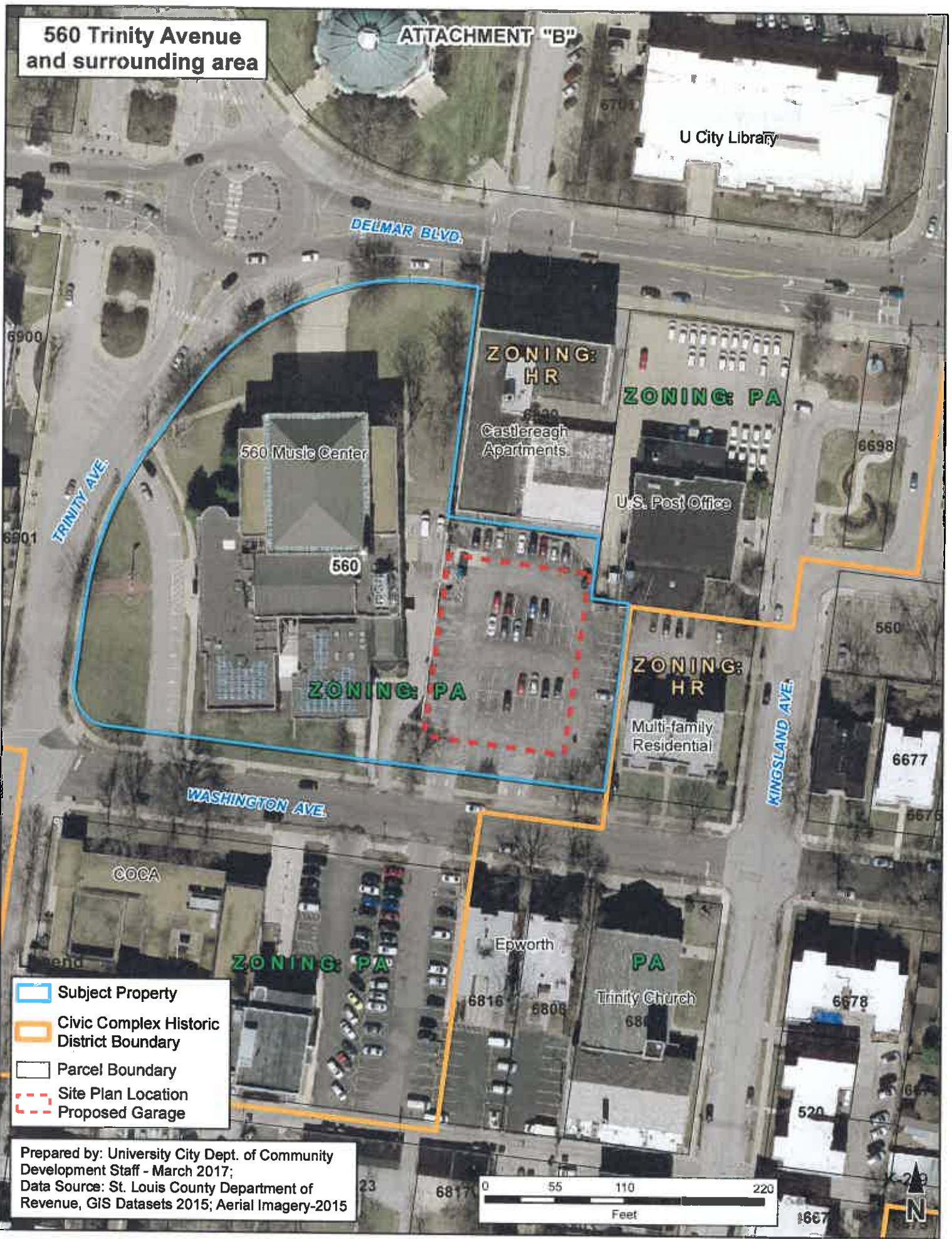
No Comments

Police Department

No Comments

**560 Trinity Avenue
and surrounding area**

ATTACHMENT "B"



U City Library

DELMAR BLVD.

TRINITY AVE.

WASHINGTON AVE.

KINGSLAND AVE.

ZONING: HR

ZONING: PA

ZONING: PA

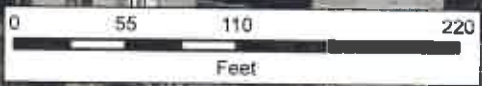
ZONING: HR

ZONING: PA

PA

- Subject Property
- Civic Complex Historic District Boundary
- Parcel Boundary
- Site Plan Location
- Proposed Garage

Prepared by: University City Dept. of Community Development Staff - March 2017;
Data Source: St. Louis County Department of Revenue, GIS Datasets 2015; Aerial Imagery-2015





Department of Community Development

6801 Delmar Boulevard University City, Missouri 63130 314-505-8500 Fax: 314-862-3168

APPLICATION FOR SITE PLAN REVIEW FOR: 560 Trinity Avenue
Address / Location / Site of Building

1. Zoning District (Check one):
CC GC HR HRO IC LC LR MR [X] PA PD SR

2. State proposed use: Multi-level parking garage to serve the Castlereagh Building, 560 Music Center and COCA

3. Describe existing premises: The existing site contains a 70 stall surface parking lot serving Castlereagh Building and 560 Music Center.

4. Describe proposed construction (please attach additional narrative): Cast-in-place or precast concrete-See Summary

5. State applicant's name, address and daytime telephone number: Gregory C. Trost c/o The Lawrence Group.
319 N. 4th Street, St. Louis, MO 63102 p: (314) 231-5700 x1294

6. Applicant's interest in the property (check one):
Owner Tenant Under contract to purchase Under contract to lease
[X] Other (specify): Architect

7. State name and address and daytime telephone number of owner, if other than applicant:
Steve Condrin c/o The Washington University, 700 Rosedale Avenue, St. Louis, MO 63112 p: (314) 935.5963

8. Check type of authorization(s) required:
[X] New Development: This does not include single or two-family dwellings.

Substantial Addition: Additions to buildings, or new accessory buildings, when 1) the addition or new accessory building is greater than 25% of the existing principal building; 2) the addition or new accessory building exceeds 1,000 square feet in gross floor area; 3) curb cuts are required; or 4) when such new construction reduces existing parking or significantly modifies existing on-site circulation (this does not include single or two-family dwellings).

Canopies: Canopies constructed over existing walkways, loading docks, or pump islands, where such new construction reduces existing parking or significantly modifies existing on-site circulation.

Tax Exemption: Person, association, corporation, religious institution, charity or foundation that has been designated by any governmental entity as exempt from payment of any tax levied by the city seeking to purchase or occupy real property in University City per Municipal Code 5.04.210.

Olive Boulevard Design Guideline Review.
Amendment: Amendment to any of the above.
Other (specify):

The undersigned hereby makes application for a Site Plan Review and requests the authorization of the City Council to proceed with the activities described in this application.

03.10.17
Date

[Signature] - SENIOR ASSOCIATE
Applicant's Signature and Title

FOR OFFICE USE ONLY

Date: Application first received of
Application fee in the amount of \$ Receipt #

UNIVERSITY CITY
DEPARTMENT OF COMMUNITY DEVELOPMENT
SITE PLAN REVIEW APPLICATION

PROJECT SUMMARY

The Washington University is proposing a multi-level parking garage (approx. 210 stalls) located on the existing surface parking lot at 560 Trinity Avenue. The purpose of the garage is to adequately serve the parking requirements for the Castlereagh Building, situated to the north, 560 Trinity Music Center, to the west, and the Center of Creative Arts (COCA), to the south, including COCA's proposed expansion. The expansion project would displace approximately 69 stalls that exist on their surface lot. Correspondence has been shared with the University Zoning Division in order to determine the required parking calculation necessary to accommodate the three (3) buildings. Please refer to Parking Summary in the drawings provided.

The proposed COCA expansion is a separate project that will require HPC and City Council review at a future date to be determined. It is the Owner's intent to have the garage constructed prior to the commencement of the COCA expansion project's construction in order to provide the parking demand for the other buildings it is required to serve.

The proposed parking garage is designed to meet the zoning guidelines for the Public Activity zoning district for necessary setbacks and building height restrictions. Construction of the garage is either precast or cast-in place concrete. The primary (South) building elevation proposes a terra cotta baguette system to complement the existing masonry buildings surrounding the site. The cladding material also exists wrapping portions of the north, east, and west building elevations to maintain design cohesiveness. Other design elements of the garage include stainless steel cable railing and prefinished metal canopies at two (2) garage entrances/exits. In addition, the integration of landscaping is proposed within the south and east building setbacks, specifying native plant materials that provide four seasons of interest and designed to minimize long-term maintenance due to their economic, ecological, and aesthetic benefits.

An informational Neighborhood Voice meeting hosted by Washington University was held on 02/01/17 at Trinity Church. It provided the neighborhood community the opportunity to review the proposed development plans for the future COCA expansion project (presented by COCA) and the 560 Trinity garage (presented by Lawrence Group).

Furthermore, the proposed parking garage had been presented to the Historic Preservation Commission on 02/16/17 and received unanimous approval from the Commission for conformance with the University City Civic Complex Historic Standards.



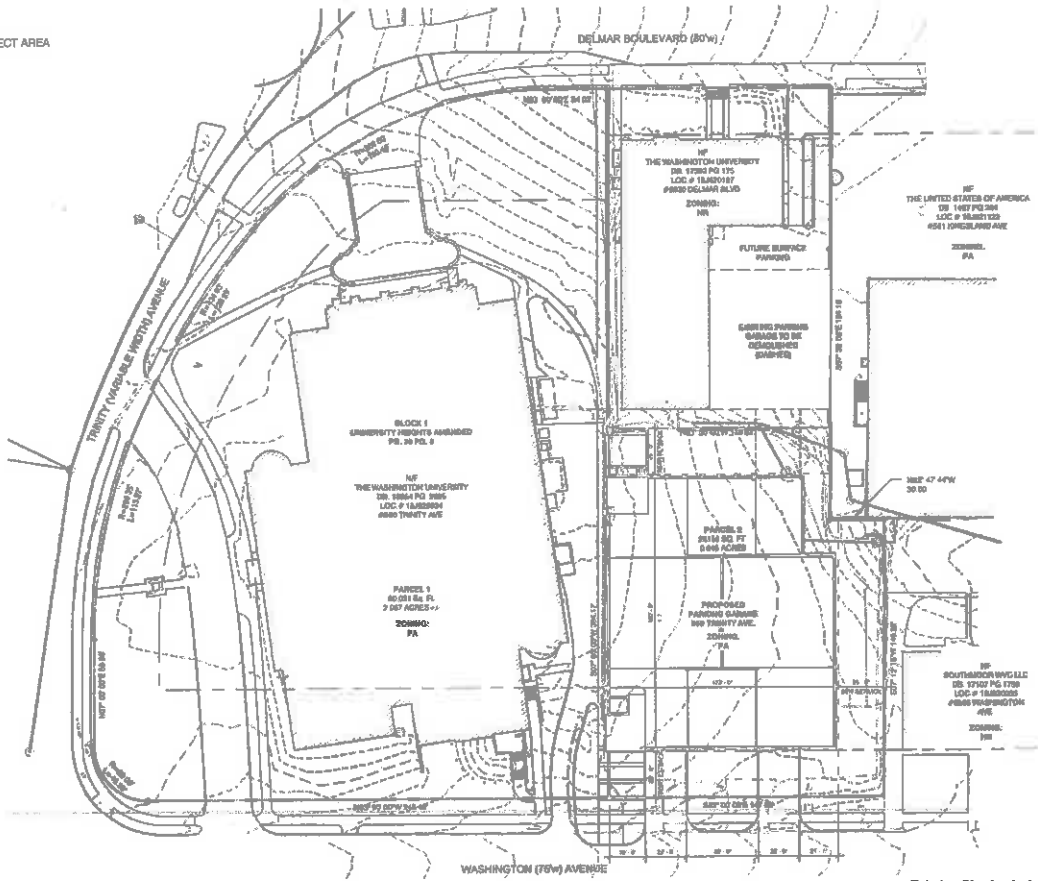
LOCATION PLAN

OWNER:
 THE WASHINGTON UNIVERSITY
 700 ROSEDALE AVENUE
 ST. LOUIS, MO 63112
 P: 314.935.3965

GENERAL NOTES:
 1) CURRENT ZONING:
 560 TRINITY "PA" PUBLIC ACTIVITY
 6820 DELMAR "HR" HIGH DENSITY RESIDENTIAL

SETBACK REQUIREMENTS:
 "PA"
 RIGHT-OF-WAY SETBACK: 15 FEET
 PROPERTY LINE SETBACK: NONE EXCEPT WHEN ADJOINING A
 RESIDENTIAL DISTRICT THEN 25 FEET.
 PROPERTY LINE SETBACKS MAY BE MODIFIED BY CONDITIONAL USE
 PERMIT PROCEDURES.

"HR"
 FRONT YARD: 25 FEET OR IF NO PLATTED BUILDING LINE THE
 PREVAILING PATTERN OF FRONT YARD
 SETBACKS IN THE SUBDIVISION, WHICHEVER IS GREATER.



1 | SITE PLAN

D1 | 1" = 50' - 0"



580 Trinity Avenue Garage
 16236
 University City – Site Plan Review Drawing Set

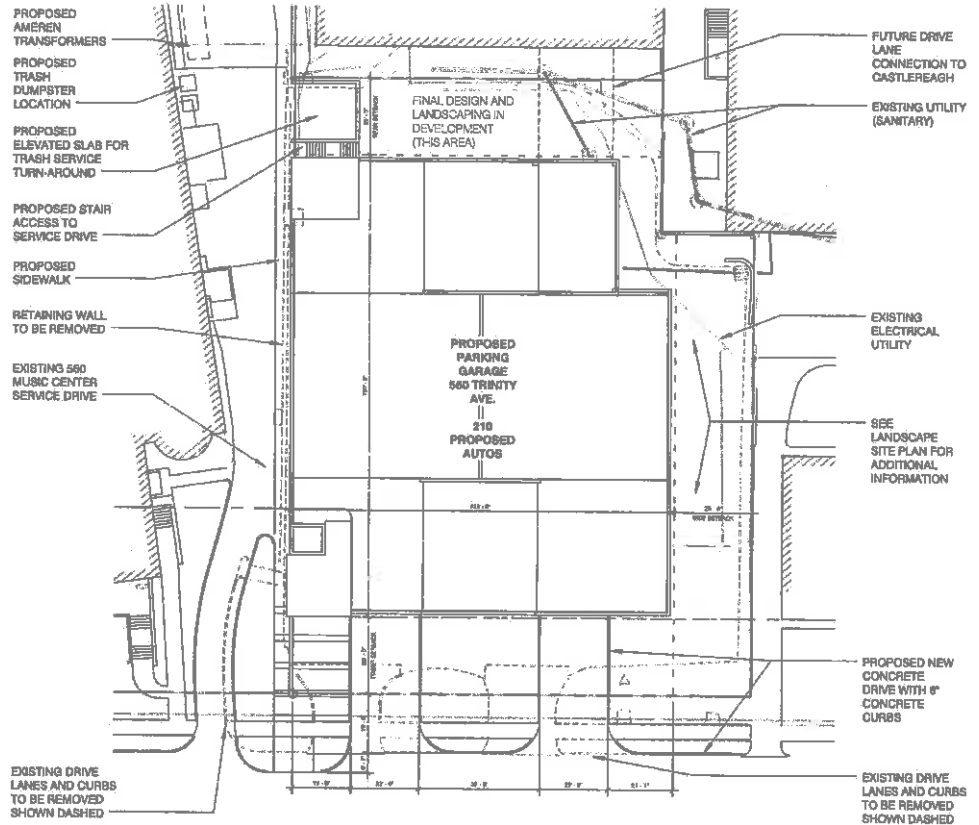


PROPERTY DESCRIPTION:

PARCEL 2:
 LOTS 18 AND 19 AND PART OF LOT 20 IN BLOCK 4 OF ROSEDALE HEIGHTS, ACCORDING TO THE PLAT THEREOF RECORDED IN PLAT BOOK 1, PAGE 63 OF THE ST. LOUIS COUNTY, MISSOURI, RECORDER OF DEEDS OFFICE AND DESCRIBED AS BEGINNING AT A POINT IN THE NORTH LINE OF WASHINGTON AVENUE, BEING THE SOUTHEAST CORNER OF SAID LOT 20; THENCE NORTHWARDLY ALONG THE EAST LINE OF SAID LOT 20 A DISTANCE OF 150 FEET TO THE SOUTHEAST CORNER OF PROPERTY CONVEYED TO THE UNITED STATES OF AMERICA BY DEED RECORDED IN BOOK 2478, PAGE 7 OF THE ST. LOUIS COUNTY RECORDER OF DEEDS OFFICE; THENCE WESTWARDLY ALONG THE SOUTH LINE OF PROPERTY CONVEYED TO THE UNITED STATES OF AMERICA, AS AFORESAID, 30 FEET TO THE SOUTH-WEST CORNER THEREOF; THENCE NORTHWARDLY ALONG THE WEST LINE OF SAID PROPERTY CONVEYED TO THE UNITED STATES OF AMERICA TO THE NORTH-WEST CORNER THEREOF BEING ALSO A POINT IN THE NORTH LINE OF SAID LOT 20; THENCE WESTWARDLY ALONG SAID NORTH LINE OF SAID LOT 20 A DISTANCE OF 20 FEET TO THE NORTH-WEST CORNER OF SAID LOT 20; SAID NORTHWEST CORNER OF LOT 20 BEING THE NORTH-EAST CORNER OF LOT 19; THENCE CONTINUING WEST ALONG THE NORTH LINE OF LOT 19 AND SA. A DISTANCE OF 130 FEET TO THE NORTHWEST CORNER OF LOT 18; THENCE SOUTH ALONG THE WEST LINE OF LOT 18, A DISTANCE OF 200 FEET TO A POINT IN THE NORTH LINE OF WASHINGTON AVENUE, SAID POINT BEING THE SOUTH-WEST CORNER OF LOT 18; THENCE EAST ALONG THE NORTH LINE OF WASHINGTON AVENUE, A DISTANCE OF 150 FEET TO THE POINT OF BEGINNING.

GENERAL NOTES:

1. SEE LANDSCAPE PLAN SHEET 019 FOR ADDITIONAL INFORMATION
2. EXISTING GRADES SHOWN, GRADING PLAN TO BE DETERMINED.
3. CONSTRUCTION SYSTEM TO BE DETERMINED. SEE FLOOR PLANS FOR ADDITIONAL PLANS AND INFORMATION
4. SIGNAGE PLAN AND LOCATIONS TO BE DETERMINED. ALL PROPOSED SIGNAGE SHALL COMPLY WITH THE REQUIREMENTS OF THE UNIVERSITY CITY ZONING CODE.
5. PROPOSED OUTDOOR LIGHTING PLAN TO BE DETERMINED. LIGHTING SHALL COMPLY WITH THE REQUIREMENTS OF THE UNIVERSITY CITY ZONING/BUILDING CODE.



1 | SITE PLAN

D2 | 1" = 30' - 0"

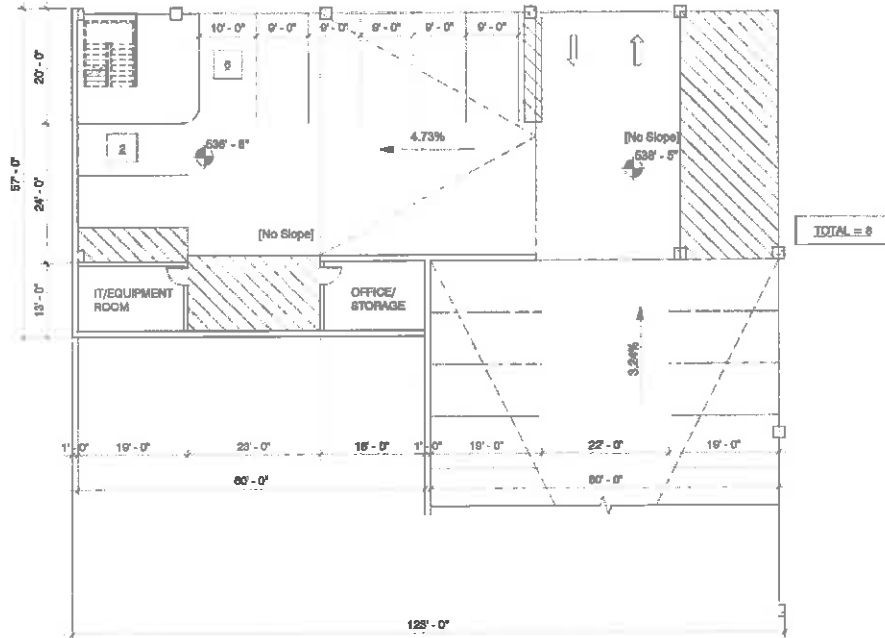


560 Trinity Avenue Garage
 16238
 University City - Site Plan Review Drawing Set



Site Plan
 03/22/17





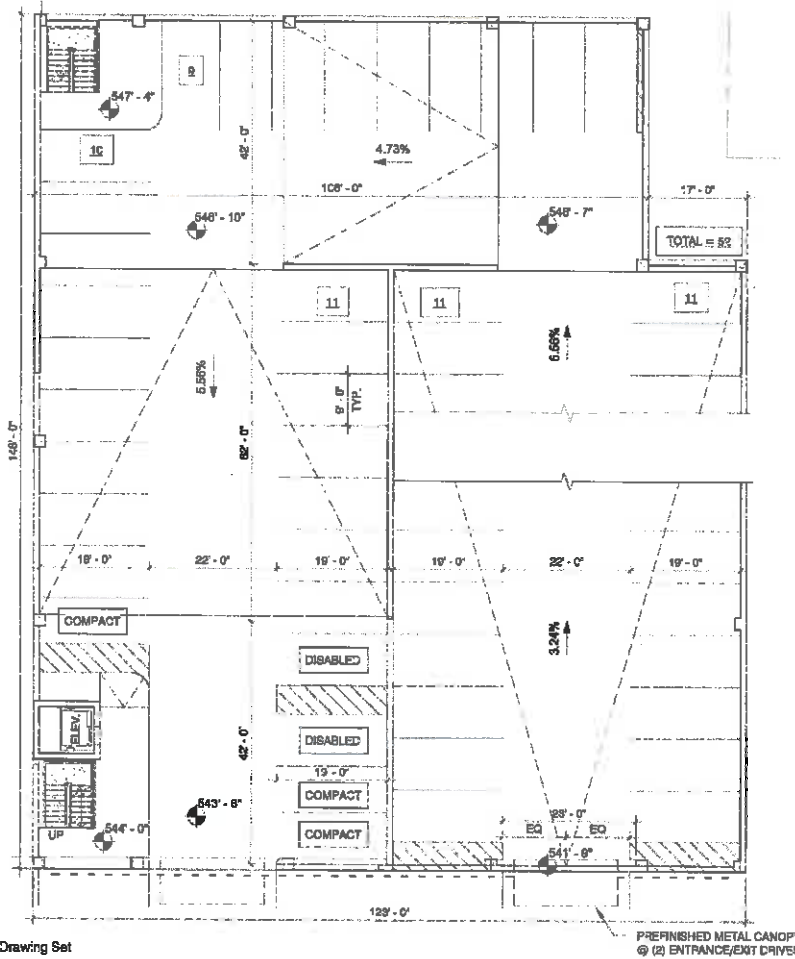
1 | LOWER LEVEL PLAN

D3 | 1/16" = 1'-0"



560 Trinity Avenue Garage
16238
University City – Site Plan Review Drawing Set

Floor Plan
03/22/17



EXISTING:	
CASTLEBAGH (SURFACE)	20
500 MUSIC CENTER (SURFACE)	50

REMOVED:	189
CASTLEBAGH	70
500 MUSIC CENTER	60
COCA REQUEST	120

PARKING GARAGE	
TYPICAL	173
COMPACT	80
DISABLED	7
TOTAL:	260
SURFACE (CASTLEBAGH)	
TYPICAL	20
TOTAL:	20
GRAND TOTAL	280

PLATE 0:	5
TYPICAL	0
COMPACT	0
DISABLED	0
PLATE 1:	58
TYPICAL	47
COMPACT	8
DISABLED	2
PLATE 2:	51
TYPICAL	39
COMPACT	10
DISABLED	2
PLATE 3:	51
TYPICAL	39
COMPACT	10
DISABLED	2
PLATE 4:	48
TYPICAL	40
COMPACT	7
DISABLED	1 (Var)

PARKING SUMMARY

1 | FIRST FLOOR PLAN
D4 | 1/16" = 1'-0"

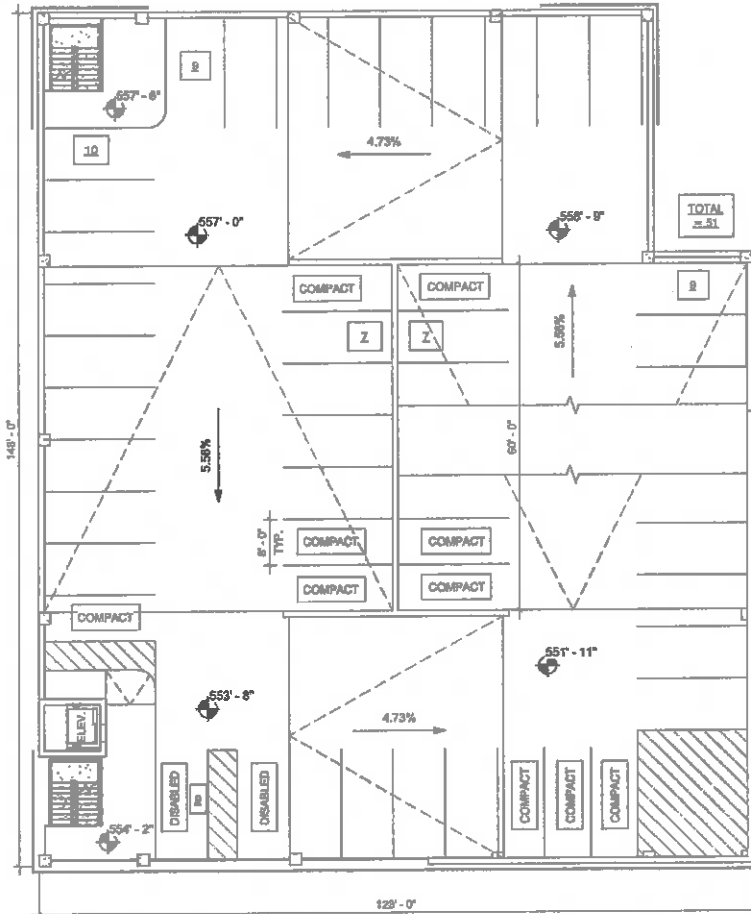


500 Trinity Avenue Garage
16238
University City - Site Plan Review Drawing Set

PREPARED METAL CANOPY
@ (2) ENTRANCE/EXIT DRIVES

Floor Plan
C322/17

DATE: 12/15/17
DRAWN BY: [Signature]
CHECKED BY: [Signature]



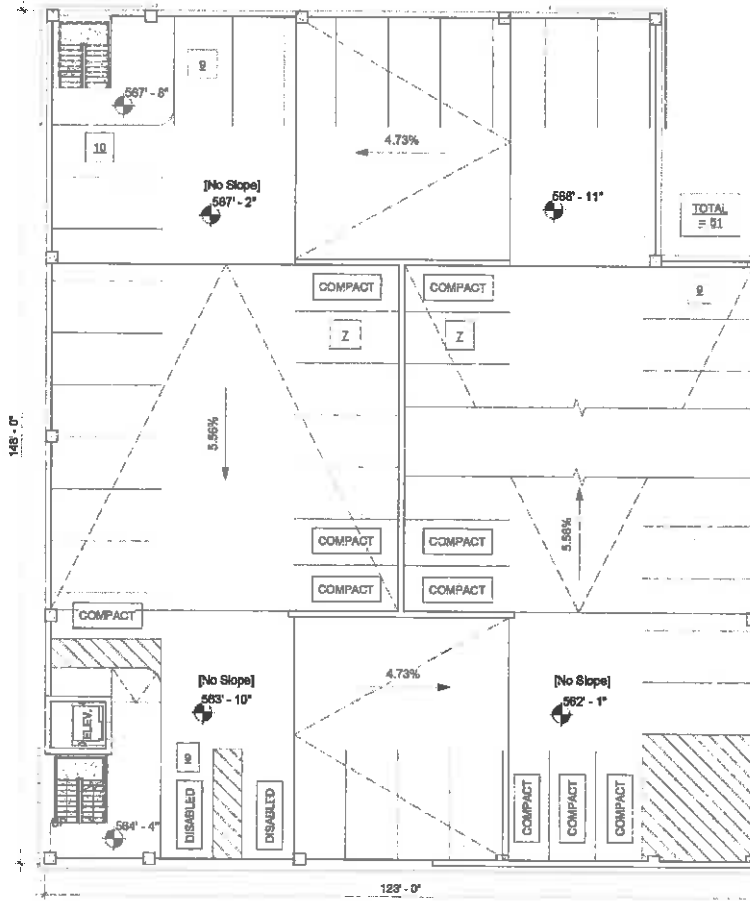
1 SECOND FLOOR PLAN

D5 1/16" = 1'-0"



500 Trinity Avenue Garage
 10208
 University City - Site Plan Review Drawing Set

Floor Plan
 03/22/17
 D5
 K-15
 1/16" = 1'-0"

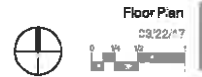


1 | THIRD FLOOR PLAN

D6 1/16" = 1'-0"

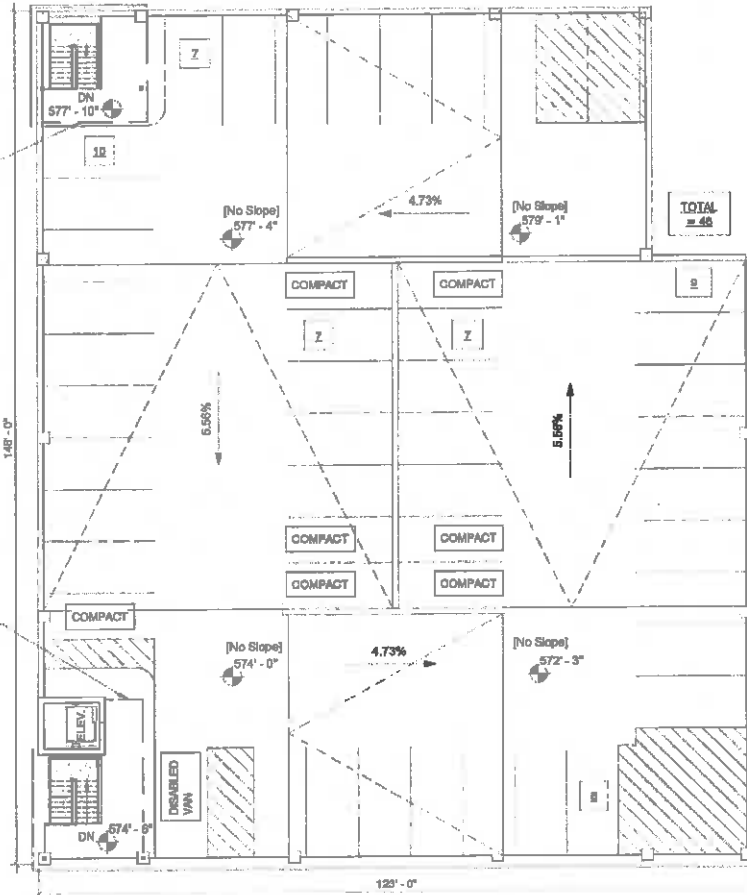


560 Trinity Avenue Garage
16238
University City - Site Plan Review Drawing Set



PREFINISHED METAL ROOF OVER
STEEL STRUCTURE SUPPORT
(SHOWN DASHED)

PREFINISHED METAL ROOF OVER
STEEL STRUCTURE SUPPORT
(SHOWN DASHED)



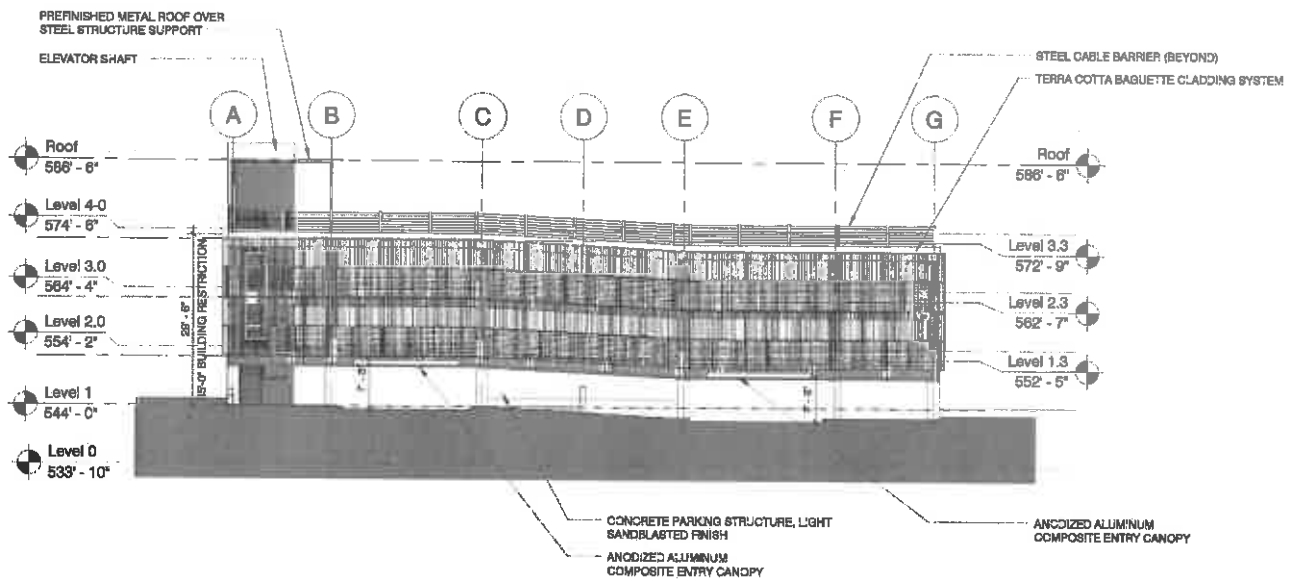
1 | FOURTH FLOOR PLAN

D7 | 1/8" = 1'-0"



580 Trinity Avenue Garage
10238
University City - Site Plan Review Drawing Set

Floor Plan
09/22/17
Sheet No. **D7**
K278



1 | SOUTH ELEVATION

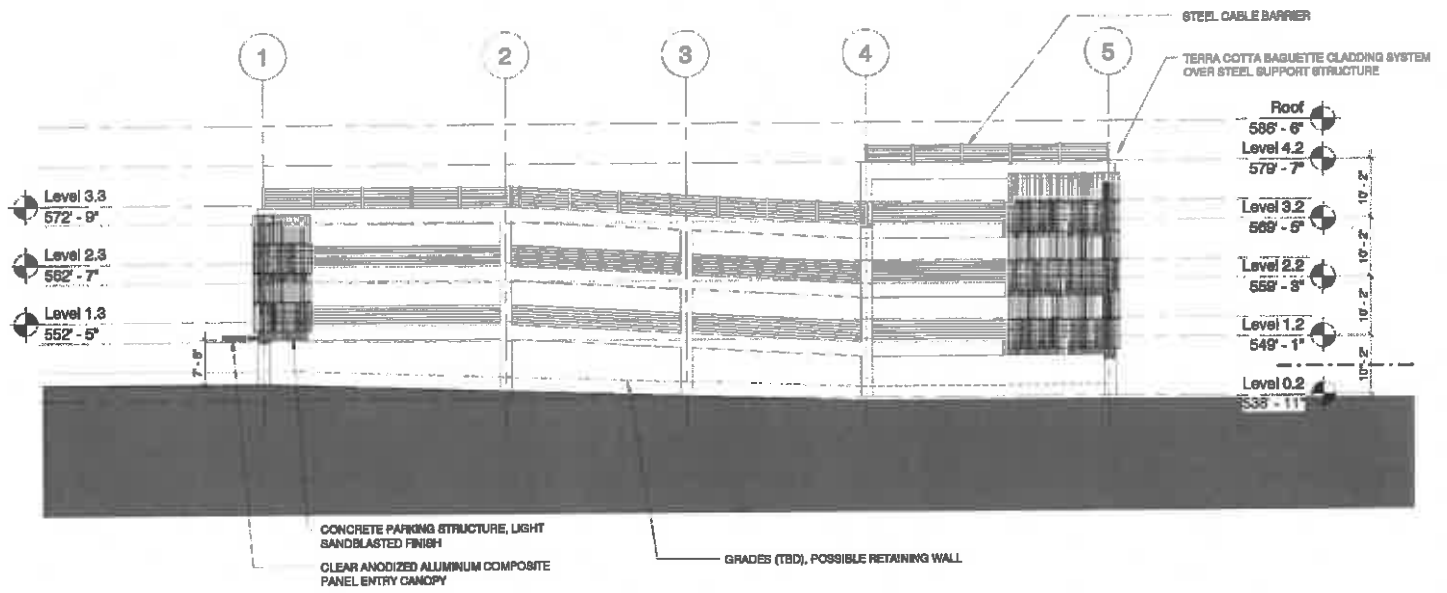
D8 | 1/16" = 1'-0"



560 Trinity Avenue Garage
 16238
 University City - Site Plan Review Drawing Set

Building Elevation
 03/22/17





1 | EAST ELEVATION

D9 | 1/16" = 1'-0"

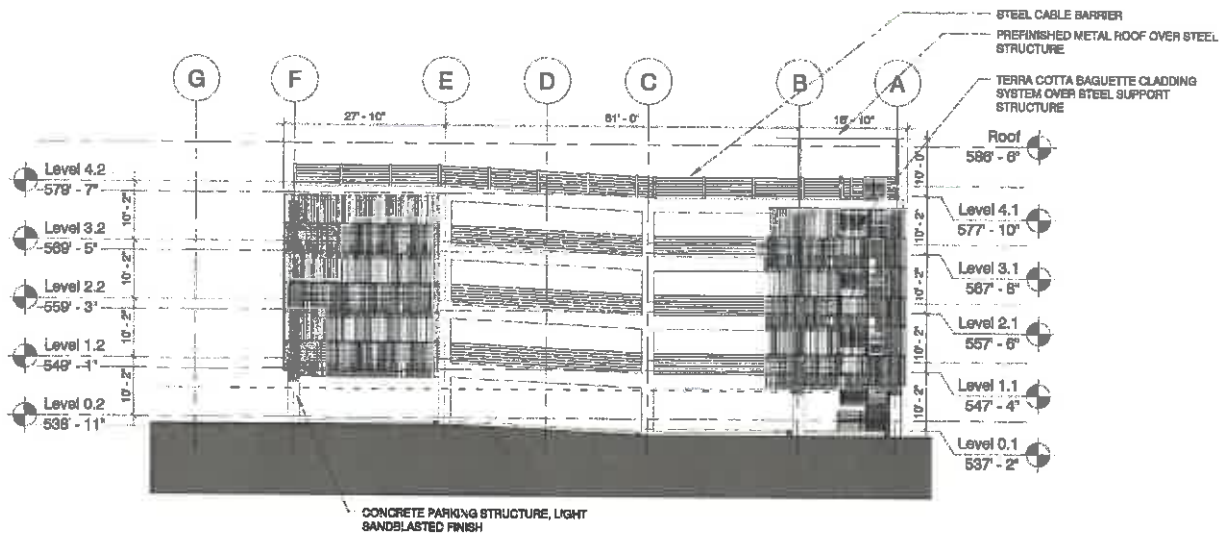


560 Trinity Avenue Garage
 16238
 University City – Site Plan Review Drawing Set

Building Elevation

03/22/17





1 | NORTH ELEVATION

D10 | 1/16" = 1'-0"



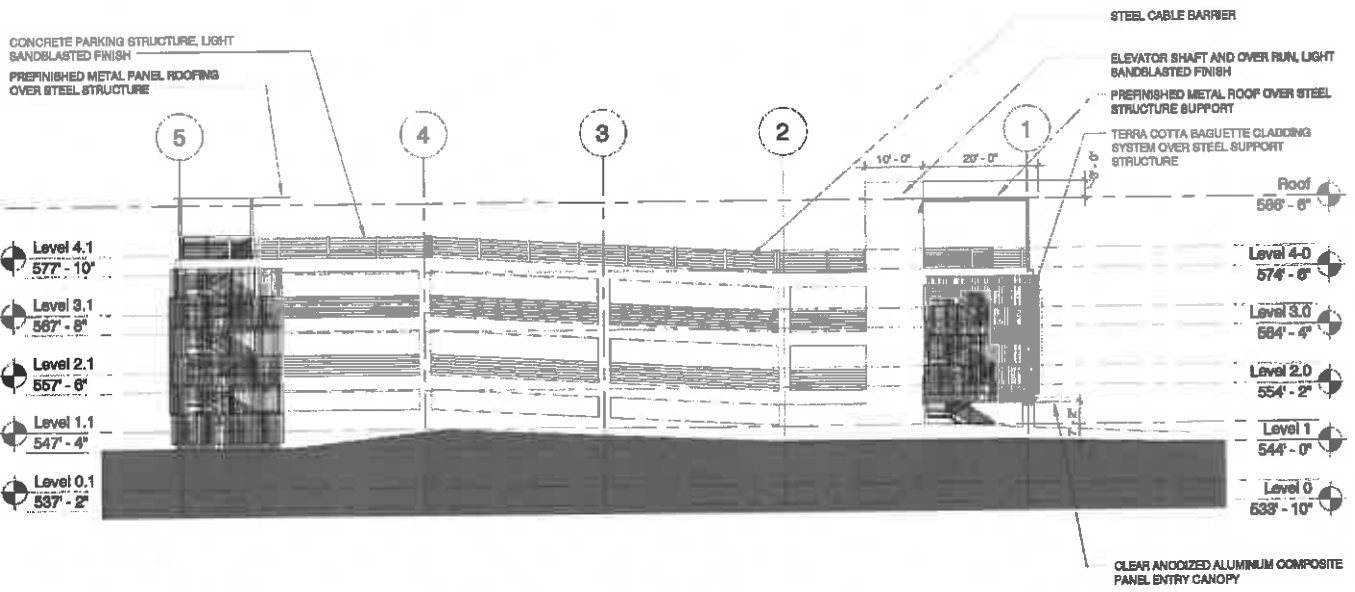
560 Trinity Avenue Garage
16238
University City - Site Plan Review Drawing Set

Building Elevation

03/22/17



D10
structural



1 | WEST ELEVATION

D11 | 1/16" = 1'-0"



560 Trinity Avenue Garage
16238
University City - Site Plan Review Drawing Set

Building Elevation
03/22/17

DATE: 03/22/17
D11



580 Trinity Avenue Garage
16238
University City – Site Plan Review Drawing Set

Street Elevation
03/22/17

DATE
D12



580 Trinity Avenue Garage
16298
University City – Site Plan Review Drawing Set

Rendering – Aerial View
03/22/17

Sheet No. **D-13**



560 Trinity Avenue Garage
18238
University City - Site Plan - Review Drawing Set

Rendering - South Elevation
03/22/17

Sheet: Page 6

D-14

revised



560 Trinity Avenue Garage
18236
University City – Site Plan Review Drawing Set

Rendering – SW Corner
03/22/17

Sheet No.
K-15
D15



580 Trinity Avenue Garage
16239
University City -- Site Plan Review Drawing Set

Rendering -- SE Corner
09/22/17

Sheet/Book
D-16
16 of 17



560 Trinity Avenue Garage
16236
University City – Site Plan Review Drawing Set

Rendering – NE Corner
03/22/17

Sheet Number
D17
of 28
DATE



660 Trinity Avenue Garage
1e238
University City - Site Plan Review Drawing Set

Rendering - NW Corner
03/22/17

Sheet No.
D-18

SHRUBS: 6'-10' TALL & WIDE



WHITEBERRY HOLLY (WIN)



BUTTONBUSH 'SUGAR SHACK' (BUT)



BEAUTY BERRY 'EARLY AMETHYST' (BTY)



OZARK WITCH HAZEL (OWH)



RED TWIG DOGWOOD 'CARDINAL' (TWD)

EVERGREENS:



COLORADO BLUE SPRUCE (SPR)



DENSE JAPANESE YEW (DEN)



UPRIGHT JAPANESE YEW (UPR)

GRASSES: 1'-2' TALL & WIDE



BLUE ZINGER SEDGE (SED)



SWITCHGRASS (SWG) 36"-48" TALL 34" WIDE



PRAIRIE DROP SEED (DRP)

PERENNIAL FERNS: 1'-3' TALL & WIDE



AUTUMN FERN (FER)



DAY LILY 'RUBY SPIDER' (DAY)



PURPLE CONEFLOWER 'POW' (PUR)



COLUMNAR HOP HORN BEAM (COL) 30'-48" TALL 15' WIDE



FLOWERING DOGWOOD (DOG) 15'-30" TALL 15'-30" WIDE

TREES:

GROUND COVERS: 6" TALL



BISHOPS WEED (BIS)



DWARF CRESTED IRIS (IRS)



BARREN STRAWBERRY (BAR)



590 Trinity Avenue Garage
18258
University City -- Site Plan Review Drawing Set

Site Plan - Landscape Palette
03/22/17

Sheet/Package
D20
of 20
drawings



560 TRINITY
MUSIC CENTER



6805 WASHINGTON



Presented to HPC
02/16/17



560 Trinity Avenue Garage
16236
University City – Site Plan Review Drawing Set

Street Context
03/22/17

Background
D21



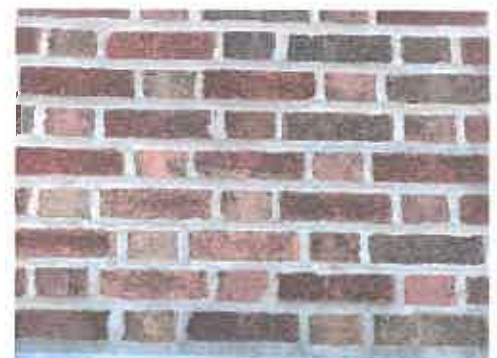
UNIVERSITY UNITED METHODIST CHURCH



COCA



TRINITY CHURCH



Presented to HPC
02/16/17



560 Trinity Avenue Garage
16238
University City - Site Plan Review Drawing Set

Public Activity Buildings
03/22/17





Presented to HPC
02/16/17



500 Trinity Avenue Garage
16296
University City – Site Plan Review Drawing Set

Material Samples-Precedence
09/22/17

Benjamin
D23
architect

ATTACHMENT "D"

**Historic Preservation Commission
January 19, 2017 Meeting Minutes
(approved 2-16-17)**

The Historic Preservation Commission (HPC) held a meeting in the Heman Park Community Center located at 975 Pennsylvania Avenue, University City, Missouri on Thursday, January 19, 2017. The meeting commenced at 6:35 pm.

1. Roll Call

Voting Members Present

Donna Marin, Chairperson
Esley Hamilton, Vice-Chairperson
Bill Chilton
Sandy Jacobson
Donna Leach

Voting Members Absent

Richard Wesenberg
Mark Critchfield

Non-Voting Members Present

Michael Glickert, Council Liaison

Staff Present

Andrea Riganti, Director of Community Development
Zach Greatens, Planner

2. Approval of Minutes

2.a. July 21, 2016 Historic Preservation Commission meeting minutes

A motion was made by Ms. Jacobson to approve the July 21, 2016 meeting minutes as written. The motion was seconded by Ms. Leach and carried unanimously.

3. Old Business – None

4. New Business

4.a. File Number: HPC 17-01 – 6820 Delmar Boulevard – design review for demolition of portion of multi-family residential building (Castlereagh Apartment Building) as part of overall renovation project in the Civic Complex Historic District (Local Historic District)

Mr. Greatens provided a brief overview of a map and pictures of the property and summarized the review criteria from the Zoning Code. He stated that the proposed demolition of the one-story, 14-space parking structure attached to the existing building was what triggered a review and recommendation from the Historic Preservation Commission. All the other proposed renovations were more cosmetic in nature, such as tuck-pointing, terra cotta repair, etc. and would not require a review by HPC if not for the proposed demolition.

The applicant, Mr. Greg Trost with The Lawrence Group, was present and explained the demolition project and proposed renovations. In addition to the proposed demolition of the one-story parking structure, the project included tuck-pointing, terra cotta cleaning and repair as necessary, replacement of a retaining wall to the east of the building, new ADA access to the rear of the building, and new wood windows on the ground floor. The removal of the one-story parking structure would allow for a new surface parking area and an increase in the number of parking spaces on the property. He stated that SHPO (State Historic Preservation Office) had reviewed and approved the proposed demolition

and renovations and documentation from the National Park Service had been included in the application material.

Questions / Comments and Discussion by Historic Preservation Commission

- What would happen with the retaining wall along the eastern property line? Mr. Trost stated it was to be replaced.
- Would the subject property and property to the south (surface lot) be physically separated? Mr. Trost stated that there would be a connection between the two properties which would be described in more detail with the next agenda item (proposed construction of a garage at 560 Trinity Avenue).
- Would the new entryways maintain consistency or appearance with the existing architecture? Mr. Trost stated the new entryways would be aluminum storefront, but would not be visible from Delmar Boulevard.
- Would the new surface parking lot material be permeable? Mr. Trost stated the material would be concrete.
- Is the existing retaining wall located on the property line? Mr. Trost stated it had shifted over the line over the years.
- Would the entire retaining wall be replaced? Mr. Trost stated it would be replaced beginning at the northeast corner, and then south until it terminated into (joined with) the United States Post Office retaining wall. There would be a guard rail along the retaining wall as required by Code.
- What would be the design and appearance of the guardrail? Would it require HPC review? Mr. Greatens stated that HPC review would depend on how the proposal fit with the language in the Ordinance, but it could be an informational item at a minimum.
- Commission members pointed out that the one-story garage proposed to be demolished was constructed with reinforced concrete with brick exterior and no terra cotta. While it was original to the building, there were no significant features. It was also noted that the new entrances would not be visible from Delmar Boulevard. All windows above the first floor had already been replaced with modern windows at some point in time.
- Mr. Trost pointed out that all renovations and the proposed demolition had been approved by SHPO.

A motion was made by Mr. Chilton to accept the proposed demolition as presented and recommend approval. The motion was seconded by Ms. Jacobson and carried unanimously.

5. Other Business

5.a. File Number: HPC 17-02 – 560 Trinity Avenue – Preliminary review/consultation for construction of a proposed multi-level parking garage in the Civic Complex Historic District (Local Historic District)

Mr. Greatens provided background information including a summary of the applicable Zoning Code Sections. This was a request for preliminary review in order for the applicant to obtain feedback from Commission members regarding the proposed garage. No vote is requested at this time.

The applicant, Mr. Greg Trost with The Lawrence Group, was present to explain the proposal. The proposed four-level parking garage is to be constructed on an existing surface parking lot located just south of the Castlereagh building. The current lot has 70 parking spaces that serve three surrounding buildings: Center of Creative Arts (COCA) to the south, 560 Music Center to the west, and Castlereagh apartments to the north. The proposed parking garage would be three stories and include 210 parking spaces that would continue to serve the three surrounding buildings. However, the garage would provide more parking for the buildings than what is currently provided and required for the uses by the zoning code. The proposed garage meets all setback and building height regulations in the Zoning Code. Pedestrian links from the garage north to Delmar Boulevard are proposed as recommended in the 1985 Civic Plaza Master Plan. Appropriate pedestrian access to the south will connect the garage to the COCA building. Mr. Trost explained the floor plans, exterior elevations, and other details. The proposed facades would have vertical channel glass panels, stainless steel cable railings, and solar panels on the roof.

Mr. Trost pointed out that COCA is currently planning an expansion to their existing facility. However, the expansion project is separate from the proposed parking garage and will be presented to the HPC at a later date. It is important to note that the proposed parking garage will serve the COCA facility and provide 128 dedicated parking spaces.

Questions / Comments and Discussion by Historic Preservation Commission

- Was consideration ever given to lower the height of the garage and provide more parking underground? Mr. Trost stated it was, but they were more concerned with meeting a target number of parking spaces based on anticipated demand, which could be met while still meeting setbacks and maximum building height.
- Was the proposed exterior meant to complement the proposed COCA expansion? Mr. Trost stated the intent was not to try to copy the other nearby buildings, but to try to complement the proposed COCA expansion.
- Regarding the rendering looking north, would the proposed building block the view of City Hall from Washington Avenue? Mr. Trost stated that at 35 feet, it would not and it would be significantly shorter than the Castlereagh apartment building.
- Regarding the façade, the previous COCA expansion (2004) was compatible with the original COCA building. It was stated that that garage by itself, without the glass panels, would be preferred in comparison because the glass draws more attention to the structure. The concept of the parking garage at this location is appropriate, but the façade needs to be reconsidered.
- Commission members discussed existing and potential parking issues. Mr. Trost stated that there would be a net gain of 50 to 60 stalls, serving the three buildings.
- There was concern about potential for simultaneous events.
- Did the increase in parking take into account the proposed COCA expansion? Mr. Trost confirmed it did take the expansion into account.
- It appears that the building was designed in isolation with the proposed COCA expansion, rather than with other nearby buildings in mind. It does not seem like a good fit and it stands out, which is not ideal for a parking garage. The Commission is likely to have similar questions for the proposed COCA expansion when it is presented. The proposed garage, as shown, does not enhance the area.

- Mr. Trost stated that they were attempting to introduce some new materials to the area.
- Commission members stated that, as a parking garage, the structure should fade to the background, rather than have attention drawn to it.
- Commission members discussed the setbacks, pedestrian access, and landscaping. Mr. Trost stated there would be landscaping as required by the Zoning Code, specifically to the east of the garage. Pedestrian-scaled lighting would also be provided.
- Would the solar panels on the roof be visible from the street? Mr. Trost stated they would not.
- It was suggested that perhaps the drawings did not do the proposed material justice. Commission members asked if there were any other examples of the material in the St. Louis area. Mr. Trost stated the addition to the Nelson Atkins museum in Kansas City used this kind of channel glass. Commission members discussed this example and pointed out that there were significant differences in the use of the material there in comparison to the current proposal. This was a different context.
- It appeared there was some intent to emphasize new activity at this location and tie the design into the proposed COCA expansion.
- In conclusion, Commission members stated that there was no objection to the concept of the garage at this location. The concern was with the appearance of the façade as proposed as well as the façade materials.

5.b. Public Comments

Ms. Cirri Moran – 6652 Kingsbury Boulevard. Ms. Moran stated she had no problem with the garage project. She had concerns about parking and the impact on adjacent neighborhoods, Ames Place Subdivision and University Heights 2. There is a lot of unknown impact with the Loop Trolley opening soon. The COCA expansion plans need to be presented and reviewed in order to know all potential impacts on parking. An additional concern was with organizations holding major events on the same night.

5.c. Election of Officers

A motion was made by Ms. Leach to maintain Donna Marin as Chairperson and Esley Hamilton as Vice-Chairperson. The motion was seconded by Ms. Jacobson and carried unanimously.

6. Reports

6.a. Council Liaison Report

Mr. Glickert was not in attendance.

6.b. Department Report: Update from staff

Ms. Riganti stated that the Site Plan for the proposed brewery and restaurant at the northeast corner of Olive Boulevard and North and South Road was approved by City Council. Also, HPC member Richard Wesenberg was moving out of state and will no longer be able to serve on the HPC.

7. Adjournment

The meeting adjourned at 8:10 pm.

**Historic Preservation Commission
February 16, 2017 Meeting Minutes**

The Historic Preservation Commission (HPC) held a meeting in the Heman Park Community Center located at 975 Pennsylvania Avenue, University City, Missouri on Thursday, February 16, 2017. The meeting commenced at 6:30 pm.

1. Roll Call

Voting Members Present

Donna Marin, Chairperson
Esley Hamilton, Vice-Chairperson
Mark Critchfield
Sandy Jacobson
Donna Leach

Voting Members Absent

Bill Chilton

Non-Voting Members Present

Michael Glickert, Council Liaison

Staff Present

Andrea Riganti, Director of Community Development
Zach Greatens, Planner

2. Approval of Minutes

2.a. January 19, 2017 Historic Preservation Commission meeting minutes

A motion was made by Ms. Leach to approve the January 19, 2017 meeting minutes as written. The motion was seconded by Ms. Jacobson and carried unanimously.

3. Old Business – None

4. New Business

4.a. File Number: HPC 17-03 – 560 Trinity Avenue – design review for construction of a proposed multi-level parking garage in the Civic Complex Historic District (Local Historic District)

Mr. Greatens provided a brief overview of a map and pictures of the property and summarized the review criteria from the Zoning Code.

The applicant, Mr. Greg Trost with The Lawrence Group, was present to explain the proposal. He stated that changes had been made based on HPC comments from the January meeting and to reflect compatibility with the neighborhood. The site is currently a 70-space surface parking lot shared by 560 Music Center and Castlereagh Apartments. The proposed garage was in compliance with the setback and height requirements. Mr. Trost provided images of examples of the bricks used in surrounding buildings. He explained the proposed landscaping which will include perennials, evergreens, dogwood, and columnar hornbeams

along the eastern side of the garage. He stated that the parking garage serve three buildings, 560 Music Center, Castlereagh Apartments, and COCA. The previous design had included photovoltaic cells on the roof level, which have since been removed from the project. The channel glass façade that was presented in January was eliminated. Instead they've introduced a terra cotta baguette cladding. The spacing of the baguettes would maintain the required openness. The cable rail along the east and west sides was remaining as previously presented. In the northeast corner, a fabric material is proposed for that façade. The final material is still in development. The terra cotta would wrap the northwest corner. Mr. Trost shows pictures of the product. It had been used at the Danforth science building and at SIUE. He provided samples of the terra cotta baguettes and showed a planting palette for the proposed landscaping.

Questions / Comments and Discussion by Historic Preservation Commission

- The changes were well received and the presentation was improved from what was presented in January. The proposed planting is also improved and more contextual with other plantings in the area. Perhaps larger trees should be included along Washington Avenue, such as oaks. The columnar hornbeams on the east side are appropriate.
- Mr. Trost stated that large shade trees were not proposed in front due to concerns expressed about traffic and visibility.
- More information about the proposed fabric along the northeast façade is needed. What is it composed of? How does it weather? There was concern about potential fading, depending on the material used. Mr. Trost stated that products such as this are typically coated in PVC or vinyl. Mr. Trost stated it would be on the north façade so it would not fade over time.
- Why would the terra cotta baguette system not be used throughout to include the northeast corner? Mr. Trost stated this was due to cost.
- Fabrics such as this often move, such as on a windy day. Mr. Trost stated it would be attached to the garage building.
- Commission members stated that the proposed terra cotta baguette system is better than the previously proposed channel glass. Although there are some concerns about the proposed fabric, it was also still better than the previously proposed glass.
- Commission members stated they would like to see the same terra cotta façade on the northeast corner.
- Would it be possible to increase the height of the garage? Staff explained the maximum height requirements and why a variance would not be recommended.

Public Comments

Ms. Cirry Moran, 6652 Kingsbury – Ms. Moran stated her concerns were not with the proposed garage but with the planned expansion of COCA. HPC members had not seen the COCA expansion proposal and it would not be a good idea to make a decision on the garage without having seen the COCA plans. She was concerned about parking capacity and that the proposed garage would not result in that many additional spaces. She also expressed concern about parking during large events that are held at the same time among COCA, 560 Music Center, and nearby churches, and potential traffic spillover into the adjacent neighborhoods. COCA had stated in a recent article in the newspaper that they were

expecting 19,000 new subscribers with their proposed expansion. She was concerned about the Loop Trolley also and stated there were currently many unknown impacts.

Questions / Comments and Discussion by Historic Preservation Commission

- HPC members discussed if it was possible to postpone a vote on the garage until the COCA project was reviewed.

Public Comments

Mr. Jeff Ryan, Christener Architects (architect for proposed COCA expansion – Mr. Ryan stated that the proposed garage should not be tied to the COCA expansion. The design for the COCA expansion would be more sensitive to the original Mendelson building (original building on COCA site). The design for the COCA expansion was not going to be connected to or sensitive to the design of the proposed garage.

Staff stated that as they understood, the garage project was moving forward regardless of what happens with the proposed COCA expansion.

Mr. Steve Condrin, Washington University – Mr. Condrin stated that the proposed garage would serve three buildings (560 Music Center, Castlereagh Apartments, COCA) and even if COCA does not expand, they will use the proposed garage.

Questions / Comments and Discussion by Historic Preservation Commission

- Will the HPC have an opportunity to review the COCA expansion? Staff confirmed that HPC review would be required.
- Commission members stated they would like to see the garage project move forward.
- The view of the garage from Delmar is critical. Commission members stated they were not in full support of the proposed fabric in the northeast corner because the material on the north side would be critical to the view from Delmar.
- It was stated that one of the positive attributes of University City is the variety in the types of buildings. The garage example was contextual. It was HPC's task to address aesthetics and stated that the proposed garage looked appropriate and would be a fit in this area. The fabric on the northeast side should be revised. Overall it was a good-looking building.

Public Comments

Ms. Kathy Freeze, 6669 Kingsbury – Ms. Freeze stated she was concerned about potential traffic. She stated she would like to see colors of the proposed plantings and the landscaping plan should have more native species.

Ms. Melissa Kreishman, 6916 Waterman – Ms. Kreishman stated that the proposed garage was a nice design and fit in contextually. She stated the garage does not need to relate to the Mendelson building (COCA).

Mr. Trost stated they were still reviewing if concrete would be cast-in-place or pre-cast. It was yet to be determined.

Commission members asked if it would be possible to for the property owner and/or applicant to review if future expansion of the garage would be possible. Mr. Trost stated that would be a future decision.

A motion was made by Ms. Jacobson to approve the plans as presented, with the amendment that uniform cladding be used on all façades. The motion was seconded by Mr. Hamilton and carried unanimously.

5. Other Business

5.a. Public Comments

There were no further public comments.

6. Reports

6.a. Council Liaison Report

Mr. Glickert stated that a microbrewery and restaurant had been approved at the corner of Olive Boulevard and North and South Road. There was recently a groundbreaking for Urban Sprouts Child Development Center at 6757 Olive Boulevard, the former McCarthy Spice building. There was also a proposal pending for a restaurant specializing in craft beer in The Loop. Sole and Blues was also planning to move to the former Subway restaurant location.

6.b. Department Report: Update from staff – None

7. Adjournment

The meeting adjourned at 7:45 pm.



Council Agenda Item Cover

MEETING DATE: April 10, 2017

AGENDA ITEM TITLE: Enacting ordinance authorizing the Interim City Clerk to perform all duties of the City Clerk and Secretary to the City Manager, and fixing the compensation therefor; containing an emergency clause.

AGENDA SECTION: Unfinished Business

CAN THIS ITEM BE RESCHEDULED? : Yes

BACKGROUND REVIEW:

Enacting ordinance authorizing the Interim City Clerk to perform all duties of the City Clerk and Secretary to the City Manager, and fixing the compensation therefor; containing an emergency clause.

ATTACHMENTS:

Bill 9310

INTRODUCED BY: Councilmember Crow

DATE: March 27, 2017

BILL NO. 9310

ORDINANCE NO.

AN ORDINANCE AUTHORIZING THE INTERIM CITY CLERK TO PERFORM ALL DUTIES OF THE CITY CLERK AND SECRETARY TO THE CITY MANAGER, AND FIXING THE COMPENSATION THEREFOR; CONTAINING AN EMERGENCY CLAUSE.

WHEREAS, on July 11, 2016, the City Council passed Ordinance No. 7012 fixing the compensation for the positions of City Clerk and Secretary to the City Manager, among others; and

WHEREAS, on January 23, 2017, the City Council passed Ordinance No. 7030 temporarily imposing certain duties of the City Clerk upon the Director of Finance; and

WHEREAS, on March 3, 2017, the City Council appointed an Interim City Clerk; and

WHEREAS, the Interim City Clerk appointed by the City Council also currently serves as the Secretary to the City Manager; and

WHEREAS, the City Council desires to authorize the Interim City Clerk to perform the duties of both positions until a new City Clerk is appointed, and fix the compensation therefor.

NOW THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF UNIVERSITY CITY, MISSOURI, AS FOLLOWS:

Section 1. The Interim City Clerk is authorized to perform all duties of the positions of City Clerk and Secretary to the City Manager until a new City Clerk is appointed.

Section 2. The annual base pay for the Interim City Clerk is hereby fixed at \$57,919. The Interim City Clerk shall not receive the annual base pay fixed in Ordinance No. 7012 for the City Clerk or the Secretary to the City Manager.

Section 3. Ordinance No. 7030 is hereby repealed.

Section 4. An emergency is hereby declared to exist in that this ordinance is necessary to properly maintain the daily operations of the City government.

Section 5. This ordinance shall take effect and be in force from and after its passage.

PASSED and ADOPTED this _____ day of March, 2017.

MAYOR

ATTEST:

DIRECTOR OF FINANCE

CERTIFIED TO BE CORRECT AS TO FORM:

CITY ATTORNEY

