

## **Economic Development Retail Sales Tax Board**

### **Meeting Minutes**

**March 29, 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 4:18pm.

#### **Voting Members Present**

Brendan O'Brien (Chair for Meeting)

Kristine Hendrix

Robert Kuhlman

Robyn Williams

Raheem Adegboye

#### **Non-Voting Ex-Officio Members Present**

Sheely Welsch, Mayor

Joe Edwards, Loop Special Business District

#### **Staff Present**

Rosalind Williams, Director of Community Development

Adam Brown, Community Development Specialist

#### **New Business**

Mr. Kuhlman moved for public comment period to be added to the agenda. Motion was seconded and approved.

#### **Public Comments Section:**

Joe Edwards, 6504 Delmar spoke on behalf of the Loop Special Business District. He asked that the board consider approving the "Welcome to the Loop sign". He noted that the Loop brings in approximately \$190,000 per year of EDRST funds, and that the LSBD was awarded \$101,000 last year. Given that, the one-time request of the sign and total request by LSBD of

\$228,000 this year was a reasonable amount. He also noted that the message boards on the sign were a desirable aspect of the sign.

Kathy O'Neil, 959 Bernard College Lane spoke on behalf of the Chamber of Commerce. Ms. O'Neil is a realtor in U City and an ambassador for the chamber. She noted that the goal of the Chamber is to be self-sufficient, and that many new members had been added to the board recently. She noted the success of Taste

Ken Rice, 8505 Delmar spoke on behalf of the Chamber of Commerce. Mr. Rice is an insurance agent in U City, he has been operating for 13 years with American Family Insurance in University City. He expressed support of all the Chamber's requests.

Dorothy Davis, 904 Moorehouse Lane, said she is a 36 year resident of University City. She and her daughter implemented the Mannequins on the Loop project ten years ago. She asked for support to expand the marketing for the project, which she said supports Loop businesses and the whole of University City. She pointed out the value in employing students as adding health and long-term value for the city. She also stressed the importance of the youth scholarships and recycling aspects of the program.

Deb Henderson, Midtown Farmers Market, spoke about the fact that the Farmer's Market had renovated the existing space from being a vacant property. She also pointed out the market is the only place in University City bringing in Missouri Agriculture, which is part of the state's EDRST guidelines.

William Tucker, volunteer at the Midtown Farmers Markets spoke of the value of the weekend community event with live music that happens every weekend which brings a diverse crowd to the Loop and increases safety.

Norm Frey, 7501 Balson Ave, spoke on behalf of the Chamber of Commerce. He is a board member of the Chamber of Commerce, and he said it is a "vibrant, up-and-coming Chamber", and that the Chamber helps businesses thrive and survive, and said that the Chamber helps attract businesses which makes U City a better community.

## **New Business**

Draft Budget Discussion: The Board reviewed and voted on each item line by line.

There was discussion of the City Manager's three requests (Olive Boulevard Master Plan, Market Study, and Hotel Feasibility Study), and that the board would like to learn more of the specifics of the plans, and how the amount of the requests were reached. Staff said that consultants would be sought to complete the plans. There was discussion about the role of the City in distributing the funds, and whether the City should be required to submit a full application for EDRST funds. The funds from last year which were put on hold by the current City Manager were put back in the reserve of EDRST funds.

The board voted unanimously to table the Department of Community Development's requests until they had more information.

Ms. Williams motioned to begin voting on the remaining items. Motion was seconded.

The Board voted on the “Welcome to the Loop” sign requested by the Loop Special Business District (\$120,000). Vote was 4 to 1 opposed to recommending funding for the “Welcome to the Loop” sign.

The Board voted on Loop Special Events for LSBD (\$80,000). Vote was 4 in favor of recommending funding at \$80,000. Mr. Kuhlman abstained from the vote.

Ms. Hendrix moved to approve the Loop Brochure for LSBD funding request. Motion was seconded. Board voted to approve the staff recommendation of \$14,000. Vote was 4 to 1 in favor of recommending funding at \$14,000.

Mr. Kuhlman moved to approve the St. Louis Visitor’s Guide funding to LSBD at staff recommendation (\$13,000). Motion was seconded. Board voted 4 to 1 in favor to recommend funding for \$13,000.

Ms. Williams moved to vote to recommend funding to paint utility boxes in the Loop for LSBD (\$1,000). Motion was seconded. Board voted unanimously in favor of funding.

Mr. Kuhlman moved to vote on all 4 U City In Bloom requests at the staff recommended level at once. Motion was seconded. Board voted unanimously in favor to recommend funding at staff recommended levels.

Mr. Kuhlman moved to vote to recommend funding the Midtown Farmer’s Market at \$21,000. Motion was seconded. Board voted 4 to 1 in favor to recommend funding at \$21,000.

Ms. Williams moved to recommend funding Mannequins in the Loop at \$21,000. Motion was seconded. Board voted unanimously to recommend funding Mannequins in the Loop at \$21,000.

Ms. Williams moved to recommend funding the Taste of U City (requested by the Chamber of Commerce) at the staff recommended \$7,000. Motion was seconded. Board voted unanimously to recommend funding at \$7,000.

Ms. Hendrix moved to recommend funding the Summer Jobs Program for the Chamber of Commerce at \$5,000. Motion was seconded. Board voted 4 to 1 in favor of recommending funding at \$5,000.

Ms. Williams moved to recommend funding the North and South block party at \$8,000 for the Chamber of Commerce. Motion was seconded. Board voted unanimously to recommend funding at \$8,000.

Mr. Kuhlman moved to recommend funding for Regional Branding and Tourism for the Chamber of Commerce at staff recommended level of \$30,000. Motion was seconded. Board voted 4 to 1 in favor of recommending funding at \$30,000.

Mr. O’Brien moved to recommend funding for All-City Advertising for the Chamber of Commerce at \$20,000. Motion was seconded. Board voted 4 to 1 in favor of recommending funding at \$20,000.

There was further discussion about more transparency in expenditure reports on EDRST funds used by organizations. There was discussion about whether to table the Summer Jobs request until a later date, but the Board decided to leave the vote as it stood. The Board discussed whether they should vote the staff request for \$133,000 for administration, as this request had

normally been for \$100,000. The Board did not vote on this matter. Mr. Kuhlman moved to put excess funds in reserve. Board did not vote on this matter. There was a discussion as to whether applications can be made as needed beyond the normal deadline. The Board noted that this has occurred, but could make it unclear what the standard is. There was discussion about why the Board had not funded the "Welcome to the Loop" sign. Board members felt that the sign was an attractive nuisance and not demonstrably affecting economic development. The Mayor thanked the Board for their service, as this would be her last meeting.

NOTE: Attached is a copy of the Funding Requests and recommendations by staff and the board.

There being no further business, the meeting was adjourned at 5:38pm.

Respectfully,

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Robert Kuhlman, Acting Secretary

Prepared by Adam Brown

**Economic Development Retail Sales Tax - FY19 Requests - Staff and Board Recommendations**

<b>Applicant</b>	<b>Project Title</b>	<b>Funding Requests</b>
U City - Community Development	Olive Blvd Master Plan	\$100,000
U City - Community Development	Economic Development Strategy	\$75,000
U City - Community Development	Hotel Feasibility Study	\$25,000
Loop Special Business District	"Welcome to the Loop" Illuminated Sign	\$120,000
Loop Special Business District	Loop Special Events	\$80,000
Loop Special Business District	Loop Brochures	\$14,000
Loop Special Business District	St. Louis Visitors Guide	\$13,500
Loop Special Business District	Painting Utility Boxes on the Loop	\$1,000
U City in Bloom	Olive Blvd - Design and Care Skinker to Midland	\$14,284
U City in Bloom	Delmar Loop - 90 Planters	\$8,008
U City in Bloom	Olive Blvd - Tree Care and Maintenance	\$10,770
U City in Bloom	Olive Blvd - 72 Planters	\$20,015
Midtown Farmers Market	Growing the Midtown Farmers Market	\$28,500
Mannequins on the Loop	Mannequins on the Loop	\$21,000
U City Chamber of Commerce	Taste of U City	\$7,000
U City Chamber of Commerce	Summer Jobs Program	\$5,000
U City Chamber of Commerce	North and South Block Party	\$8,000
U City Chamber of Commerce	Regional Branding and Tourism	\$33,000
U City Chamber of Commerce	All-City Advertising	\$30,000
U City	20% ADMINISTRATION	\$133,000
<b>TOTAL</b>		<b>\$747,077</b>
<i>TOTAL PROJECTED FUNDS</i>		<i>\$665,000</i>
Difference +/-		\$82,077

<b>Staff Recommended Funding</b>	<b>EDRST Board Proposal Funding</b>	<b>Vote Count</b>	<b>Notes</b>
\$100,000	\$100,000	Yes: 4, No: 1	Tabled - for more detail on City's requests.
\$75,000	\$75,000	Yes: 4, No: 1	Tabled - for more detail on City's requests.
\$25,000	\$25,000	Yes: 4, No: 1	Tabled - for more detail on City's requests.
\$120,000	\$0	Yes: 1, No: 4	
\$80,000	\$80,000	Yes: 4, Abstain: 1	
\$14,000	\$14,000	Yes: 4, No: 1	
\$13,000	\$13,000	Yes: 4, No: 1	
\$1,000	\$1,000	Yes: 5, No: 0	
\$14,285	\$14,285	Yes: 5, No: 0	
\$8,000	\$8,000	Yes: 5, No: 0	
\$10,770	\$10,770	Yes: 5, No: 0	
\$20,000	\$20,000	Yes: 5, No: 0	
\$14,000	\$21,000	Yes: 4, No: 1	
\$0	\$21,000	Yes: 5, No: 0	
\$7,000	\$7,000	Yes: 5, No: 0	
\$0	\$5,000	Yes: 4, No: 1	
\$0	\$8,000	Yes: 5, No: 0	
\$30,000	\$30,000	Yes: 4, No: 1	
\$0	\$20,000	Yes: 4: No: 1	
\$133,000	\$133,000		
<b>\$665,055</b>	<b>\$606,055</b>		
<i>\$665,000</i>	<i>\$665,000</i>		
\$55	<b>(\$58,945)</b>		