



**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

6:00 P.M.; Tuesday, April 16, 2019

1. Roll Call
2. Approval of March 19, 2019 Minutes
3. New Business
  - a. Review Timeline for Economic Development Strategic Plan
  - b. Discuss Updated Matrix
  - c. Review Proposed Timeline for Funding Applications
4. Next Meeting Date
5. Adjournment

**Economic Development Retail Sales Tax Board  
Minutes  
March 19, 2019  
6:00 p.m.**

The Economic Development Retail Sales Tax Board (EDRSTB) held a at the Heman Park Community Center, located at 975 Pennsylvania Ave, University City, Missouri on March 19, 2019. The meeting commenced at 6:00 pm.

**Voting Members Present**

Bob Kuhlman  
Brendan O'Brien  
Kristine Hendrix (arrived at 6:05pm)  
Traci Moore  
Byron Price  
Matthew Erker  
George Lenard  
Kathleen Sorkin  
Robyn Williams

**Voting Members Absent – None**

**Council Liaison Present**

Mayor Terry Crow

**Non-Voting Members Present**

Joe Edwards, Loop Special Business District

**Staff Present**

Gregory Rose, City Administrator  
Libbey Tucker, Director of Economic Development  
Adam Brown, Planner

**Election of Officers**

Chairperson: Ms. Moore moved to nominate Ms. Sorkin, seconded by Mr. Price. Mr. Kuhlman moved to nominate Mr. O'Brien, seconded by Ms. Williams. Roll call vote was as follows:

Bob Kuhlman – Mr. O'Brien  
Brendan O'Brien – Ms. Sorkin  
Kristine Hendrix – Mr. O'Brien  
Traci Moore – Ms. Sorkin  
Byron Price – Ms. Sorkin  
Matthew Erker – Was not called  
George Lenard – Ms. Sorkin  
Kathleen Sorkin – Ms. Sorkin  
Robyn Williams – Ms. Sorkin

Ms. Sorkin was elected Chairperson.

Vice Chairperson: Mr. Lenard moved to nominate Mr. Price. Mr. Kuhlman seconded. Roll call vote was as follows:

Bob Kuhlman – Mr. Price  
Brendan O'Brien – Mr. Price  
Kristine Hendrix – Mr. Price  
Traci Moore – Mr. Price  
Byron Price – Mr. Price  
Matthew Erker – Mr. Price  
George Lenard – Mr. Price  
Kathleen Sorkin – Mr. Price  
Robyn Williams – Mr. Price

Mr. Price was elected Vice-Chairperson.

Secretary: Ms. Sorkin moved to nominate Ms. Moore. Mr. Lenard seconded. Mr. O'Brien moved to nominate Mr. Kuhlman. Ms. Hendrix seconded. Roll call vote as follows:

Bob Kuhlman – Ms. Moore  
Brendan O'Brien – Ms. Moore  
Kristine Hendrix – Ms. Moore  
Traci Moore – Ms. Moore  
Byron Price – Ms. Moore  
Matthew Erker – Ms. Moore  
George Lenard – Ms. Moore  
Kathleen Sorkin – Ms. Moore  
Robyn Williams – Ms. Moore

Ms. Moore was elected Secretary.

### **Approval of Minutes**

The minutes of March 29, 2018 were reviewed and approved unanimously with the correction to a typo on the last page noting the adjournment time as 5:38pm. A printed copy of the minutes will be brought to the next meeting to be signed by the secretary.

### **New Business**

1. Discussion of Projects in the City's Economic Development Work Plan and Determine Scope of Those Projects:

Economic Development Strategic Plan: Ms Tucker said she would like the Board's input into an RFP for a consultant to assist in development of an Economic Development Strategic Plan for University City. She explained that the Economic Development Marketing Plan would be completed once the overall Strategic Plan had been completed.

The Board reviewed other plans and noted several questions from the Fairview Heights Plan that would be useful for University City. They also asked about the process of selecting

a consultant. Ms. Tucker explained that respondents to the RFP would be reviewed by staff and then the top choices would be presented to the Board for input. The timeframe for the process would be about six months. The Board also reviewed and commented on the memo by Ms. Tucker outlining the potential content of the RFP.

There was discussion among the board as to what the focus of Economic Development in University City should be. Discussion covered Olive Boulevard, whether to focus on the whole corridor or break up into sections, on whether areas outside of the Loop and Olive would be included in EDRST activities, assisting small businesses on Olive, creating opportunities for entrepreneurship at the high school and other educational institutions in the area, raising awareness of the availability of these funds in the community, and what activities are eligible for funding. There was also discussion of infrastructure improvements versus business support. The question of land acquisition was raised and Mayor Crow indicated the City does not wish to own more property given that ownership of several key properties has not led to development of those properties yet.

Mr. Rose explained that funds beyond the administrative portion would be set aside each year for EDRST activities to be recommended by the Board. Ms. Tucker read the list of uses per state statute that the funds can be used for. She also explained that a second RFP would be issued for marketing once the Strategic Plan was in place. The Board discussed the involvement of the community in the use of the funds.

Ms. Tucker finalized the discussion by agreeing to take the Board's comments into consideration and prepare the Strategic Plan RFP.

## 2. Discussion of the Existing Matrix and Refining Criteria for use of Funds:

Ms. Tucker asked if the board had input in regards to the guidelines endorsed by the EDRST Board in 2013 and the accompanying matrix which staff uses to rate applicants for funding. The Board asked for a column indicating which of the accepted uses per state statute each project is related to. This should be determined by staff and brought to the Board. The Board also requested an indication of whether applicants had applied and/or received funding in the past. They also requested the continued practice of bringing progress reports on funded projects throughout the year.

There was a discussion of attracting business incubators such as cortex to University City using the funds. This was advocated for by several board members as a good use of the funds.

There was also discussion of the process and timeline for applications for funding going forward, and Ms. Tucker agreed to lay this timeline out for the board. There was a reiteration of the importance of more broadly advertising the availability of these funds in the community to open opportunity to smaller businesses and entrepreneurs. Since the City now has a Director of Communications, we can work with her to better promote the funds.

Finally, Ms. Tucker updated the board on the current reserves in the EDRST fund, in the amount of \$1,905,576. The question was raised about reserves the Board had set aside in the past for Olive Boulevard, and whether those reserves remained earmarked for Olive.

The Board decided to move forward with the existing criteria and requested the changes listed herein be made by staff.

Mr. Joe Edwards spoke of the need to continue to support the Loop and Olive Boulevard, and noted that University City is ahead of Clayton in some respects in terms of its entertainment and nightlife.

The Board agreed to meet again on Tuesday, April 16, at 6pm at the Heman Park Community Center. Julie Ward will be notified of this meeting. The meeting was adjourned at 7:45pm.

DRAFT

## Economic Development Strategic Plan Timeline

Out for Request for Proposals – April 22

Due Back May 10

Staff Review through May 31 – Choose Top 3

Take Top 3 to EDRST Board for recommendation to City Council (June 4-tentative)

Take recommended consultant selection to City Council for approval at June 17 meeting

Consultant to begin work July 1 lasting approximately six months.

**EDRST Analysis Matrix**

Applicant	Project Title	Funding Request	Alignment with Comp Plan	Ability to leverage additional funding	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 target area	SCORE	Location	Recommend Funding	Sub-Category of Spending per statute (Section 120.520 of Municipal Code)*	Applicant has received funds in the past & how many times if Yes?
Applicant 1														
Applicant 2														
Applicant 3														
Applicant 4														
TOTAL FUNDS REQUESTED														
TOTAL FUNDS AVAILABLE														

**Scoring**

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

**Section 120.520 Use of Revenue**

A. 25% Administrative

- B1. Acquisition of Land
- B2. Installation of infrastructure for industrial or business parks
- B3. Improvement of water and wastewater treatment capacity
- B4. Extension of streets
- B5. Public facilities directly related to eco devo and job creation
- B6. Providing matching dollars for State and Federal grants relating to long-term projects

- C1. Marketing
- C2. Grants & loans to companies for job training, equipment acquisition, site development & infrastructure
- C3. Training programs to prepare workers for advanced technologies & high skill jobs
- C4. Legal & accounting expenses directly associated with the eco dev planning & preparation process
- C5. Developing value-added and export opportunities for MO Ag products

## Timeline for Accepting Applications for EDRST Funds

Friday, May 31, 2019 – Applications due

June 3 – 14- Staff reviews and makes recommendations

June 28 or 25 – EDRST Board to review and make recommendation to City Council

July 1 or July 15 – City Council reviews and awards funds

Second round of applications available for the Fall:

Applications Due Friday, September 6

September 9 – 20 – Staff reviews and makes recommendations

Sept 24 – EDRST Board to review and make recommendation to City Council

October 7 – City Council reviews and awards funds