

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 Manager
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 – Ms. Sorkin
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.

A handwritten signature in cursive script, appearing to read "Traci Moore", is written over a horizontal line.

Traci Moore, Secretary

Prepared by Adam Brown