

Economic Development Retail Sales Tax Board
Minutes
September 24, 2019
6:00 p.m.

The Economic Development Retail Sales Tax (EDRST) Board held a meeting at the Heman Park Community Center (HPCC), located at 975 Pennsylvania Ave, University City, Missouri on September 24. The meeting commenced at 6:00 pm.

Voting Members Present

Matt Bellows
Matthew Erker
George Lenard
Brendan O'Brien
Kathleen Sorkin
Bob Kuhlman

Voting Members Absent

Traci Moore
Byron Price
Robyn Williams

Council Liaison

Mayor Terry Crow

Staff Present

John Mulligan, City Attorney
Gregory Rose, City Manager
Libbey Tucker, Director of Economic Development

Others attending: Councilmember Paulette Carr, Councilmember Tim Cusick, Bill Krenn – Winco, Joe Edwards-LSBD, Dorothy Davis & Audrey Jones – Mannequins on the Loop, Deja Scott – STORGE, Dioni Hatfill and Rose Booth – H&B Supplies/Priority One Adult Day Care

Approval of Minutes

Mr. Lenard moved to approve minutes from July 23, 2019. Mr. O'Brien seconded. The minutes were approved unanimously.

Public Comment

There were no public comments.

Old Business (none)

New Business

Ms. Tucker gave an update on the EDRST Fund Balance and projects awarded to date.

Budgeted revenues for FY 20 are \$667,305. Projects awarded to date from the spring total \$308,473, less 25% budgeted for administrative purposes of \$134,742 leaves \$224,091 remaining from the FY 20 Budget

The fund reserve balance on 6/30/19 was \$2,263,169, less projects carried forward totaling \$272,500 leaves \$2,063,169. Mr. Kuhlman requested that staff update the report to include the amounts required by state statute for long-term economic development projects. Mr. Rose noted that updated figures would be available at the next meeting.

Applicant Presentations: The applicants for the fall funding cycle made presentations about their projects. Ms. Tucker noted that iNeighborhoods had withdrawn their application at this time.

-H&B Supplies: Dioni Hatfill and Rose Booth presented information regarding their request to expand their medical supply company to provide medical and household supplies to families or individuals that cannot afford to purchase them. There will be six jobs created. The funding request was for \$212,346.

WINCO Windows – Bill Krenn, President, presented information for this request for WINCO who manufactures architectural windows with a facility in Cunningham Industrial Park since 1984.. They are requesting \$463,900 to purchase new equipment for their automated thermal break application process and additional automated CNC equipment for frame and sash components. This will increase employment by bringing this process in-house. Mr. Krenn noted they estimate the workforce will grow by 10% per year during this expansion, growing their current employment base of 185 for 18 positions in 2020, 20 FTEs in 2021 and 23 FTEs in 2022.

-Loop Special Business District: Joe Edwards, chairman of the LSBD, offered to address questions on the various projects for the Loop Special Business District. Since he had presented information during the spring funding requests, he didn't go in to great detail on the projects listed below.

- Welcome to the Loop Sign: \$120,000. He noted they are willing to postpone the request for the sign at this time. The other requests are important for continuation of business in the Loop.

- Loop Special Events: \$85,000

- Loop Brochures and Illuminated Directories: \$14,000

- St. Louis Visitors Guide: \$14,000

- Painting Electric/Traffic Boxes: \$3,000

- Loop Lighting: \$80,000

In response to a question from Chairman Sorkin, Mr. Edwards said that Randy Burkett, who lit the Arch, was working with the LSBD to design a lighting plan which would increase the ambiance and the perceived safety in the Loop. This is for a second phase of the study. This is to implement the ideas in the study within the area. He noted that the conversion of streetlights to LED lighting had cut down on ambient light that used to illuminate the facades of buildings. He said the study is available and he will get it to Libbey to send out. In response to Mr. Lenard, Mr. Edwards stated there are three ways to improve the lighting. 1) to light the facades 2) canopy lighting overhead 3) lighting areas that are dark to improve safety.

Mr. Kuhlman asked if it would primarily be night time lighting. Mr. Edwards said yes, primarily. They will probably be on timers and no bleed into people's windows.

Regarding the visitor guide, Mr. Kuhlman, asked about the memberships. Mr. Edwards said members are encouraged to join Explore St. Louis to promote tourism. Memberships are \$150 per business, and they are supplemented by the LSBSD to help get more businesses in the guide. There are now three pages in the Visitor's Guide and extra editorial content. It helps drive tourism business to the Loop. Companere Gallery tracks where the art buyers come from and over 50% are from tourists.

Mr. Kuhlman noted that the events amount requested has increased from \$80,000 to \$85,000 and asked what events are planned. Mr. Edwards noted that events besides the Ice Carnival include the After Glow after the Forest Park Balloon Race, HowlOween, Lighting of the Christmas tree and Menorah, Small Business Saturday, etc., and plans are for an additional events to include those similar to the former Loop in Motion or Taste of the Loop.

Mr. O'Brien asked, regarding the Welcome to the Loop sign, is everyone on the LSBSD Board in favor? Mr. Edwards stated probably 90% are in favor. He noted other districts that have a similar sign and the publicity they receive.

-Mannequins on the Loop-Public Art Project with Recyclables: Audrey Jones and Dorothy Davis presented information on this request for \$29,417 to assist with advertising and marketing for the event and scholarships for the participants. This three-week project promotes recycling by using recycled materials to create public art mannequins placed throughout the West Loop. This will be the 12th year for the event. The goal is to educate the artists and youth and educate the community on clean recycling. The finale is held at a business, this past year, at Craft Alliance. Ms. Jones noted they partner with the High Schools for the project as well. She noted the advertising and marketing is independent of any LSBSD marketing. Mr. Rose asked whether they would be willing to change the term "scholarship" to "stipend" since the students are required to perform work for the project. Ms. Davis and Jones said they would be agreeable to making this change in the language and noted the students do have to have a certain GPA and write an essay.

-Priority One Adult Day Care – New Day Care Facility: Dioni Hatfill and Rose Booth presented information on this request for \$272,999 to grow their home care agency into an adult day care provider. The project will create 4 full time jobs. Funds requested would be used for salaries, transportation and meals.

-STORGE-Strength-Based Therapeutic Education Workforce Development Program – Deja Scott presented information regarding this request to open a healthcare administration and training program focusing on workforce development, providing classroom and intern opportunities. 10 participants would receive training to become certified in medical billing/coding and receive real-world experience and placement opportunities. The request is for \$148,940 to cover a variety of areas including salaries, overhead, training, insurance, equipment & supplies.

Future Meetings

Ms. Tucker reminded the Board that St. Louis Artworks who was granted funds in the spring rounds, has invited them to stop by on Saturday, September 28 at 11 a.m. to meet with the students who are preparing the mural for the parking garage.

The next meeting will be on Tuesday, October 15 at 6 p.m. at HPCC to discuss the application and make recommendations to City Council.

Mr. Kuhlman motioned to adjourn and Mr. O'Brien seconded. The meeting was adjourned at 7:26 p.m.