

**Economic Development Retail Sales Tax Board**  
**Minutes**  
**July 23, 2019**  
**6:00 p.m.**

The Economic Development Retail Sales Tax Board (EDRSTB) held meeting at University City Council Chambers on the 5<sup>th</sup> Floor of City Hall, located at 6801 Delmar Boulevard, University City, Missouri on July 23, 2019. The meeting commenced at 6:00 pm.

**Voting Members Present**

Matt Bellows  
Matthew Erker  
Traci Moore  
Robert Kuhlman  
George Lenard  
Byron Price  
Kathleen Sorkin  
Robyn Williams

**Voting Members Absent**

Brendan O'Brien

**Council Liaison**

Mayor Terry Crow

**Staff Present**

John Mulligan, City Attorney  
Libbey Tucker, Director of Economic Development

**Approval of Minutes**

Ms. Moore moved to approve minutes from July 9, 2019. Mr. Erker seconded. The minutes were approved unanimously.

**Old Business**

Chairperson Sorkin asked Ms. Tucker to give a brief recap on the actions taken at the previous meeting regarding the approval of applications and the status. Ms. Tucker stated that there were five projects approved, but that all of the requests from the Loop Special Business District were postponed while the City's Finance Department reconciles the ledger with their new accounting firm. This work had not been finalized in time for the meeting, so the applications will be considered at a future meeting.

Chairperson Sorkin said she would like to move the Public Comments before Old Business on this and future agendas. There were no objections. There were no requests to speak.

## **New Business**

1. Consideration of Updated By-Laws. City Attorney John Mulligan led the discussion as to the proposed changes to the Board's By-Laws, originally adopted on November 21, 2013, to come into compliance with the City's Municipal Code 120.480, which further comply with the Missouri State Statute 67.1305.

A motion was made by Mr. Lenard and was seconded by Ms. Moore to amend the By-Laws. Chairperson Sorkin then asked for discussion on the item.

Mr. Mulligan noted that Article II of the By-Laws state that the Board is a five-member Board, whereas the Ordinance set forth a nine-member Board. Mr. Kuhlman questioned how it came to be that the By-Laws were in conflict with the Ordinance and went from five to nine members, as it now operates. Mr. Mulligan noted that the By-Laws were not updated when City Council passed Ordinance 7705 passed on 1/11/16 increasing the members of the EDRST Board to nine.

Mr. Mulligan noted that standard language is being updated to reflect that the City Manager, rather than the Director of Community Development (a non-existent position), or his or her designee may serve as the staff liaison to the Board. Additionally, language was added to state that any Board member with a conflict of interest on a matter before the Board shall not vote on the matter or participate during that portion of the meeting.

Mr. Mulligan explained that the updated By-Laws reflect that the ex-officio positions from the Loop Special Business District and the Olive Business Association will be removed, as neither the Statute nor the Ordinance calls for these positions. There was discussion about those organizations having a seat at the table to represent the major business areas of the City. City Attorney Mulligan stated that the positions are not authorized per the Ordinance and that adding those positions, constitutes an 11-member Board. Members also discussed the matter of these persons having access to privileged or confidential information should a matter come before the Board such as a real estate transaction or project that the business wanted to remain confidential. Additionally, Mr. Mulligan noted it becomes difficult to choose these positions should other organizations want a seat at the table. Chairperson Sorkin noted that they would still have an opportunity to attend as public citizens and could speak and have a dialogue with the Board.

Ms. Williams stated she feels it's important to have every ward represented on the Board and asked that it be added to the By-Laws that there be appointees from each of the three wards. Mayor Crow stated that his position ultimately appoints the members and that he and Council do try to ensure good representation. However, he noted that By-Laws are regarded as rules and not suggestions. It currently states that five of the nine members are appointed by the Mayor. Mr. Mulligan suggested that the Board could do this by a Resolution as an expression of opinion to City Council.

Relative to a quorum, the updated By-Laws reflect that five members will now constitute a quorum rather than three. It was written into the draft By-Laws that a two-thirds affirmative vote of at least a quorum of the Board could pass motions and adopt resolutions. Mayor Crow stated he felt that a super-majority vote of 2/3 was not required of this Board and

suggested modifying language to reflect that a simple majority vote could pass motions and resolutions.

Seeing no further discussion, Chairperson Sorkin asked for a vote on the motion to approve the By-Laws as amended to state that a simple majority of the quorum could pass motions rather than a two-thirds or super-majority. The motion was unanimously passed.

Ms. Moore then made a motion to request that a resolution be passed to state the Board’s request to have equal representation for all wards for the five positions appointed by the Mayor. City Attorney Mulligan clarified that this is typically a prepared document and that the Board could vote on it at a future meeting. Ms. Moore agreed to work with Mr. Mulligan on this language for the document.

2. Review of FY 2019 Funded Projects. Ms. Tucker noted that all of the reimbursements requests have been submitted for the funds that were awarded. Projects included:

	Awarded	Spent	Remaining
U City Farmer’s Market	\$21,000	\$21,000	0
U City in Bloom	\$53,055	\$53,055	0
Mannequins on the Loop	\$21,000	\$20,984.14	\$15.85
Loop Special Business Dist.	\$108,000	\$103,973.80	\$4,026.20
Ad in STL Visitor’s Guide	\$13,000	\$12,178.80	\$821.20
Loop Brochures/Directory Sign	\$14,000	\$11,795	\$2205
Loop Events	\$80,000	\$80,000	0
Painting Utility Boxes	\$1,000	0	\$1,000

3. Review and Discussion of Proposals Received for Preparation of an Economic Development Strategic Plan.

Chairperson Sorkin asked that Ms. Tucker inform the Board of the process staff has taken to review the proposals and provide any insights. Ms. Tucker explained that she and City Planner, Adam Brown, had reviewed and ranked them separately using the rating system supplied in the binder to the Board, based upon the criteria in the RFP. Based on those findings, the four which ranked the highest were Future IQ, i5 Group, TIP Strategies, and Willdan Financial Services. These scored highest based on the criteria including the experience and size of the project team, experience in strategic planning, and who had more innovative processes and approaches to the project. She stated that Future IQ is very data driven in their methodology and they utilize technology to gather data and keep the public informed. References were checked on all four of these companies and those for Future IQ were “over the top” relative to the others, which were generally good, as expected.

I5 Group was one of three local (Missouri) submittals, however, the other two did not have the staff capacity or experience we are looking for. I5 is conducting their first strategic plan with Fairview Heights, IL and have done several Comprehensive Plans for communities in the region. Ms. Tucker noted that she personally knows the team and has worked with them in previous capacities.

TIP Strategies is well known among economic development professionals, as is their leadership team. They portrayed solid experience for outreach and data collection and also received great reference reviews.

Ms. Tucker stated Willdan is a large, publicly-held company that has many other business units. They can certainly do the work and do a great job, but was concerned about getting lost in their project load, since they are such a large organization.

All are comparative cost-wise around \$100,000 when we have budgeted \$75,000. Chairperson Sorkin noted that she did not want this to be a low-bid decision, but base it on many factors.

Ms. Tucker noted that the expectation was for the Board to choose three or four candidates they would like to bring in for interviews and that it was likely a joint meeting would be held with City Council to hear the presentations and further review the selected proposals.

Mr. Kuhlman inquired about a previous Comprehensive Plan for which a consultant was hired. Ms. Tucker noted that an update to the Plan was started a few years ago, but never completed and that the Planning Department is preparing to move forward with an RFP for a Comprehensive Plan update which is a multi-year process. The Strategic Plan for Economic Development will likely become a part of the Comprehensive Plan document.

Mr. Price inquired about which proposals were the most outcome-based. Ms. Tucker explained that Future IQ and TIP Strategies seemed to have the best outcomes. The communities stated that while they gave them a large list of items to accomplish, they will provide timelines and budgets for which to get those accomplished and help prioritize those items.

Mr. Lenard stated he would like to see a local company in the final proposals. There are unique aspects of how University City and the school district fits within the St. Louis region and it would be helpful to have that local knowledge and awareness. However, he noted that he can also see how outsiders could bring in a refreshing perspective.

The Mayor noted that Future IQ, i5 Group and TIP seemed to be the ones that are rising to the top. Others members noted that those were the companies they felt were most capable as well.

Chairperson Sorkin noted that it was important to remember that the outcomes will have a cost to implement and to keep that in mind.

Mr. Kuhlman moved to advance Future IQ, i5 Group and TIP Strategies to consider for consideration. Tracie Moore seconded.

Mr. Price reiterated that if you have no outcomes, your money is wasted. Ms. Tucker noted that the expectation is and that the RFP clearly outlines the consultant is to produce the outcomes. Mr. Kuhlman noted that during their presentations, we will be able to ask about outcomes and solutions. We will want to know outcomes of other community plans they have done.

A vote was taken and the motion was unanimously passed.

Future Meetings. Chairperson Sorkin asked Ms. Tucker asked for an update on future meetings and the future funding round. Mayor Crow suggested that the joint meeting to hear the consultant presentations would likely be a separate meeting not during a Council study session and suggested it should be scheduled for early to mid-September. Ms. Tucker stated that relative to the next round of funding, applications are due September 6 and the next meeting to review those, per the published schedule, is September 24.

Ms. Moore made a motion to adjourn at approximately 7 p.m. Mr. Erker seconded the motion and it passed unanimously.

Prepared by Libbey Tucker, Director of Economic Development