



Economic Development Retail Sales Tax Board

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AGENDA

ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD

Heman Park Community Center

975 Pennsylvania Ave, University City, MO 63130

4:00PM; Thursday, March 22

1. Roll Call
2. Approval of Minutes
3. Old Business
4. New Business
 - a. University City Staff Reports on FY 19 Applications
 - b. Discussion of Applications and Funding
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 8, 2018

4:00PM

The Economic Development Retail Sales Tax Board (EDRSTB) held a meeting at the Heman Park Community Center located at 975 Pennsylvania Ave, University City, Missouri. The meeting commenced at 4:16pm.

Voting Members Present

Brendan O'Brien

Non-Voting Ex-Officio Members Present

Shelley Welsch, Mayor

Joe Edwards

Max Sai

Staff Present

Andrea Riganti, Director of Community Development

Adam Brown, Community Development Specialist

Roll Call

Meeting was called to order at 4:16pm. Mr. O'Brien was the only voting member present, so there was no quorum.

Approval of Minutes

Mr. O'Brien said because there is no quorum, the board could not vote on approval of the minutes from the last meeting.

Old Business

The board could not vote on the election of officers. There was no old business to discuss. Meeting moved on to Quarter Reports for FY18 Quarter 4.

Andrea Riganti, Director of Community Development, pointed out that the quarter reports were in the packets provided for board members. There was no discussion on the quarter reports.

New Business

a. Request for Funds by Chamber of Commerce to fund Youth Summer Employment Program

Mr. O'Brien said the next order of business was request for funds for the summer youth program by the Chamber of Commerce.

Ms. Riganti pointed out that the board could not vote on this matter. She said this was a request to use surplus funds for FY18 for the Chamber of Commerce to administer the summer youth program. She asked if Ms. Adams from the Chamber wanted to present on the matter even without a quorum.

Ms. Adams, Executive Director of Chamber of Commerce stated that the Chamber had submitted a request to use surplus EDRST funds to administer the University City Summer Jobs Program that offers employment opportunities for high school students at local businesses. Since 2014 the school district and City of U City have shared cost for reimbursing businesses who have hired students at half the salary cost for up to 18 hours per week for 8 weeks during the summer. Until now program was administered by a volunteer who can no longer provide service. The Chamber offers to step in, and requests funds to fulfill the administrative role for that program that provides employment and job training while supporting businesses with employees during peak periods at a cost savings. This is business retention and growth. Also an attraction for other businesses looking to move to U City. As this is closely aligned with the Chamber's goals, and as the Chamber has relationships with U City businesses, the Chamber is perfectly positioned to administer this program, and would like to administer for summer 2018. As planning for this program normally starts in February, Ms. Adams expressed a hope that the process of reviewing the request be expedited.

Ms. Riganti stated that as follow-up, there is a public hearing on the FY19 budget on February 27, and stated that board members could be polled to see about having a meeting on that night to consider this item, and present to City Council in March.

b. Presentation of applications for FY19 EDRST funding

Mr. O'Brien moved on to the presentations by applicants for the FY19 EDRST funds. Ms. Riganti gave a short summary of the history and purpose of the EDRST. It is a quarter-cent sales tax on all retail sales throughout the city. The code that governs the sales tax states: "The revenue generated is to be used for projects and programs related to economic development," so it is tied to specific projects. Not more than 25% of revenue shall be used for administration (staff), 20% used for long-term economic development including acquisition of land, infrastructure, facilities, extension of streets, matching dollars for grants, remaining revenue can be used for marketing, grants and loans, to companies for job training, site development and so on. This is the history since inception to FY17, the City does not have FY18 numbers yet. Sales tax has been steady over \$600,000. This year's projection is \$565,000 for programs and projects with \$100,000 set aside for administration. There are six applicants requesting a total of \$614,077. There are excess of \$1.4 million in reserves. The purpose of this meeting was to allow applicants to present their requests to the board. Even though there could not be a vote, those presentations could still happen.

Ms. Riganti explained that due to the new city manager, Gregory Rose, being hired this would be a transitional year for the ED Sales Tax fund and allocation. Mr. Rose decided to maintain the process this year since it had already begun, however some projects such as infrastructure that the city would previously have applied for have been put on hold. Mr. Rose is also proposing to reorganize city departments, and this will impact project administration and requests.

The applicants requested an amount of \$614,000 and there is \$565,000 available. U City in Bloom was the first presenter.

Jesse Gilbertson, Director of Horticulture for U City in Bloom presented. U City in Bloom applied for four projects, all ongoing maintenance projects on Olive Boulevard and in the Loop Business District. These were:

- Delmar Loop Containers (\$8,008)
- Design and Care for gardens on Olive from Skinker through Midland, including a renovation of the garden at Midland and Olive (\$14,284)
- Funds to maintain and plant 72 planters along Olive Blvd (\$20,015)
- Trees and ground cover projects on Olive (\$10,770)

Mr. Gilbertson outlined the 70 areas U City in Bloom maintains, with over 130 garden beds and 180 containers. He wanted to stress the added value of over 5,000 hours of volunteer time put into the gardens. EDRST projects last year included about \$17,000 contribution in volunteer hours. Volunteers are all community members in University City. EDRST funds would be used for maintenance and planting on these projects.

Mr. O'Brien asked Mr. Gilbertson if U City in Bloom is still working on raising private funds to continue planters down the rest of Olive Blvd. Mr. Gilbertson said the "Olive Challenge" was completed, but they always look for private funding, and will be assessing for this year based on bus shelter locations, etc.

Next applicant was the Loop Special Business District. Joe Edwards, 6504 Delmar, Chairman of the LSBDB Board. Mr. Edwards noted that the Loop had recently won the highest award for an arts community, the Creative Communities Award, but Loop is still going through hard times due to the unrest during protests in 2017 and the perception the media created as a result. Mr. Edwards noted that last year funding dropped significantly, but that this year is a key year. He outlined the requests for the LSBDB, which were:

- Loop Special Events (\$80,000) – Including Ice Carnival, Taste in the Loop, etc.
- Welcome to the Loop sign (\$120,000) – sign would define street, have message boards for events, etc.
- Loop Brochure (\$14,000) – printing and distributing 50,000 brochures with dining guide
- Ad in the St. Louis Visitor's Guide (\$13,500) – noted the trolley is on the cover of the most recent guide, 350,000 copies printed each year
- Paint electrical boxes on Delmar (\$1,000) – further define and beautify the area

The next applicant was the U City Chamber of Commerce. Mary Adams, Executive Director, spoke. The Chamber had grown in size over 400% in the last 15 months to include more than 800 businesses, and Ms. Adams noted that the Chamber helped raise over \$30,000 dollars for the Loop businesses affected during the unrest.

The Chamber requested funds for the following projects:

- Summer Jobs Program (\$5,000) – see above

-Taste of U City (\$7,000) – event with over 40 restaurants and 500 attendees, has grown every year, moving to Centennial Commons, involves high school students, promotes Olive restaurants

-North and South Block Party (\$8,000) – promoted and exposed undervalued business district

-Regional Branding and Tourism (\$33,000) – Marketing essential for Economic Development

-All-City Advertising and Marketing (\$30,000) – Important to have unified marketing for entire city, this is one of the roles of the chamber. Avoid duplication, maximize effectiveness.

The next applicant was the Mannequins on the Loop. Audrey Jones, founder of Mannequins on the Loop, and Dorothy Davis spoke on behalf of the Mannequins on the Loop event. They requested \$21,000 for their event, which promotes recycling, is a major attraction to the Loop, and celebrates local artists.

The final applicant was the Midwest Association of Farmers Markets, requesting \$28,500. Debbie Henderson, President and Executive Director of the Farmers Market, spoke. These funds would go towards programs and publicity for the Farmer's Market. Last year about 30,000 people visited the market despite trolley and parking lot construction and unrest. Events such as Phillipine Cuisine night, weekly music concerts, the SNAP/EBT program as well as Double-Up Food Program provided low-income customers with access to fresh vegetables, Chefs cook-offs, cooking demos, culinary programs for youth and community members, all these programs provided connections between various parts of the community.

Ms. Riganti presented for the Department of Community Development. She explained that the new city manager has experience in economic development in other communities, and has ideas about how the EDRST funds should be administered.

The City requested funds for an Olive Boulevard Master Plan (\$100,000). Throughout the years there have been many different plans involving Olive, but no concise plan for the corridor defining what stakeholders want it to be as compared to what it is now. U City staff have worked to execute projects that meet the Olive Boulevard design guidelines. The city manager would like a more comprehensive plan that includes infrastructure, possibility of a road diet, look at incentives to attract new businesses, examine land use and policies all in a single master plan that expresses the community's desires for the corridor. Ms. Riganti noted that any projects submitted in the past for these funds would be put on hold until the plan was complete and the projects were deemed to be in accordance with the plan.

The second request from the city was a request for \$75,000 to create a document detailing the city's Economic Development strategy for business attraction and retention.

The third request was for \$25,000 for a feasibility study looking into the possibility of attracting a hotel to University City.

The City Manager also plans to apply for a TIGER grant, a major federal grant that would involve major infrastructure improvements to Olive Boulevard. This would be a multi-million dollar project, intended to be submitted in for the next fiscal year. This grant would require

matching funds, about \$4million, and some of those funds might be requested from ED Sales tax.

Mr. O'Brien confirmed that the sidewalk projects already approved were put on hold, and Ms. Riganti confirmed this, that the funds would go back into reserves.

Mayor Welsch asked if a hotel was going in where Flaco's Tacos is. Ms. Riganti said there has been discussion about a hotel at Delmar and 170 and Olive and 170, but nothing has been committed to.

Ms. Riganti reviewed the process. There is a public hearing scheduled for February 27. March 7th the board will reconvene to discuss recommendations. As in the past, staff will rank applications based on criteria and metrics, on March 22nd there will be a request for the EDRST Board to vote on a recommendation for City Council. This concluded the summary of the process. There was one request to speak but the resident had left.

Mr. O'Brien closed public comment period.

Staff Report

Ms. Riganti again explained that the new city manager intended to make changes with regards to the structure of departments, and that a new Manager of Economic Development position would be created within the city manager's office. The EDRST Board liaison would be that person, and at some point in the future there would be a joint meeting between council and EDRST Board to discuss how funds are administered.

Council Report

Mayor Welsch stated that she, Councilmember Glickert, and Councilmember Jennings would not seek re-election. The City continues discussions with MSD, who sent new options for the location of sewage overflow storage tanks – Area C option 6 was the latest choice of MSD. City Manager Rose will have to submit a budget to council no later than May 1st, and it will be approved no later than June 27th according to City Charter. Mr. Edwards asked who would be the liaison from Council, and Mayor Welsch explained that the mayor is always the liaison for this board. She welcomed Max Sai, representing Chamber of Commerce as ex-officio member.

Meeting adjourned at 5:23 p.m.

Respectfully submitted,

Robert Kuhlman, EDRSTB Secretary

Prepared by: Adam Brown, Community Development Specialist

