



MEETING OF THE CITY COUNCIL
CITY HALL, Fifth Floor
6801 Delmar Blvd.
University City, Missouri 63130
Monday, October 28, 2019
6:30 p.m.

A. MEETING CALLED TO ORDER

B. ROLL CALL

C. APPROVAL OF AGENDA

D. PROCLAMATIONS

E. APPROVAL OF MINUTES

1. August 17, 2019 Council Strategic Planning/Retreat Report Out
2. September 17, 2019 Joint Study Session Minutes - EDRST
3. September 23, 2019 Regular Meeting Minutes
4. October 14, 2019 Regular Meeting Minutes

F. APPOINTMENTS to BOARDS & COMMISSIONS

1. James Wilke is nominated to the Parks Commission as a fill in replacing Jason Sparks unexpired term (1/21/2020) by Councilmember Steve McMahon.
2. Gloria Nickerson is nominated for re-appointment for a second term to the Commission on Senior Issues by Councilmember Stacy Clay.
3. Karl Reid is nominated for re-appointment for a second term to the Commission on Senior Issues by Councilmember Stacy Clay.

G. SWEARING IN to BOARDS & COMMISSIONS

1. Dr. Jean Russell was sworn in to the CALOP Commission on October 14th in the Clerk's office.

H. CITIZEN PARTICIPATION (Total of 15 minutes allowed)

I. PUBLIC HEARINGS

J. CONSENT AGENDA – Vote Required

1. Pool House Entry Door Project
2. Traffic Engineering – On-call Services Agreement Amendment
3. Economic Development Strategic Plan Consultant Contract

K. CITY MANAGER'S REPORT

1. Habitat for Humanity Lot Donation Contract
2. Economic Development Retail Sales Tax Board Recommendations

L. UNFINISHED BUSINESS

1. **BILL 9394 - AN ORDINANCE RELATING TO PIT BULL DOGS**

M. NEW BUSINESS
RESOLUTIONS

BILLS

1. **BILL 9395** - AN ORDINANCE AMENDING CHAPTER 400 OF THE MUNICIPAL CODE OF THE CITY OF UNIVERSITY CITY, RELATING TO ZONING, BY AMENDING SECTION 400.2130 THEREOF, RELATING TO OFF-STREET PARKING AND LOADING REGULATIONS; CONTAINING A SAVINGS CLAUSE AND PROVIDING A PENALTY

N. COUNCIL REPORTS/BUSINESS

1. Boards and Commission appointments needed
2. Council liaison reports on Boards and Commissions
3. Boards, Commissions and Task Force minutes
4. Other Discussions/Business

O. CITIZEN PARTICIPATION (continued if needed)

P. COUNCIL COMMENTS

- Q.** Motion to go into a Closed Session according to Missouri Revised Statutes 610.021 (1) Legal actions, causes of action or litigation involving a public governmental body and any confidential or privileged communications between a public governmental body or its representatives or attorneys.

R. ADJOURNMENT

**SPECIAL SESSION OF THE CITY COUNCIL
RETREAT / STRATEGIC PLANNING**

CITY HALL, Fifth Floor
6801 Delmar Blvd.
University City, Missouri 63130
Saturday, August 17, 2019

PLANNING SESSION REPORT OUT

1. Opening Remarks: Mayor Terry Crow

Mayor Crow welcomed everyone to the City Council Planning Retreat and asked the City Clerk to take the roll.

In addition to the Mayor, the following members of Council were present:

Councilmember Stacy Clay
Councilmember Paulette Carr
Councilmember Steven McMahon
Councilmember Jeffrey Hales
Councilmember Tim Cusick
Councilmember Bwayne Smotherson

Also in attendance were City Manager, Gregory Rose, City Attorney, John F. Mulligan, Jr., and Facilitator, Dr. Terry Jones.

Before turning the presentation over to the City Manager, Mayor Crow expressed his pleasure with the opportunity to spend time with Dr. Jones, once again, and thanked him for his participation in today's retreat.

He stated this might also be a good time to take a few minutes and think about how far this Council has come over the past two years. Because when you look at the City Attorney; City Manager, and the Department heads; for the most part, the City has rounded out its leadership team with folks who are new to these positions. Council unanimously passed the budget; the Olive/I 1-70 Redevelopment Project, and as of August 3rd, fulfilled a promise made by every member of this Council, to return EMS back in-house. Mayor Crow stated while there will always be issues where they may not be in total agreement; over the years this Council has demonstrated the ability to reach unanimous decisions when it is in the best interest of this City. And as we move forward, it will become even more important for us to continue to find that common ground. He stated he is thankful for the opportunity to work with each and every one of his colleagues and looks forward to the plans being laid out for the upcoming year.

2. Opening Remarks: City Manager Gregory Rose

Mr. Rose stated he appreciates everyone's willingness to give up their Saturday to attend this retreat, which he does not take lightly. This is one of the most important annual meetings for you as a body because it sets the course for the entire organization and the City. This retreat provides staff with the ability to present updates on projects, receive feedback, and garner a consensus on some of the more challenging areas. And at the end of the day, he is confident that each member will remain united as a Council whose interest is in building a stronger community.

Mr. Rose stated Dr. Jones is a wonderful Facilitator that has a tremendous history in the St. Louis region, and he too is grateful for his presence here today.

3. Review of Agenda

No changes were made.

4. Issues

A) External Communications

Current

- Continuation of new videos. An easy tool that provides comprehensive and accurate information which seems to get a lot of attention.
- ROARS. This publication, which has a high readership among seniors, will be published quarterly rather than bi-monthly. Another goal is to make better use of the City Manager's Section by providing more updates, specifically with regards to the Olive Redevelopment Project.
- Social Media; i.e., Twitter, Facebook, live streaming

Long-Term

- Cable Media Channel.
- Communication's Strategy. Allison has been asked to put together a communication's strategy that identifies plans for some of the major projects currently underway.

Q. What are Council's expectations on what an effective communication's program for the City would look like?

A. Councilmember Clay:

- *If there was a process whereby the feedback received from citizens could be obtained and analyzed to determine what they would like to see in terms of communications that would seem to be a good starting point to determine how effective our current communications are and help to establish a more comprehensive vision going forward.*

Mr. Rose stated staff's goal is to be able to quantify where residents are getting their information from, so there is a question on the Resident Survey which seeks to obtain that information.

A. Councilmember Hales:

- *I think quarterly publications of ROARS will probably be adequate, but would like to see the content improved.*
- *I've received positive feedback from the videos; however, some of them have been incredibly long. I would like to see more short videos that communicate some of the activities staff has undertaken or plan to undertake that actually touches the lives of our residents.*

A. Councilmember Carr:

- *My particular concern is for the seniors who may not be getting the same amount of coverage in terms of communication, as those of us who frequently use technology. A reduction in the publication schedule for ROARS could result in many seniors being left out of the communication chain. So I would like to suggest that staff consider making Robocalls or something to that effect, especially when dealing with matters that require a resident's immediate attention.*
- *While I appreciated the video on the sewer collapse which did an excellent job of explaining the problem, she is not focused on the short-term. So even though her belief is that the City makes a good faith effort to get information out on a broad basis, there are instances; for specific groups, where this information falls through the cracks. However, oftentimes there are influencers, like the trustees in University Heights and Partridge Heights that can be very beneficial in helping to disseminate information and I think we should start using them.*

A. Mayor Crow:

- *The videos have probably softened our image, which is good, but I still think there is vast room for improvement.*

One of the lessons learned from the Redevelopment Project is the need to set the tone and control the dialogue, instead of reacting to it.

So going forward his hope is that staff can adopt a strategy based on something he learned in law school; after making the first move, the next step is to anticipate the reaction and put yourself in a position to strategically respond in a way that gets the results you want to achieve. We've gotten to know the folks involved in this project; those who are in support; those who are not; the developers and business owners, so let's start thinking about what it is we want to achieve and make sure that our message gets out to them first.

- *Something that may have also been a little bit of a challenge for the City Manager and his staff, is the fact that they have been saddled with a Council who previously was forced to follow social media in order to get timely updates or any notice at all, about what was going on in the community and City Hall. It's an old habit that may be putting a little more burden on the communication's staff to get things out quickly and accurately.*

A. Councilmember Cusick:

- *While I will mirror the Mayor's comments about the ability to be proactive vs. reactive, for me, it's about the platform. I think the City's website should be ground zero, the place where residents go to find what they need. I don't think this is the case today, but I also have not found it to be very user-friendly.*

A. Councilmember Smotherson:

- *I absolutely agree with the Mayor's comments and would like to see our Communications Director develop a relationship with mainstream media because I don't think our story ever got out in this venue.*

A. Councilmember McMahon:

- *I agree with the comments made by Councilmember Smotherson and the Mayor, but don't think we should define the blowback received from some of the information disseminated by the City, as unsuccessful. From time to time, we may have to tell a story that puts a little egg on our face, but the importance of telling that bad news first is transparency. Residents may not like what happened, but the message is successful because it eliminates the perception that the City is trying to cover something up, and hopefully, contains a plan for how the problem can be fixed.*
- *Council has the tools to direct residents down the right avenues. So when we receive a communication from a resident who says "I don't know what's going on," our first response should be, "Let me help you learn how to find out more".*

A. Councilmember Hales:

- *I agree with the need to be proactive vs. reactive, however, the question in my mind is related to the process that should be followed. The Director of Communications provides Council with weekly updates and my assumption is that she would be the one responsible for responding to and disseminating all communications. So when a member of Council encounters an issue they believe needs to be addressed, should it be brought to the Director's attention or the City Manager?*

Mr. Rose stated normally, the decision about what is going to be communicated and when it should be communicated is made by him. However, no matter how successful the City becomes with its communications strategy, to some degree, it will always be reactionary. These days, anyone with a computer can be a journalist. And unfortunately, it doesn't matter if their information is false or inaccurate because the public's trust in what they read from others is quite different from the trust they have in what the government is saying. So before we put any information out, we have to make sure it is complete and accurate.

One example is the big boo-boo PGAV made with the analysis. Even though we suspected that it was true, we still had to go through an investigative process to determine what occurred; who made the mistake; why, and then communicate accurate and complete information. Of course, it took us some time to do that, but in the meantime, tentative stories were being communicated to the public.

Now, that doesn't mean we should not have a plan to deal with how we handle mistakes because, from that perspective, there is room for improvement. But I would hesitate to say that we will always be able to be out in front of these issues simply because we cannot control some of the information that is being put out there - 3

The City's Communications Program is only about six months old, and during the same period of time when these organizational structures were taking place, the most-watched development in U City's history was occurring. Allison has spent most of those six months trying to learn the community and determine what the issues are and has now reached the point where she is able to develop a Communications strategy that will entail a plan for each specific project. So I think with the development of these systems to address some of the City's issues long-term, in the future, we will be much better.

A. Councilmember Hales:

- *The thing that raised concerns for some of our residents, and perhaps, members of Council, is the City's silence during their fact-finding process while all of this chatter was taking place. But in spite of the fact that the Communications Department is in its infancy, I have seen consistent improvements and understand that it is going to take some time for us to get where we need to be.*

Mr. Rose stated in instances where the City finds the sources to be questionable, maybe staff could disseminate a limited message to the public indicating that we are looking into the matter and will provide the facts after we have completed our due diligence.

A. Councilmember Clay:

- *I don't think we should let the perfect be the enemy of the good. In terms of communication, schools don't have the luxury of time, especially in emergency situations. One of my experiences involved the discovery of a weapon on the school premises at 12:30, so the communication process had to go into effect immediately. And while it may not have been perfect, we knew that we had to get some type of communication out, so flyers were disseminated by the end of day and sent home in every kid's backpack. Clearly, that's a very dramatic circumstance, but it's also an antidote to address Councilmember Hales' point. When something happens, at a minimum, we should react by acknowledging the incident and sending a message to our residents that we are working on it.*

A. Councilmember Carr:

- *it's much easier to put a note in a backpack than it is for us to reach out to people who may or may not be paying attention. But I do agree that when an issue comes up, staff should make the announcement that they are aware of the problem and they are looking into it. Typically, these things are posted on Nextdoor and other places where people are conversing within the first 24 hours, and some will take this misinformation and run with it.*
- *I also happen to think that Ms. Bamberger is our first line of defense in terms of alerting the City Manager because she has done a great job responding to some of the posts from people who have axes to grind. Nevertheless, social media has not totally pushed aside the desire to make personal contact with members of Council because her constituents still contact her for information via email.*

Councilmember Clay asked when Council should anticipate the Communications Strategy being completed? Mr. Rose stated as a part of the Work Plan this afternoon, he will be seeking Council's opinion on what projects should take top priority. Councilmember Clay stated he would like the plan to include some form of metrics that would allow everyone to objectively evaluate whether the strategy is successful or if it needs some tweaking. Of course, everyone is going to have a different perception about the types of measurements they would like to see, so we may have to coalesce around what makes sense as a Council.

B. Coordination: Elected Officials, City Manager, Department Heads

Q. What is Council's opinion about the coordination between the City Manager and THE Department Heads in terms of responsiveness?

A. Councilmember Clay:

- *I appreciate the responsiveness of the City Manager and his staff when sending an email or making a call, and most of the time the resolution is what he would have hoped for.*

- *I go through the City Manager for everything. And even though Mr. Rose is quick to include the Department Heads in their conversation, he feels very comfortable with that type of interaction.*

A. Councilmember Carr:

- *I would echo Councilmember Clay's comments about responsiveness. I think the coordination has been excellent and on most occasions, I have received a response within hours.*
- *I also go through the City Manager directly because she believes he needs to know when there is an issue; he often makes contact with individuals she may not have previously identified, and in some cases, Mr. Rose's ability to see things from a different perspective has resolved problems she thought would be much more difficult with a great deal of finesse.*
- *Council is notified immediately, with details, every time there is an incident or someone is at risk. And those notifications give her the ability to answer questions from her constituents.*
- *The City Manager's open-door policy is exceptional, it allows Council to pose questions anytime they don't understand or agree with the City's stance on an issue. Mr. Rose and his staff have done an excellent job in changing the culture of communications between the administration and Council.*

A. Councilmember Hales:

The vast majority of communications I receive from residents are related to property or street maintenance. And for complaints that fall within the category of Public Works, his practice has been to notify the director of that department, with a copy to the City Manager. So here again, I would inquire about the exact procedure you would like to see followed?

Mr. Rose stated there is a need to make sure that everyone continues to respect the Charter, so making sure he is included in the communications stream is very important. In addition, every Tuesday he conducts a staff meeting where all of the outstanding issues from both residents and Council are reviewed, and if he has not been included in the conversation that item will not get added to the list. He also does not want staff to perceive communications that come from Council as a direct command.

A. Councilmember McMahon:

- *I was kind of at a middle ground between Councilmembers Carr and Hales. But when you came on board it was about the generation of customer service, so including you and staff, makes the process of addressing issues with residents and Council work a little better. Hopefully, we can refine this process as we move forward and ultimately, receive fewer complaints from our constituents.*

Mr. Rose stated the goal is for staff to acknowledge a resident's inquiry and inform them of the direction they intend to take within 24 hours.

A. Councilmember Clay:

- *What Mr. Rose just articulated has relevance; not just for individual residents but to the earlier conversation about mass communications.*

A. Councilmember Hales:

- *With respect to specific complaints involving property or street maintenance, it would be extremely helpful if the results of your Tuesday morning discussions with staff could be shared with the member of Council that initiated the communication, so they can provide residents with an update.*

Mr. Rose stated the system in place today is really just a band-aid. In the future, the intent is to have a more robust program consisting of a database that lists all of these items and generates a weekly report to Council. Although he does not have the personnel or the system in place to do that, going forward, he will make sure that Council is provided with at least a bi-weekly update on the status of each event.

A. Mayor Crow:

- *Based on the minimal number of citizen complaints I've received, I think that for the most part, the current system is working.*

Something the Mayor of Clayton told him when he first became Mayor, was "Your first response to any citizen's complaint should be, have you contacted your member of Council"? And the good thing is that I haven't really had to say that.

- *At this point, the challenge seems to be for us all to follow the same protocol when reporting incidents and getting an update or resolution back to our citizens. While the entire scenario about the sewer collapsing on Tulane strikes me as being rather odd, it should be a lesson learned. I tend to believe that Sinan and his crew do an incredible job of responding to inquiries, so when this citizen said that the reason they went to Channel 5 was because they had tried contacting City Hall and did not get a reply, my assumption is they never reached out to their Councilmember and that their real motive was to attract the media's attention. So I think we have to anticipate that some citizens are going to opt-out of utilizing the correct system because unfortunately, that's sort of the way they've been trained to react.*

A. Councilmember Clay:

- *At some point in time, I recall a software program that tracked complaints being discussed.*

Mr. Rose stated this conversation will eventually lead to a discussion about the 311 system where residents are given a number to call and their inquiry is logged into a database and followed until resolution. However, his initial intent; once he has the personnel in place is to establish a database that is managed by one member of staff. There are numerous software packages available, which you will hear more about during next year's budget process. Or maybe sooner, depending on Council's list of priorities.

A. Councilmember Clay:

- *From my point of view, a more comprehensive technological solution is probably the way to go and the creation of a database is simply the first step. So don't be afraid to bring that information forward.*

Mr. Rose stated while an update of this software will be included in the Work Plan, he would like to note that the economy does not appear to be growing as quickly as it has in the past, which means the City should probably anticipate a pullback on some of its tax dollars. As a result, there is a need to balance the service levels the City provides based on how the current economy is performing. So it's kind of the balancing act because you don't want the City to be in a position of providing excellent services that it can't afford.

Councilmember Smotherson asked the City Manager if he wanted to be copied on general questions that can be easily answered by a department head? I think the coordination by you and your staff is great and while I am guilty of sending emails out at 3 a.m., I'm certainly not expecting to receive a response by 4 or 5 a.m.

Mr. Rose stated he has no doubt that Council can go to any of his employees and get information. However, here again, his preference would be that even those general inquiries come through him to ensure that you are getting accurate and complete information. The response you receive from a lower line-level employee might be vastly different than a response you receive from me or a director.

A. Councilmember Hales:

- *Although I have no idea what it would cost, I think the 311 idea is great. I actually downloaded St. Louis County's 311 app and it's kind of amazing because not only are you notified when the status of an event changes, it also allows you to upload pictures of the problem area. So, it would make a lot of sense for this program to be funneled through one person and I am excited to see what's in store.*

Councilmember McMahon asked if it would be advisable to also copy the City Clerk on any communications to the City Manager or the head of a department? Mr. Rose stated a copy to LaRette would be fine.

Q. When you receive information from staff, are you getting it in a timely fashion?

A. Councilmember Hales: *I have absolutely no complaints. I think we get terrific information via Council's packets or a weekly report.*

If I have any questions I can pick up the phone and call Mr. Rose, who always answers them in a timely fashion.

A. Councilmember Clay:

- Generally speaking, I am very satisfied with the amount of information received.
- A minor process point I have found to be really effective is direct follow-up. For example; if a question or comment is posed during one of Council's sessions that specific question/comment relating back to what was said should be revisited at the next opportunity. Oftentimes answers are presented in a more generic fashion, but when it's specific; it clicks and helps me construct the bigger picture.

A. Councilmember Carr:

- The ways things are today compared to the way they existed before, is a sea change that I truly welcome. There are certainly no problems with the lack of information or timeliness, and by the time I arrive at a Council meeting most of my questions have been answered.

C) Guidelines: City Manager's Emergency Authority

Mr. Rose stated this topic emerged as a result of the purchases made to bring EMS back in-house. He stated he would be the first to admit that in spite of his belief that he possessed the authority to make these purchases; that they were the right thing to do, and that Council had given him clear directions about their desire to obtain these items, it should have been brought forward on the next agenda. The facts that led him to view this as an emergency situation, was the possibility of the contracting parties walking away leaving the City with no mutual aid, personnel, equipment, or other options to provide EMS assistance to its residents.

However, the City's Code could be interpreted to say that he did not have the authority to make those purchases and that he should have followed the process of first, asking the Mayor and Council for the authority to do so. Mr. Rose stated in his mind, this interpretation could be somewhat problematic in emergency situations where it might not be practical; from a time standpoint, to obtain approval for purchases over \$25,000; i.e., major tornados, floods or situations that cause residents to suffer.

So he placed this topic on today's agenda because he would like to have a clear understanding of what Council believes his authority should be in these types of emergency situations.

A. Councilmember Carr:

- Although I guess there was enough time to inform Council; which is something Mr. Rose normally does, I did feel as though this purchase had been implied, if not explicitly stated, based on Council's intent to move in the direction of bringing EMS back in-house. So from that standpoint, I viewed the City Manager's actions as being more or less in line with Council's intentions.
- Perhaps, it is a matter of interpretation, but I want to have absolute confidence that our City Manager has the ability to manage the City on a day-to-day basis, and in the case of an emergency where he determines an immediate need, that he would be able to act first, and call a meeting immediately thereafter to inform Council of his actions.

A. Councilmember Cusick:

- For me, this is somewhat of a no-brainer. If something presents a danger to the public, then it needs to be acted upon immediately.
- I have total confidence that Mr. Rose would exercise good judgment, and in this situation, he recognized the potential for an emergency and knew that something needed to be done.

A. Councilmember Clay:

- Policy transcends people, so when you think about setting a policy it's important to think about people who will fill that same seat subsequently.
- Are we talking about a policy that has a provision in it for emergency situations or about changing the policy?

Mr. Rose stated although the City Attorney may disagree, his understanding is that the discussion is about how Council would like the existing policy to be interpreted.

Mr. Mulligan stated he is looking at the Code related to purchases and there are two sections that are relevant with respect to the ambulance purchase. There is specific language with respect to competitive bidding which states that it is not required in cases of an emergency and it is not practical to secure such bids. However, since the word "emergency" is not defined in this particular section, we would look to the dictionary definition. *"Emergency is an unforeseen combination of circumstances or the resulting state that calls for immediate action"*.

The next section deals with all purchases, contracts or undertakings of any kind involving the expenditure of an amount greater than \$25,000. Those expenditures have to be approved by Council, and there is no emergency exception. You could look at the competitive bidding language and include it there, but the emergency exception does not exist for amounts greater than \$25,000. I think that is the point the City Manager is raising.

Certainly the Fire Chief, Police Chief and City Manager have the power to take whatever actions are necessary to protect the public in any kind of an emergency situation. Perhaps an example of a situation where the City Manager could have entered into that contract to purchase equipment before there is an opportunity to present it to Council is a situation where he had to make a commitment to secure services that the City could not provide on its own or through a Mutual Aid Agreement that has been previously approved by the Council, if it is something that would be a benefit. Now, in cases of an emergency, Council can call a meeting on 24 hours notice or less, via telephone or videoconference.

Mr. Mulligan stated the policy question from his view, would be that this is not an interpretation of the existing ordinance on the \$25,000 or more because he does not read an emergency into it. But, if Council wants to put it there, the policy could be amended, even though he does not know of any instances where this has come up in the last 30 years.

A. Councilmember Clay:

With great discipline I always try to separate policy from personnel, and in this instance, I just do not see a circumstance where a purchase would need to be made in an emergency situation, without Council approval. Maybe my vision is limited on this issue, but I think the City has the tools in policy and practice, to address any emerging life or limb situations that might arise.

Mr. Rose stated his understanding is that public safety does not have the authority to make a purchase larger than \$25,000. So if a generator goes out they would have to get approval from Council before purchasing a new one. And in a flooding situation that could become challenging.

A. Councilmember Clay:

- *Drilling down to the practicality of it, in that circumstance you wouldn't be able to pay for a generator on a Saturday morning and have it delivered.*

Unidentified Speaker: You absolutely could. CK Power will come out in less than 24 hours and replace the whole thing.

A. Councilmember Clay:

- *Drilling down I'm just not seeing this as something that would come up. And as Mr. Mulligan stated, he has not seen a circumstance in 30 years where that would be necessary.*

Mr. Rose stated he is probably a little more sensitive about this topic because he has seen something like this happen. So based on the City's history with flooding, and where we stand today, on resolving this issue, the likelihood of this occurring is increasing every day.

A. Councilmember McMahon:

- *I would agree with Mr. Rose on that last point, in the sense that if one section of the Code is suggesting that under competitive bidding Council approval is not required in cases of an emergency where it is not practical to secure a bid, but all purchases involving an amount over \$25,000, must be approved by Council; without any exceptions, then the coordination of those two sections seem to make sense. None of us can see into the future and it might not be possible, by any means, to get a quorum, so it provides a tool for the administration.*
- *But by the same token, I think we need to look back at this particular situation and come to a consensus about what constitutes an emergency or the potential for an emergency. Both Council and staff knew at the time this service was outsourced that there was no backup plan and worked under the luxury that neither Gateway nor Medic-One would pull out. So based on the knowledge that there was the potential for an emergency I think Council can take some of the responsibility for not pushing this issue to its final conclusion and directing the City Manager to make those purchases.*
- *The dividing line is that we cannot use emergency power for potential emergencies; they have to be imminent. However, since that was the direction this Council was going in, he does not see any problems with how this situation was handled.*

A. Mayor Crow:

- *Something this Council also needs to think about is that after the North and South litigation the City Manager's authority within a court of law is, to a certain extent, pretty narrowly drawn.*
- *Here are a couple of points related to the City's history with expenses. When the City refused to honor the Loop Trolley's Conditional Use Permit because they had not fulfilled all of the requirements, the Trolley retained Clayco at the last minute to complete 48 hours worth of work that easily exceeded \$25,000. Although this was a private entity, the point is, he thinks the City has reached the scale where it could easily exceed \$25,000 in an emergency.*
- *A former City Manager divided Fair U City's contract into three separate contracts just to avoid having to come before Council for approval.*
- *Some of us know how the Ordinances can be misused, so he would rather address this issue by establishing parameters that give City Managers operational guidance. And if there is a need to amend the Code he would suggest amending it by adding an emergency provision that gives the City Manager the authority to act in the best interest of the City. It should also include the need to notice up a meeting with Council within 24 hours.*
- *Every year Council has one specific level of authority, and that level entails whether to retain or dismiss the City Manager.*

A. Councilmember Carr:

- *In addition, it wasn't just that the numbers had been split, but the entire expenditure was hidden from Council and never brought before them for a budget adjustment. Of course, that is a totally separate issue from what happened in this case.*
- *The section of the Ordinance regarding expenditures should be codified to allow for emergency spending. That amendment should delineate certain specifics related to spending and the need for an emergency meeting of Council to be called within a specified number of hours.*
- *The City Manager has acknowledged the need to do a better job in these kinds of situations, so her hope is that this Council has trust in the person running their City.*

Typically, these emergency decisions are on the fly and require an individual to react quickly, so Council should make sure there is a tool in the box that with any luck won't be misused. Of course, Council's other strength is that they can vote against an expenditure after-the-fact.

A. Councilmember Hales:

- *While I agree with everyone's point of view, I would like to take this one step further. Council sat right at that table during a Study Session and went through the plan; reviewed the bids from Osage, and had an opportunity to ask questions. So his recollection is that it was crystal clear that every member of Council was on board and agreed with the purchase.*

Mr. Mulligan stated he did not mean to imply that instances of this nature had never occurred; simply that he has not seen it.

He stated from a drafting standpoint, he has heard a lot of good information. Separate the policy from the people. While it is highly unlikely, what if there was a need to make a million-dollar purchase? Do you want to place a cap on this policy?

To promote consistency, it would make sense to have this codified. So one thought he had was that before the City Manager pulls the trigger on a purchase, an email would be sent to Council explaining the emergency, what he is proposing to do, how much it will cost, and whether there is a need to call an emergency meeting within a specified timeframe; assuming that you have that luxury. If no meeting is called within that timeframe then under the Code the City Manager would have the authority to make that purchase. And thereafter, Council would be notified of the full details.

In this scenario, the contract would be an enforceable agreement that the contractor could rely on; which is something he wants to know at the time he enters into the contract. Either the City Manager has the authority or he doesn't. So there can be no provision which states Council may or may not ratify it later. If you want to add a ceiling on the amount this applies to, that can also be included. But overall, he thinks this type of codification would harmonize the two provisions dealing with competitive bidding and emergencies.

A. Mayor Crow:

- *I don't think there is a need to go into a great amount of detail today, and that a better protocol might be to see what other similarly situated cities are doing in the St. Louis area. So, I would prefer that Council have a little time to look at this and come back with some options*

A. Councilmember Cusick:

- *While I would agree with the Mayor's suggestion to take some time to review this, I do not want to hallow the City Manager with the need to send out an email if City Hall is burning down. I would like to see the policy codified in a way that gives him the ability to act.*

Mr. Rose stated when this Code went into effect \$25,000 was a lot of money. But as it relates to how the inflation rate has changed over time this dollar amount has not stayed consistent with the economy. So while he is accustomed to caps, he is also accustomed to having some authority in emergency situations. Mr. Rose stated his belief is that he has developed the type of relationship with this Council where everyone understands that if he needed to make a million-dollar purchase it would have to be justified. And if that did not occur, he understands that he wouldn't be here much longer. So his recommendation would be to change the Code so that it addresses Mr. Mulligan's concerns; provides him with the authority to act, and contains a cap that Council is comfortable with.

A. Councilmember Clay:

- *I simply want to reiterate that this is about policy, not personalities, and for that reason, I like the way forward that Mayor Crow has charted. I think everyone can rely on the City Manager to touch base with the Mayor or a representative from Council before making major financial decisions, but also thinks it is important to include a provision that ensures some degree of collaboration or communication with Council; especially when the inclusion of a generous cap is being contemplated.*

D) Relationship: Washington University

Councilmember Cusick stated he would like to start this segment off by asking Mr. Rose to update Council on the status of the Impact Study that was approved and funded several months ago?

Mr. Rose stated funding for the Impact Study was approved as a part of this year's budget and became effective July 1st. So at this point, nothing has been advanced because he wanted to have this discussion first. Before moving forward, Mr. Rose stated he wanted to have a clear understanding of what Council was looking to achieve so that he could develop a solid foundation for the scope of this project.

Q. What would you like to see that study achieve?

A. Councilmember Cusick:

- *The first major issue pertains to the quality of life for residents who live in neighborhoods adjacent to Wash U and college dorms.*
- *The second issue is the overall impact Wash U has on U City's resources; i.e., police, fire, EMS, street cleaning, and trash services, and how that impacts the services U City is able to provide for its residents.*
- *We also are not kept in the loop about Wash U's plans, as they relate to U City. Recently the Commerce Bank building in the Delmar Loop went up for sale, and the question in his mind is whether this will be another prime piece of real estate they gobble up and remove from the City's tax rolls?*

A. Councilmember Carr:

- *The quality of life issues also impact the residents who live in Parkview Gardens, especially as it relates to parking.*
- *I think there is a lot Council can do by way of looking at methods to recoup the City's Code.*
- *I also hope this study will take into account the impact this entity has on the individual taxpayer, particularly those who are least likely to be able to shoulder that burden. Because the tax restrictions imposed by the Hancock Amendment has shifted the burden to them, and I don't believe there will ever be a pilot as long as they are not so inclined. Moreover, the contracts we have been able to execute with them were always limited to five or ten years, which really does not account for the cost of delivering services to them. Wash U has its own waste hauler, but U City sweeps and plows the streets their employees and students reside on. The costs of those services are included in our residents' tax dollars and/or fees, but Wash U pays nothing for these services.*
- *The contributions Wash U makes to the City's school system aren't even extraordinary. In fact, I was told by a member of the School Board that the contributions they receive are the same amount Wash U would make to any school district.*
- *When Councilmember Cusick and I visited the County Assessor's office, citywide, U City experienced a 28 percent increase in the value of its land and a 20 percent increase in the value of its structures. However, the buildings Wash U owns in U City showed no increase at all. Questions posed to Jake Zimmerman, the County Assessor, for the most part, only generated excuses; some I understood, and some I frankly did not buy.*
- *As Councilmember Cusick stated, we have no idea what their plans are. In 2008, Council passed a Resolution asking Wash U to give the City a heads up about their long-range plans regarding the Millbrook Shopping Center. And whether you look at their broad outline from the company they used to develop this plan or the plans produced in 2011 for The Loop, what you will see is exactly how much they impact U City; although a predominant portion of Wash U's financial contributions is distributed to the City of St. Louis.*
- *While there may be an opportunity to work with Chancellor Martin, the Board who he must answer to is largely populated with people who are okay with the status quo. Wash U is also a very important and powerful stakeholder throughout the entire region; which means that U City is going to have to take care of itself. And if we do not make an effort to do just that, then shame on us.*

A. Councilmember Clay:

- *There were some previous discussions about staff initiating ongoing meetings with Wash U. Is there a potential to get them involved in this study, and could you also provide us with an update on that process?*

Mr. Rose stated staff has met with Rose Windmiller and JoAnna Schooler on almost a monthly basis to talk about issues of mutual concern. What they are focused on now is improving safety in The Loop and the creation of an Apartment Manager's Program. Chief Hampton and Wash U's Chief of Police are working together to draft a safety strategy that will be presented to Council for consideration. The Apartment Manager's Program is a U City initiative designed to make managers aware of reported problems in their buildings and the City's new approach for the issuance of citations.

As it relates to previous discussions about a Fiscal Economic Impact Study, the consensus among Council was that the study be conducted internally. So after he has received Council's direction on what they would like the scope of this study to entail, a draft will be presented to the subcommittee for their recommendations, and then to the Mayor and Council for approval to commence the project.

Mr. Rose stated so far, the thrust of discussions regarding the study at-hand seems to be primarily focused on the fiscal impact; services and resources, rather than the economic impact; how much direct/indirect purchasing power Wash U and its students have.

A. Councilmember Hales:

- *Given the change in demographics in the areas adjacent to The Loop and Parkview Gardens, several questions I've had are how many people actually live in the area year-round, and are some of the challenges that exist today, the result of a student population that is absent during the summer months and present during the winter months? So I think the inclusion of their economic impact is important.*
- *Another issue is accountability. For years it has felt like U City has been accountable to Wash U, and there have been relentless uncertainties when it comes to the University's accountability to U City. But accountability should work both ways.*
 - *What is the University's accountability for their students who live on and off-campus; specifically with respect to the students living in our neighborhoods?*
 - *What is the significance of the University's Honor Code or Code of Behavior?*
 - *What tools can we offer Public Works or Planning & Development that would diminish the need for them to go through a six-month process to remove a bad tenant or take actions to address chronic problems?*
- *U City has a vast amount of property located near Wash U's Famous Barr Campus and it would be nice to know what their intentions are with this piece of property so that we're not caught off-guard.*

A. Councilmember Clay:

- *Although I could be wrong, my understanding as it relates to the Fiscal Impact Study, is that even though the City was prepared to conduct it on its own, an attempt was going to be made to see if Wash U wanted to participate; with a very clear articulation of what their role could be. Given the new leadership of Chancellor Martin revisiting this conversation may be beneficial in obtaining access to some of the information needed for the study, or perhaps, they might be willing to pay for a portion of it.*

A. Mayor Crow:

- *There was an option to include Wash U and my belief is that there were several members of Council who felt strongly that it would be more appropriate to conduct this study on our own. So there has been no engagement with Wash U.*

A. Councilmember Carr:

- *An incomplete study is worthless. So three important components would be their economic influence; because that's what the university touts; the cost of maintaining that relationship from an operational standpoint, and their impact on property values at Ames Place and Parkview Gardens. It's also my understanding that some additional living units are being proposed at Lewis Center which could add more stress on parking.*
- *Mr. Rose provided a perfect example involving a resident who made a request to discontinue paying fees for her trash service because she no longer lived in her house.*

However, since the City is required to render services on that street, her request was denied. And that's the same case we have here with Wash U and all of the City's not-for-profit organizations.

A. Mayor Crow:

- *I do not believe that anyone would disagree with the need to include both the fiscal and economic impacts to the study.*
- *The one thing I think we should be paying attention to is the fact that on a policy level there has been no engagement at all.*

The new Chancellor has signaled that he would like part of his tenure to be about Wash U's contributions to the community-at-large, but we have not initiated any substantive conversations with this new administration. So rather than sitting here waiting on the results of an Impact Study that could take a year to complete, I think my colleagues and senior staff have got to decide what stance they are going to take. A positive engagement about what's going on in U City, or a negative engagement that tightens the reins on Wash U; these are the policies we are going to start implementing. Right now, if I was Wash U, I'm kind of happy with the status quo. Waiting for a year and a half to complete a study clearly takes us off of their radar screen and allows the decision-makers to move on to other things. Wash U has the benefit of time and money and in order to get their attention, we have got to make a move, either left or right.

- *It's clear that the footprint at Jackson and Forsyth is not a good fit for Wash U, so something is definitely going to take place with that land. Yet, once again, U City is not a part of that conversation.*

Q. Let me kind of close-off the strand of things that address the study by first asking if anyone has any comments they would like to add, and then for Council's reactions to the Mayor's comments?

A. Councilmember Carr:

- *As a member of the Zoning Subcommittee formed by the Mayor, I am open to suggestions.*
- *I thought it was clear that we were still working with Wash U in terms of policing. They just had a carjacking incident involving one of their students, so I'm sure safety is a priority. Let's catch them on that and see if we can extend our influence.*
- *At the same time, we need to be thinking long-term. What's going to happen to this City in 25 years in terms of property values and older infrastructure that needs to be replaced? I think we need to utilize both positive and negative engagement.*
- *We are performing work on Westgate in Parkview Gardens which is an area where Wash U owns a substantial amount of property. Maybe it's prorated based on the number of properties they own, but why not reach out and ask them to consider making a contribution to those repairs because it benefits them as well. Who is the major beneficiary? That's what we should always be thinking. We apply pressure where we can; apply good negotiating skills where we can, but always invite them to the table.*
- *And everybody likes praise, so we should applaud them whenever they step up and do something positive.*

A. Councilmember McMahon:

- *I didn't think the change in direction on the Impact Study was about exclusion, but about fairness and not giving them the latitude to manipulate the situation. The manner in which Wash U offered to pay for half of the study seemed to be geared at taking control. And my thoughts were for that level of contribution they were getting far more than the City should allow. So the consensus was to pay for the study ourselves, invite Wash U to participate, and in doing so, send the message that the City's desire is to work cooperatively and not be talked down to.*
- *When all is said and done, both U City and Wash U will still be here, so it boils down to how we have those discussions and the position we want to be in to present them.*

Hopefully, we can build on those communications and establish a level of trust between the two entities so that our communications begin to flow more freely.

A. Councilmember Smotherson:

- *We are all aware that when an incident occurs involving Wash U students there will be ten U City officers on the scene and two Wash U safety officers. That presents a huge disparity with respect to the use of our services. So I'm curious to know why we aren't still in discussions with Wash U, at least about public safety?*

A. Mayor Crow:

- *While it's clear that the City Manager still has conversations with Wash U on a regular basis, the last substantive conversation he can recall being engaged in was related to the incident at Ames Place last year during Mardi Gras.*

A. Councilmember Hales:

- *After talking to Chief Hampton, I am confident that the police have been seriously engaging with Wash U since that incident, even though Council has not necessarily been briefed on all the details.*
- *Last year, I was involved in several meetings with members of Wash U's Government Affairs Committee who were supposed to be our liaisons, but once those meetings ended I never heard from them again. And their engagement this spring was really just an attempt to put the PR fire out as quickly as possible. This relationship works both ways, but I certainly have not felt like they possessed a strong desire to engage,*
- *Whether this study proceeds jointly or independently, it should not preclude us from having conversations with Wash U, if this entire body agrees to start that dialogue because personally, I have some concerns with the fact that our counterparts' level of engagement has not materialized. Unfortunately, this happens to be the same sentiment expressed by the residents at Ames Place who participate in regular meetings with Wash U.*

Mr. Rose substantiated the fact that Chief Hampton is actively engaged with Wash U in an attempt to develop a public safety strategy for The Loop. And while he suspects it will include strategies related to personnel, technology, and lighting, Council is scheduled to receive a cursory briefing on some of the details in either October or November.

A. Councilmember Cusick:

- *I concur with the comments of Mayor Crow and Councilmember Hales.*
- *My thinking is that after we receive the results from the Impact Study we will then be able to sit down with one core group, bring all of these issues to the table, and begin to develop a centralized method of discovering exactly what is going on between these two entities.*
- *I also think we need to start looking at our Codes to see what can be done now to make some of the situations we are experiencing a little better.*

Mr. Rose stated today we know that Wash U has an impact on public safety and the amount they contribute in that area; which in his mind is less than what it should be. But his belief is that the results of the Fiscal and Economic Impact Study will provide Council with the type of information that really helps to quantify whether a balance exists between the resources utilized and the resources contributed. That's the information you don't have today to guide you on the creation of policies and really drive those substantive discussions.

Councilmember Clay stated as it relates to the study, are we saying that we have allocated the funds to do this on our own, but saying, Wash U if you would like to participate here are the terms of that participation? Mayor Crow asked Councilmember Clay if he was suggesting money or just their participation in the study? Councilmember Clay stated he was referring to their participation. While he understands that the consultant can perform this study without them, it might be easier if they participate in terms of accessing information and performing a thorough evaluation.

Mayor Crow stated although he cannot speak for Wash U, he does not think they would be interested in participating in the financial aspect of this study nor have they been asked to participate. However, if Council would like to extend an invitation, that request could be made by the City Manager.

A. Councilmember Carr:

- *Here are a few of my basic disagreements with some of the positions taken during this discussion. It would be disrespectful to the fourteen members who sat on the Task Force; many of whom are community leaders, to say we don't have an idea about Wash U's impact on this City.*

- *Their report may not be as strong as the Impact Study or it may not have gone in the direction the City Manager wants to talk about, but she thinks it clearly demonstrated an imbalance. Therefore, I would be loath to disrespect any of the City's Boards or Commissions unless there is an obvious malfunction.*
- *Not only was Wash U consulted in this study, but they were also allowed to present any impacts they believed they had made on the City. Instead, they came in asking for six of the fourteen positions and wanted to have the final say about the scope of the study. This is why I am not keen on asking them for funding. And after several members expressed a desire to conduct a study that was a little more open-handed Wash U rejected the outcome of the report; the former Mayor tried to quash it, and former Councilmember Stephen Kraft tried to change it. So from my point of view, all of these actions colored the report. Furthermore, they kept trying to bundle her and Councilmember Cusick during the meeting they attended with members of Wash U's Government Affairs, which was somewhat awkward and disrespectful. So we have asked them to come to the table on a number of different things.*
- *I would like the autonomy of being able to say to the consultant here is the City's scope and Wash U can certainly tell you what they would like you to include. But to ignore us is infantile. And the reason I have reiterated the word disrespectful so often in my comments is because that's what she thinks this whole conversation has been about. We need to respect our partners and they need to have a reason to respect us. And it would behoove both parties to establish a respectful partnership that fosters reciprocal conversations. I want them at the table and think it would be foolish to keep moving along without bringing them to the table. Nevertheless, new day, new Council who understands that in spite of their previous actions we should keep inviting them because, at some point in time, they'll have to stop ignoring us and say yes.*

A. Councilmember Cusick:

- *I was a participant in the original study and agree 100 percent with everything expressed by Councilmember Carr. Asking Wash U to participate would be like putting the fox in charge of the hen house and this time we need to have a neutral study that truly illustrates what the impacts are.*

A. Councilmember Clay:

- *I have no disagreements with anything that's been said. Therefore, they should invite them to participate and if they want to help, fine; if they don't, fine. But the City should control all aspects of the study.*

Mr. Rose stated his prior comments were in no way meant to demean the work performed by the Task Force, simply to make Council aware that information from the Impact Study which is not available at this point, could be useful in making policy decisions.

As it relates to the next steps, he would like to get Council's concurrence on what he believes has been proposed.

- That an invitation be extended to Wash U to meet with the subcommittee and discuss what the City is trying to achieve and the role they could play; (*acquired knowledge and ability to supply the subcommittee and consultant with any documentation that might be needed.*)
- That a meeting be scheduled with Council and the consultant to discuss the City's expectations
- That development of the scope be advanced and performance of the study initiated.

Councilmember Carr asked Mr. Rose if he was referring to the Zoning Subcommittee? Mr. Rose stated that he was, and the reason he had made the suggestion was based on his belief that the proposal for an Impact Study had originated from that subcommittee.

A. Councilmember McMahon:

- *The Zoning Subcommittee was established to review the Code and determine whether it contained existing regulations or regulations that needed to be expanded or amended to protect the City's interest with respect to what it could do or needed to do, to help alleviate some of the negative impacts created by Wash U. But the reason the Impact Study bubbled up, was because the committee realized that some of those regulations addressed quality of life issues and that the study could possibly provide them with guidelines to help formulate and direct policies. However, after contacting the City Manager*

and learning that the study was geared towards obtaining an analysis of the net fiscal impact rather than impacts on the quality of life, the committee understood that they would have to dig into the Code and formulate these policies on their own. So even though the conversations about seats at the table and control of the study may have been going on at the same time, their task was not related to the Impact Study.

Q. If Council is in agreement that an invitation should be extended to representatives of Wash U, would it more appropriate to have that discussion at the full Council level?

A. Councilmember Hales:

- *I think it would be more appropriate.*

Q. Is there concurrence with the City Manager's summary of how to proceed?

A. (Concurrence is verbally acknowledged by all members of Council.)

Dr. Jones stated at this point, he would like to take off his facilitator hat and put on his I've been around here awhile hat. Because based on his perspective, judgment, and experience, the key person Council should have at the table is Henry Webber, who runs the business affairs of Wash U, and prides himself on being a superb urban planner.

Mr. Rose asked if it would be appropriate for staff to draft a letter from the Mayor to Wash U? Councilmember Carr asked if Council could get a copy of the letter to review before it is sent out? Mr. Rose stated they could.

A. Councilmember Hales:

- *Based on what I've heard today, there is an obvious lack of trust that has developed over the years between some members of Council and the University. And while I am optimistic about the opportunity to rebuild that relationship with Chancellor Martin, I think some of those differences will have to be communicated before either party will ever get to the point where that trust can be reestablished.*
- *Frankly, based on the level of people each member of this Council represents, they should be meeting with someone in Henry Webber's position.*

Dr. Jones stated as the Executive Vice Chancellor and Chief Administrative Officer, he is the one making the decisions on these matters.

Lunch Break – 11:45-12:30 p.m.

The afternoon session reconvened at 12:30 p.m. with the department directors joining the meeting. The following directors were present:

Human Resources Director – Yolanda Howze
Communications Director – Allison Bamberger
Economic Development Director – Libbey Tucker
Park, Recreation and Forestry Director – Darren Dunkle
Planning and Zoning Director – Cliff Cross
Interim Finance Director – Keith Cole
Police Chief – Larry Hampton
Fire Chief – William Hinson
Public Works Director – Sinan Alpalsan

E) Loop: Governance

Mr. Rose stated as it relates to governance of The Loop staff has taken a two-track approach.

1. The creation of a Community Improvement District. John is working with the individuals interested in creating this District that will be brought forward to Council for consideration upon completion.
2. The Loop Special Business District (LSBD), has been in place for many years, and their role as it relates to governance, includes some administrative tasks. In fact, the State Statute requires them to maintain that role.

Staff is requesting Council's confirmation of these two tracks and authorization to continue working with the group interested in creating the CID, as well as the LSBD, to ensure they remain in compliance with the State Statute as it relates to their administrative role.

A. Councilmember Carr:

- *It's difficult for me to separate the two issues because so many of the decisions being made also affect marketing.*
- *In roughly 2012, Council was presented with a proposal for a CID to mirror the CID currently being formed in the City of St. Louis, as well as a 353 Corporation to manage both CIDs. which would have granted very broad powers. The property owners were not keen on the structure of the proposal, so it disappeared off of Council's agenda, while they tried to put together a Community Improvement District that would more adequately reflect their needs for marketing, programming, public safety, and surface parking; which has long been an issue. Work on the CID continues today. And my belief is that if this area ever intends to have an Executive Director to take care of both the administrative and marketing functions, it would probably have to be done through a restructuring like the CID. No actions have been taken to remove the current Special Business District since participation and revenue are also received from business owners who do not own property in U City. However, right now, I don't think the LSBD is working, and it may be the people, rather than the policies which appear to be rather firm.*
- *There was an expenditure of \$8,000 that is basically unaccounted for. This money was supposed to be spent on marketing for the opening of the Trolley. But when Clayco stepped in and provided the marketing that money essentially disappeared down a rabbit hole.*
- *Next, they found out from the Executive Director's report that last year's free Trolley rides on Small Business Saturday were largely underwritten by the Trolley Company. Which, in her opinion, was a huge marketing misstep. It would have been a much smarter PR move to say the businesses here in U City-sponsored free Trolley rides instead of allowing the Trolley Company to take all of the credit.*
- *At about the same time they learned about the free Trolley rides, a fictitious name registration was made on behalf of the East Loop CID (L-CID), to conduct business under the name of The Delmar Loop. All of these things are happening, but the Board doesn't know what's going on, so it causes you to wonder why? Joe Edwards is involved in the Trolley Company, the L-CID, the TDD, and he's the Chair of the LSBD. My experience with Joe is that he may not be much on details, but he typically knows everything that's going on. So she can't imagine that Rachelle L'Ecuyer, who introduced herself at a meeting as the Executive Director of the Delmar Loop, would take the initiative to file this on her own without his knowledge. But as documented on this registration the Executive Director of the L-CID can be the Executive Director of the Delmar Loop. And the thing that might really pique your interest is that Mr. Edwards submitted a request to the EDRST for funds to erect a sign that reads, "The Delmar Loop"*
- *I am not particularly happy with the way the LSBD Board is operating in terms of their compliance with the Code and the Sunshine Law. And she is certainly dismayed that the Board and this Council were kept out of the loop about this fictitious name registration. At this point, the only two members of the Board she has advised are Mike Alter and Steve Stone, both of whom are property owners.*

A. Councilmember Cusick:

- *I concur with everything Councilmember Carr just said.*
- *The governing body of the LSBD that is supposed to be in charge of marketing, events, and the overall health of The Loop does not have a clear direction.*

They have not addressed the requirement to develop a Strategic Plan and there seems to be a real disconnect with what needs to happen in the U City portion of the Delmar Loop and what the LSBSD is actually doing.

A. Councilmember Clay:

- *It seems like the Strategic Plan is the crucial element because without it there is not going to be any direction.*
- *What role if any, does the City have in facilitating the execution of this plan?*

Mr. Rose stated prior to answering that question, he would like to provide an update on the budget for The Loop. Staff's belief is that the previously allocated EDRST funds have been reconciled, although, at this point, they have not been able to confirm the use of those funds. The monies received from property taxes and business licenses have not been reconciled. Keith Cole, the Acting Director of Finance, is currently in the process of gathering this information and his understanding is that it will be concluded soon. However, until some of the questions on the use of these funds have been answered, no funding has been released to the LSBSD.

Council allocated \$15,000 to the LSBSD Board for the creation of a Strategic Plan and it is their responsibility to go through the process of putting that plan together. They are also required to prepare an Annual Report to Council summarizing their activities related to that Strategic Plan. Now, having said that, the Mayor and Council still have the responsibility of maintaining oversight for the LSBSD. So if they have not moved forward with the creation of a Strategic Plan in what he would consider a reasonable period of time, he will come back to Council and ask for their guidance.

A. Councilmember Carr:

- *This is why The Loop is so important to U City. In 2012 revenue from their sales produced 20 percent of the EDRST's revenue; this year her understanding is that their revenue is slightly over 17 percent. You can attribute that to any number of factors; the abundance of empty storefronts; less business being conducted, but the bottom line is that we are losing revenue, and the questions that must be asked are why, and how can we fix it?*
- *As I understand it, any new expenditure requires the approval of Council, yet in a sense, money seems to have been transferred to the Trolley Company without that approval. Now you could probably carve it out as a marketing expense, but the fact is that this expenditure seems to have been pretty well hidden. Delmar is a street that was and probably still can be highly successful, that right now, she thinks it is in crisis. And unless we start to pay attention and give them the necessary guidance, we could see a further decline in revenue.*

A. Councilmember Cusick:

- *I have attended all of the LSBSD Board meetings. They discussed the Strategic Plan in April; mentioned it in May, and said nothing about it in August. In fact, these meetings never include a report from the Treasurer or mention anything about what monies they have in the bank.*
- *I think the City Manager notified the Board in April of the need to initiate this plan and to date, they have not made any progress towards its creation. So I believe it is time for Council to either compel them to get moving or provide them with more direction.*

Q. Other reactions from Council to the point just made by Councilmember Cusick?

A. Councilmember Smotherson:

- *While this is not necessarily related to the point made by Councilmember Cusick, I do have a question. The term Delmar Loop has always been associated with the U City portion of the Loop, but are you now saying that the East and West portions of the Loop are included in that name?*

A. Councilmember Carr:

- *This is day four and I still have not received an answer from Ms. L'Ecuyer on her question about what the term Delmar Loop comprises.*

Although at one point, Ms. L'Ecuyer did refer to the old Cicero building as the "Gateway to the Delmar Loop," which has always been known as the Delmar or U City Loop.

- *Essentially, they would like you to believe that the Delmar Loop runs from some part of U City all the way east into the City. But my point is that the L-CID can now use the name Delmar Loop to represent them, and she is uncertain whether it would be legal for the U City portion of The Loop to do the same.*

A. Councilmember Smotherson:

- *Is that something staff could look into in order to get a better understanding of exactly what that name is referring to?*

Mr. Mulligan stated his understanding is that the East Loop has registered the fictitious name of Delmar Loop so they can conduct business under that name and no other business, political subdivision or CID can use it. Legally it has no effect on the geographic boundaries.

A. Councilmember McMahon:

- *It sounds like what we have are, interconnected relationships between some of the players on the Board; problems with a cooperative marketing agreement that established the position of Executive Director to assist both entities with marketing, that is seemingly working to their detriment, and a situation where if the LSB D Board ever said they wanted to be called the Delmar Loop, the L-CID could say you can't because that's our name. And if the LSB D helped to fund this position, then we've really got a problem. Council and this administration have really got to stop and say, "What's going on here," because it doesn't smell right.*

A. Councilmember Cusick:

- *Two-thirds of the Executive Director's salary is paid by the L-CID, and there does appear to be a conflict of interest. I think Council is the entity responsible for making sure we have a director that is beholden to U City and works to define exactly what the Delmar Loop is.*

A. Councilmember Hales:

- *I am not particularly comfortable with the idea that the East Loop CID has effectively appropriated the name Delmar Loop for themselves and believe they did not do the LSB D any favors by taking such action. So I think we all would like to see these issues with the Board get straightened out.*

Mr. Mulligan stated he may have misspoken about using the name. Under the Chapter in which they registered this, the West Loop could also do business as the Delmar Loop because it does not establish any geographic boundaries. The L-CID did not incorporate the name; they just provided notice to the public. So his assumption is that if somebody else wanted to use the name, they could.

Councilmember Carr asked if the LSB D could register the name? Mr. Mulligan stated although he would have to really look into it, his initial reaction is I suppose they can. But Council passed an Ordinance on the LSB D regulating the name, and at this point, he is uncertain whether that would require Council's approval.

Councilmember Carr asked if there could be two registrations for the same name? Mr. Mulligan stated there could be since it's a five-year registration. The lead-in on this says, it's for the use of the public and gives no protection to the name being registered. The method by which they chose to register this does not preempt others from doing it because there is no provision in this chapter to keep another person or business entity from adopting or using the same name. However, he would have to look at the special business district law to inform Council if there are any implications for doing that. So, whether or not you would want the LSB D to do business as the Delmar Loop, is another question.

Councilmember Carr stated what she is concerned about is the LSB D's possible exclusion from using the name; the problems that could create at some point in time, since Rachelle is representing herself as the Executive Director of the Delmar Loop, not the Executive Director of the LSB D, and the fact that no one else was told about this decision.

Mr. Mulligan stated the purpose is to inform the public. So if a member of the public sees the name The Delmar Loop on some of their marketing materials or documents, they could look it up and find out that it is a fictitious name for the East Loop CID.

A. Councilmember Carr:

- *The newsletters include information from both the East and West CIDs, and the logo is essentially being used to represent both CIDs.*

A. Councilmember McMahon:

- *Where the conflict comes in, is when someone sees a Delmar Loop sign hanging somewhere that was made possible by an EDRST grant, that we won't get any credit for it once they determine the name is registered to the East Loop CID.*

A. Councilmember Cusick:

- *As a point of information, I emailed Mr. Rose that the LSBSD has not only assumed ownership of the Delmar Loop logo, but believe they have the authority to extend the name to other organizations. Wash U has a women's organization called Bare Necessities that sells Wash U merchandise, and apparently the Board gave them permission to use the Delmar Loop logo on some of the merchandise they sell in their shop.*

A. Councilmember Carr:

- *Since Dan Wald stopped being the Treasurer no financial reports are provided at meetings. At best, the current Treasurer will say "There is about \$150,000 in the account". Reports from other Boards and Commissions are quite a bit more informational. So it would be nice, even if it was only quarterly, to have a more substantive report made in their Board Meetings; which are supposed to be open to the public. However, at one point I had to remind them that this was an open meeting and that the door should remain open and not locked.*
- *The LSBSD was established in the '80s, but it did not seem to get out of hand until 2006.*

A. Councilmember Clay:

- *I understand that providing a financial report is simply a best practice for any organization, but is the Treasurer's Report something the LSBSD is required to provide?*

Mr. Rose stated he did not have the Code in front of him to provide information related to what is required, but as a part of the Annual Report Council could require that a Treasurer's Report be included.

Mr. Mulligan stated he does not recall seeing that as a requirement, but it is up to the LSBSD to determine how they want to conduct their meetings and what information they want to share.

Councilmember Clay asked whether, under the governing statute, Council had the authority to make adjustments when they are needed? Mr. Mulligan stated Council certainly has authority and considerable discretion over LSBSD's operations. For example, if you wanted to mandate that they provide a monthly Treasurer's Report, you could include it in the Ordinance under "*Duties and responsibilities*".

A. Councilmember Clay:

- *While I am not necessarily an advocate of this, it seems like Council has some outstanding issues that there are legislative remedies for.*

Q. Can I get a response from Council on how they would like to proceed with the two-track approach related to this topic that was provided by the City Manager?

Mr. Rose stated what he's heard from Council is that they want the LSBSD to move forward with the creation of a Strategic Plan.

And while it may not necessarily be for the LSBD, you would like a Treasurer's Report at the Council level, or at least included as a part of the Annual Plan they are currently putting together for last fiscal year. So, in my mind, the next step would be for the Mayor to provide the Chair of the LSBD with a letter making those formal requests.

Q. Is there a reaction from the Council?

A. *(Concurrence is verbally acknowledged by all members of Council.)*

F) Loop: Marketing

Councilmember Carr stated several years ago The Loop was running multiple events almost every quarter, like the Ice Carnival; Chalk the Loop, Art Fair, and a couple of other things. And this basically continued even when they decided to use volunteers to manage these events. But one of the reasons she has always been supportive of EDRST money for these events was based on their purpose; to draw as many people into the area and help support our businesses. But when Ms. L'Ecuyer was hired as the Executive Director things began to change.

Her one consistent event held the first Friday of every month is called "Get Looped," and is basically a promotion-based event. There is no information going out on the street, and other than the website, there is no advertising. Taco Tuesday was another promotion-based event where businesses gave out free tacos.

However, because the coordination and excitement that used to be generated by previous events were not present, most of the business owners knew nothing about this event. There just seems to be a lot of no's and promotional-based events, as opposed to real marketing proposals. Councilmember Carr stated two people that attended a recent marketing meeting provided her with the following information:

1. Ms. L'Ecuyer has hired a separate company to run all of her events at a cost of \$1,500 a year. Ms. L'Ecuyer makes roughly \$135,000 a year, and the portion of her salary that comes from our area is specifically earmarked for marketing and promotions.
2. When Ms. L'Ecuyer was asked about having a street fair she said it was too disruptive to close the street, too hard, and she wanted to start small. When she was asked if they could use the *Riverfront Times* or *The Grove* for advertising, she said it was too expensive. When she was asked if they could do direct marketing to residents, she said it's not very effective.

But when she talked to a small group of business and property owners they expressed a desire to return to some of their previous events on a quarterly basis. Some may view this as a conflict, but in my opinion, it's an enhancement. One or two businesses are doing very well, and there has been some repopulation in terms of new businesses coming in, but the reality is, The Loop is not thriving. My sister-in-law's business on Olive has had more events in her tiny little store than she has seen in The Loop all summer. And while it's certainly true that each one of these businesses in The Loop could do the same thing, it's kind of sad to know that someone is being paid to do their marketing and yet, there is little production.

My understanding from Mr. Rose is that what we want to do in terms of economic development is get more businesses to locate in The Loop. But if you don't have people being drawn to The Loop; if there is no excitement or buzz going on, then there's really no reason for any business owner to spend the kind of money they would have to spend to rent in The Loop, even if it is reduced. Councilmember Carr stated she is very concerned that with the number of successfully growing areas U City is losing its cache'; which is also reflected in our sales tax dollars.

A. Councilmember Cusick:

- *Another thing I've heard the Executive Director say is that we can't do events like Mardi Gras, Halloween, Pride Fest or St. Patrick's Day, because they are owned by other communities and she does not see the need to do things like this. But we can do all of these things.*
- *I think there is a lack of willingness on the part of the Executive Director; who we supposedly pay \$40,000 a year, to perform marketing for The Loop, and as a result, a couple of the business owners are trying to do some events on their own.*

A. Councilmember Smotherson:

- *Who does the Executive Director answer to, and does that need to be changed?*

Mr. Rose stated the Executive Director for the Delmar Loop is accountable to and takes her directions from the East Loop CID, but that's not to say that she won't pay attention to the LSBSD. Based on the structure that is in place the L-CID has its own separate organization that hires the Executive Director, who was contracted to perform specific services for the LSBSD.

Q. Is there any action the Council would like to see the administration explore?

Mr. Rose stated what he has heard is that at a minimum, Council would like the Strategic Plan to include events similar to The Loop in Motion and others, clearly identified within the plan.

A. Councilmember Carr:

- *I think it depends on whatever structure ultimately comes out of it. Right now it's the LSBSD, but I'm hearing that they would like to have four events a year to bring people to The Loop.*
- *I would say that fundamental to a change would be having an Executive Director for the West Loop who could cooperate and collaborate with the East Side. These Board members run small businesses and do this on a volunteer basis, and I'm not sure they even know what their charge is. So in my opinion, it's very Lucy-Goosey in terms of execution.*

A. Councilmember Cusick:

- *The Executive Director needs to be a professional with a degree of expertise and experience in coordinating events; not some employee from one of the businesses in the area.*

Mr. Rose asked whether Council wanted to be involved in the creation of the job description or if they were comfortable leaving it up to the LSBSD to make sure that the individual demonstrates the skills needed to be successful in the position?

A. Councilmember Carr:

- *The packet LaRette printed for members of Council includes a job description for the Executive Director of the East Loop, which details pretty much what we are looking for. The salary is somewhat irrelevant because quite frankly, this work was previously done on a fulltime basis for about \$55,000 a year. Now, perhaps, we will have to help augment that salary since the LSBSD only gets about \$80,000. But in my opinion, the current relationship is failing to produce the results we need to see in order to change the trajectory of the success in this area. So the questions we need to ask ourselves is what we want to achieve out of this core commercial area, and what are we willing to invest to help the LSBSD get going in the right direction? I think this is critical; especially when you look at what's happening to retail establishments across the country.*

Mr. Mulligan stated to ensure that Council does not have bad information or opinions on this issue of the Delmar Loop registration, he would like to make some clarifications. After having an opportunity to review the State Statute, it talks about any person, general partnership, corporation or other business organization who engages in business under a fictitious name must register it, so the East Loop is a 353 Corporation. But I don't think the West Loop or the LSBSD falls under any of those categories. In fact, if you look at the second subsection of this chapter, it says, "A fictitious name shall not contain any word or phrase that indicates or implies that it is a governmental agency or that is seriously misleading". Therefore, I think it's highly questionable that a governmental entity; which is a political subdivision, could register a fictitious name, and he has never heard of a city or political subdivision doing business under a fictitious name.

So his opinion, at this point, would be that it could be very problematic if the LSBSD wanted to try and operate under the fictitious name of The Delmar Loop, even if Council gave its blessing under an Ordinance or some other authority.

Q. In terms of what Council would like to see happen, the next serious exploration is setting up a separate West Loop CID; as you've been referring to, and what the cost and consequences of doing that would entail.

Mr. Rose stated one of the central issues for The Loop seems to be how it should be marketed; is there a desire to market it as The Delmar Loop, or should there actually be two very distinctive areas? However, based on Council's desire for the LSBSD to have its own executive director, perhaps, it would be advisable to hold off on the issue of marketing until that individual is in place and given an opportunity to participate in discussing the pros and cons.

Councilmember Clay questioned whether the LSBSD would be responsible for hiring this executive director? Mr. Rose stated they would be. Councilmember Clay asked whether the LSBSD was in concurrence with Council about the need for their own executive director?

A. Councilmember McMahon:

- *Going back to the Joint Study Session meeting my recollection is that their sentiment was; we'd love to have our own executive director, but we can't afford it. So I think there was a consensus that if the funds were available they would rather have their own. But since that was not the case, the compromise would be to make a contribution in order to utilize the Executive Director for the East Loop CID. That also led to a conversation about the creation of a West Loop CID, because it would be one way of leveraging funds to pay for a fulltime position.*

Mr. Rose stated another option could be to have another joint meeting with the LSBSD so Council can hear their concerns and they can hear Council's concerns.

Q. Does the Council have any additional comments on those two alternatives?

A. Councilmember Carr:

- *I believe it's always better to talk than to avoid the situation. And if nothing else, at least we've put a check in that box.*
- *I am really hesitant at this point because in this case I think it is personality as opposed to position. But with all due respect to Mr. Edwards, who heads up the Loop TDD; the Trolley Company; the LSBSD, and the East Loop CID, all of this essentially follows his plan; which he's openly stated is the Wash U 2011 plan. And if you read the plan you'll see that it describes a very different Loop than we have envisioned or at least what she believes this Council has envisioned.*
- *The survival of this commercial district is very important to this City, and I think to do anything less than continue to try and make it successful is foolish.*

Q. Is everybody okay with a joint meeting being the next step?

A. (Concurrence is verbally acknowledged by all members of Council.)

5. Work Plan Review (Remove/Modify/Add): Mr. Rose

Mr. Rose stated the intent of this review is to revisit the previously adopted Work Plan and based on the directions he has received from Council make the necessary modifications. All amendments will be placed on a future agenda for Council's consideration.

Q. Is Council still in concurrence with the list of priorities?

- *Economic Development*
- *Public Safety*
- *Encourage High Quality Growth*
- *Prudent Fiscal Management*
- *Infrastructure*
- *Community Quality of Life Amenities*
- *Employees*

A. *(Concurrence is verbally acknowledged by all members of Council.)*

A) Economic Development

I-170/Olive TIF Development

- ❖ *Based on the conversations this morning, the Director of Communication's will develop a communication's strategy for this development.*
- ❖ *RFP process completed*
- ❖ *Council to receive presentations from firms identified by the EDRST Board in the upcoming Joint Study Session*

Economic Development Strategic Plan

- ❖ *RFP process completed*
- ❖ *Council to receive presentations from firms identified by the EDRST Board in the upcoming Joint Study Session*

Olive Blvd Master Plan

- ❖ *Recommendation to place this plan on hold*
- ❖ *It is anticipated that after completion of the Comprehensive Plan there will be an update to the original Olive Blvd Master Plan*

Downtown Parking Study

- ❖ *Study scheduled to be completed in September*
- ❖ *The first review will be conducted by the Traffic Commission in October and thereafter, forwarded to Council*

Mayor Crow: Can the study be distributed simultaneously to both the Commission and Council?

Mr. Rose: It can be.

Creation of a Marketing Plan

- ❖ *To be initiated after completion of the Economic Development Strategic Plan*

Creation of a Joint City/University planning team

- ❖ *Work is in progress and anticipated to be ongoing*

Economic Development Retail Sales Tax Fund

- ❖ *Program completed*

Create an Economic Development Program

- ❖ That addresses the needs for business retention, recruitment, and job creation.

Olive and North & South

- ❖ Pursuant to the Court's ruling in favor of the City's Motion for Summary Judgment indicating that the City is the rightful owner of this property, a portion of this litigation has been concluded
- ❖ The process to resolve some of the liens placed on the property is ongoing
- ❖ Staff to initiate discussions with the Mayor and Council to identify the type of development desired on this property

Olive and Midland Development

- ❖ Staff is in the process of obtaining RFP's and reviewing the types of developments being proposed

Hotel Feasibility Study

- ❖ RFP process concluded with responses from five applicants
- ❖ Responses and staff's recommendation to be forward to the Mayor and Council perhaps, as early as September

Economic Development:

Strategic Project	Responsible Department	FY Implementation
• I-170/Olive TIF Development – Commercial, residential (neighborhood) mixed use development	• Community Development • Planning and Development	FY 20-22
• Economic Development Strategic Plan – Identify businesses that are the best fit for U City and provide a living wage for residents	• Economic Development • City Manager	FY 20
• Olive Blvd Master Plan – Study to gain consensus on traffic flows to take advantage of economic opportunities	• Community Development • Planning and Development	FY 20-21
• Downtown Parking Study – Manage parking to improve access and land uses	• Community Development Public Works	FY 20
• Creation of a Marketing Plan – Identify tools/assets to tailor a strategy for recruiting business that are best for U City	• City Manager / Community Development • Economic Development	FY 21
• Creation of a joint City/University planning team – Identify areas of mutual interest to develop future partnerships	• Economic Development • City Manager	FY 20-21
• Economic Development Retail Sales Tax Fund – Create a function and criteria for use of funds collected • Establish an Economic Development Program – Create an economic development program that addresses the needs for business retention, recruitment, and job creation	• City Manager • Economic Development	FY 19 FY 20
• Olive and North & South Development – Identify the type of development desired at intersection and acquire property	• City Manager and Attorney • Economic Development	FY 20
• Olive and Midland Development – Identify the type of development desired at intersection	• Economic Development / Community Planning and Development	FY 20
• Hotel Feasibility Study	• Economic Development / City Manager	FY 20

Q. Are there any additional comments on the Economic Development projects?

Mr. Rose stated his intent is for the Director of Economic Development to create a plan highlighting an Economic Development Program for the City that will be presented during a Study Session to obtain Council's consensus on each aspect of the plan; i.e., the recruitment and retention of companies, marketing, et cetera. Mr. Rose stated his recommendation will be for the plan to be added to the Economic Develop Work Plan.

Councilmember Smotherson: What is the closing date for the Olive/Midland RFP? Mr. Rose: The end of September.

B) Public Safety

Police Facility

- ❖ *September 9th, Council Study Session on the Annex Facility Assessment & feasibility Study*
- ❖ *Initiation of the Space Needs Study*

Q. Councilmember Hales: Is the analysis of the Annex complete at this point?

A. Mr. Rose: It is near completion. Councilmember Hales: Can Council get the finished analysis in enough time to conduct a thorough review?

A. Mr. Rose: My hope is to work with Trivers to finalize the study and presentation next week and will be distributed to Council shortly thereafter. The focus of this study is whether the Annex can be utilized to house any of the City's operations.

Q. Councilmember Smotherson: Will the Sept 9th Study Session reveal what operation/operations should be housed in the Annex?

A. Mr. Rose: The answer to that question will be determined by the Space Needs Study, which is a separate project from the Annex Feasibility Study.

Councilmember Smotherson: Something I found confusing is the first subject line which reads, "Police facility, construction of a new police station, and police substation". I think that's misleading and would rather not hear or see anything about a police substation because I do not think it would be feasible in the 3rd Ward.

Mr. Rose: As it relates to a new police station or the number of stations needed, all of that will be determined by the Space Needs Study.

Q. Councilmember Smotherson: When will the Space Needs Study be completed?

Mr. Rose: No deadline has been established.

Q. Councilmember Cusick: What is the logic behind moving the implementation of the police facility to 2022?

A. Mr. Rose: 2022 simply provides us with enough time to conclude the analysis of the Annex and the Space Needs Study; which could take a longer period of time depending on how comprehensive Council wants it to be.

Q. Councilmember Carr: When will the Space Needs Study be initiated?

A. Mr. Rose: It is scheduled to start in Fiscal Year 2020.

Q. Councilmember Carr: Will the scope of the study be determined prior to its commencement?

Mr. Rose: Council will determine what the scope of the study should be prior to the issuance of the RFP for a consultant to conduct the study. The length of time it will take to conduct the study will be largely dependent on what Council believes the scope should be. All proposals received via the RFP, along with staff's recommendation, will be presented to Council for final approval.

Councilmember Clay: I would like to put my advocacy in early and request that the Space Needs Study be broad and comprehensive in order to understand all the dynamics and options available to us. The police station is a generational decision that I do not believe can be made in isolation without complete data.

Q. Councilmember Smotherson: Why do we need a consultant to tell us something that staff is capable of doing? They know and understand what these buildings are and what is necessary to conduct each operation.

A. Mr. Rose: Staff will have a role, which is to provide information about their operations, but I believe the discipline needed to determine the correct outcomes regarding what can fit within each of these buildings are engineers.

EMS Transport Evaluation

- ❖ *Completed*

Accreditation

- ❖ *The first visit from assessors and auditors has been completed and a second visit is scheduled to occur in November*
- ❖ *Tweaks were needed to some of the office space and the storage of files*
- ❖ *A final determination is expected to be rendered by the end of this year*

Public Safety

Strategic Project	Responsible Department	FY Implementation
Police Facility – Constructing a new police station	City Manager Public Works / Police Department	FY 21 - 22
Community Policing Strategy – Tailoring a strategy that enhances what works best for U City	Police Department	FY 20
Enhancing use of Technology – Using technology to enhance public safety efforts, i.e. cameras, drones, robotics, analytics, etc.	Fire / Police Department	FY 18 – 20
Fire Marshal – Recruit and train an individual to enforce the International Fire Code within the FD	Fire Department	FY 20
EMS Transport Evaluation – Conduct an analysis of cost and value for fire-based EMS transport	City Manager / Fire Department	FY 19
Accreditation – Police accreditation and certification (state) for improving police services	Police Department	FY 19 - 22

C. High Quality Growth

Visioning Process / Comprehensive Plan Update

- ❖ *The RFP has been reviewed by the Planning Commission; distributed to Council, and is scheduled to be issued on September 13th*

Redevelopment Plan

Councilmember Clay: I was contacted by a resident in RPA-1, who as a result of the buyout, is moving into the 3rd Ward. And while she fully understands that if the developer is unsuccessful in securing funds this development is not going to happen, she was curious to know whether the Relocation Assistance Program would, to some degree, be retroactive since she has to move now. We do have folks in RPA-1 that are currently making moves, and while the City Manager has done a good job of articulating the consequences associated with the ability/inability to secure these funds, he has also articulated the implementation of an Assistance Program. So I think even in the absence of certainty, and without any guarantees, we should start developing processes like this one so there is transparency and residents can see what the process will ultimately look like and whether it holds any value for them.

Infill Review board - Modify

- ❖ *Staff is currently working with Councilmember McMahon and members of the Board to develop roles and responsibilities*

Evaluation of Boards and Commissions

- ❖ *Evaluations are currently underway*

Q. Councilmember Smotherson: Could we possibly conduct expedited evaluations on some of our inactive Boards/Commissions? And specifically, I'm referring to the Human Relations Board.

Mayor Crow: I don't know that there has been a groundswell of support; particularly from Council, that says we even need to have a long conversation about this Commission. So if we are not appointing people to this Commission and they are inactive, I would like to bring closure to its existence, sooner rather than later.

A. Mr. Rose: If that is the direction of Council then I will work with the City Attorney to prepare the documentation needed for Council to officially sunset this Commission.

Q. Councilmember Carr: Is there anyone on the Human Relations Board that is even interested in reactivating their meetings?

Councilmember Smotherson: Not at all.

Councilmember Carr: Then I concur with the Mayor.

Evaluate Zoning Code

- ❖ *To be initiated after completion of the Comprehensive Plan*

Code Enforcement Analysis

- ❖ Proactive approach and processes currently in progress
- ❖ New cars for inspectors
- ❖ New approach to rental/occupancy inspections

- ❖ New software to enhance inspection/re-inspection process
- ❖ Future Study Session to present changes to Council

Q. Councilmember Hales: What do some of these zoning changes encompass?

- A. Mr. Cross: These are two of the proposed changes:
- A prescriptive zoning approach, like Form-Based Zoning, that creates additional buffers based on the building designs and layouts to make incompatible uses less incompatible. Today, U City has a traditional Euclidean zoning classification which means you separate different land uses; housing in one place, shops in another, and factories in yet, another.
 - To create a more user-friendly Zoning Ordinance that can be enforced consistently. The current Code has been so infiltrated with supplemental regulations they have become hard to interpret and consistently enforce.

Q. Councilmember Hales: Is there a rough timeline for when these changes will be completed?

- A. Mr. Cross: It's a fairly quick change in terms of policy, but the key is how we set up scheduling and the new software system. So we could have it completed by the Spring of 2020.

Q. Councilmember Hales: Since the pieces are starting to fall in place, can we communicate some of these changes to our residents?

- A. Mr. Rose: Staff will be putting together a report for Council's review and that information can ultimately, be communicated to the public.

Q. Councilmember Carr: Will the new approach to rental/occupancy inspections include both single and multi-family?

- A. Mr. Cross: Yes, it will address rental properties across the board. The one difference is that instead of making inspections on a specific unit each time there is a new tenant, a Rental License will be tied into the process to ensure that the entire complex is safe. An inspection will occur every time that license has to be renewed.

Q. Councilmember Carr: Do we currently have a Rental License?

- A. Mr. Cross: One of my suggestions will be that we implement this license and that all landlords be required to have them.

Q. Councilmember Carr: Will Airbnb(s) be handled in a similar manner?

- A. Mr. Cross: We are looking at a couple of ways to approach Airbnb(s) but ultimately, they will be incorporated into the Zoning Ordinance.

Q. Councilmember Carr: There is a desirability to control density for single-family residences, but will there be any changes for rentals?

- A. Mr. Cross: The City of Berkeley has some case law currently pending on this issue which talks about a 30 percent rental allowance for certain areas. So we are kind of in a holding pattern until after a ruling has been made.

Q. Councilmember Clay: Are you looking at a scenario in which you can expedite the process to address the issues related to vacancies?

A. Mr. Cross: This issue touches on why there is a need to update our software. While the City does have a Vacant Building Registration, one of the weaknesses of its software is that it does not automatically notify staff when the one year registration period has expired. So there are some policies in place to address nuisance properties that over the years have not been put into practice, and we are working to reinstate them. If owners are noncompliant after being put on notice of the need to address issues within a certain timeframe, the City will seek a Demolition Order. We are going to work to hold absentee landlords more accountable by streamlining our violation process. But the focus will be more on property remediation as opposed to individual citations.

Q. Councilmember Smotherson: Once an owner is put on notice, how long will the entire process take?

A. Mr. Rose: That process, which is dictated by State Statutes, will be a part of the Study Session presentation.

Q. Councilmember Hales: Are there any short-term changes that would make this process a little better for our inspectors?

A. Mr. Cross: No, not at this time. Honestly, it's about being more diligent. We have a new housing inspector whose focus will be on exterior maintenance; tablets have been installed in the new vehicles, so both of these changes should really make a difference.

Parkview Gardens Plan Implementation

- ❖ *Since the Comprehensive Plan will address some of these issues and there are lingering questions related to whether this plan should be implemented, the recommendation is to place this plan on hold*
- ❖ *Staff will continue to work with consultants to evaluate prior plans to see how they fit into the 20-year vision.*

Q. Is there a consensus by Council to place this plan on hold?

A. *(Concurrence is verbally acknowledged by all members of Council.)*

Housing Program

- ❖ *A report on this program will be presented to Council via a Study Session*
- ❖ *The position of Zoning Administrator which is currently being performed by the Director of Planning & Development will be revisited*

Encourage High Quality Growth:

Strategic Project	Responsible Department	FY Implementation
Visioning Process / Comprehensive Plan Update – What does the community want the city to look like in the future?	City Manager / Community Development Planning and Development	FY 20 - 21
Redevelopment Plan – Implementation plan for residential component of I170 / Olive TIF	Community Planning and Development	FY 21 - 22
Architectural Infill Review Board – Create an architectural review board to replace/enhance the existing Modify-Infill Review board	Community Planning and Development	FY 20
Evaluation of Boards and Commissions – Determine their effectiveness, efficiency and need	City Clerk / City Manager	FY 20 - 21
Evaluate Zoning Code – Determine their effectiveness of current codes	Community Planning and Development	FY 21
Code Enforcement Analysis – Evaluate housing inspection effectiveness, priorities and processes	Community Planning and Development	FY 20
Housing Program – Create a housing program tailored to fit University City	Planning and Development	FY 20
Parview Gardens Plan Implementation – Evaluate the zoning and other implementation actions	Community Development	FY 19

D) Fiscal Management

5-year Financial Forecasting

- ❖ *Staffing needs within the Finance Department have created some challenges. Currently, there are two unfilled positions*

Popular Annual Financial Report

- ❖ *Recommendation to remove this report from the Work Plan*

Pension Plan Analysis

- ❖ *If the present goal to maintain the plans at a minimum of 80 percent funded to evaluate the amount of contribution that should be recommended on an annual basis is acceptable to Council, the analysis will be considered completed and removed from the Work Plan*

Annual 5 year CIP

Internal Service Fund Review

- ❖ *Depending on the service levels found after the initial evaluation the assistance of a consultant may be required to help staff conduct a more detailed examination.*

Solid Waste Rate Analysis

- ❖ *Study completed*
- ❖ *No rate increase recommended for this Fiscal Year*
- ❖ *Within the next 30 days, Council will be asked to consider the creation of a Solid Waste Rate Study Task Force to identify what level the rates should be to fit the City's specific needs*

Q. Councilmember Hales: Would St. Louis County be open to adding the City's yearly trash bills on the property taxes for single-family residential homes to help address some of our collection issues?

A. Mr. Rose: John and I will be meeting with the County Collector and that is a question they can raise with him.

Mr. Mulligan: My understanding is that Mr. Cole has talked to the County and they have refused to put a refuse collection special tax bill on the annual real estate tax bills. But we can certainly inquire further.

A. Mr. Cole: St. Louis County will add outstanding bills for the removal of weeds to a residential tax bill.

Q. Councilmember Hales: Is that in the form of a lien?

A. Mr. Cole: Yes.

Councilmember Hales: I was not thinking in terms of a lien for the refuse collection.

Mr. Mulligan: The fee St. Louis County imposes for MSD sewer lateral repairs is authorized by a State Statute, whereas there is no such statutory authority for refuse; with the exception of trash removal in a nuisance type situation. There is also a statute that specifically requires the Collector to put various liens on real estate tax bills.

Q. Councilmember Smotherson: Now that the City has reestablished its own EMS, have we developed a billing and collection process?

A. Chief Hinson: We use Medi-Cal out of Oklahoma to perform our billing services. But a part of our annual reporting process includes ESO software which links us to other departments and hospitals that makes it easier to collect a patient's information.

Mayor Crow: My assumption is since we've had a five-year break in this billing and collections process and will be basically starting from scratch, that it won't be as difficult to obtain a report and monitor the number of people we've transported; payments received, and outstanding payments, on a regular basis.

Chief Hinson: Medi-Cal sets a 30-60-90 payment window, and after that, it is sent to Finance, along with a detailed report of the uncollected payments and the payments received. Recently, a group of EMS professionals put a legislative program together that allows taxing entities to be compensated for some of the losses occurred through the Medicaid program. It's called the GEMT (Government Emergency Medical Transport) Program. Their preliminary analysis determined that U City could collect an additional 4 to \$800,000 a year by utilizing this program.

Evaluate Purchasing Cards

- ❖ *The City's banking facility will be utilized to help staff evaluate the feasibility*

Annual Operating Budget

(New) Review of Liquor License - Added Ordinance & C-Store Sale of Liquor

(New) Creation of MWBE Program Contracting/purchasing

(New) Fiscal Economic Impact Study

Prudent Fiscal Management

Strategic Project	Responsible Department	FY Implementation
5-year Financial Forecasting – Annually develop a 5 year revenue and expenditure estimate forecast	Finance	FY 20 - 21
Popular Annual Financial Report – Provide a summary of key financial indicators for city employees and residents	Finance	FY 19
Pension Plan Analysis – Review funding levels to determine long term sustainability	Finance	FY 19
Annual 5 year CIP – Develop CIP that meets citizen needs	City Manager / Finance	FY 20
Internal Service Fund Review – Review costs and revenue to ensure funds are balanced-Evaluate and improve Fleet Operations	Finance / Public Works	FY 20
Solid Waste Rate Analysis – Create a solid waste advisory committee to evaluate the rate analysis report	City Manager / Public Works / Finance	FY 20 - 21
Evaluate Purchasing Cards – Determine the feasibility of using purchasing cards	Finance	FY 20
Annual Operating Budget – Develop a balanced budget	City Manager / Finance	FY 20

E) Infrastructure

Ten-year CIP

- ❖ *The City's Bond debt will be retired in FY20*
- ❖ *The Space Needs Study must be completed prior to the conclusion of this CIP*

Q. Councilmember Carr: What types of things will staff be considering for a bond issue?

A. Mr. Rose: The police station, streets, and all of the major infrastructure and facility improvements included in the Capital Improvement Program.

Councilmember Carr: One reason the last bond issue for streets failed was because of the short lifespan of streets, relative to the lifespan of the financing. I would hope that when we issue a bond it does not exceed the lifetime of the project being financed.

Mr. Rose: Staff will be sensitive to how the economy is changing and only move forward on items they think will be affordable.

Councilmember Carr: Some of our bridges factor into stormwater because they are too small to accommodate the flow of the water, so some of them may need to be rebuilt.

Mr. Rose: That is an item that could go into the Capital Improvement Program, as well as a bond initiative.

ADA Transition Plan

- ❖ *Plan completed and ready for Council's review*

Space Needs Study

Storm Water Master Plan

- ❖ *Sinan and the City Manager have a scheduled meeting with the Corps of Engineers and MSD to get their insight on hopefully moving forward with a study of the City's channel*

Q. Councilmember Cusick: Is there a way that members of the Storm Water Task Force could be invited to listen in at this meeting with the Corps of Engineers and MSD?

A. Mr. Rose: It's really just a meeting to focus on the study, which at this point, is more at the staff level. We could certainly invite them to attend one of their meetings.

Sanitary Sewer Lateral Program

- ❖ *Phase I of the restructuring process to place caps on the amount of funding made available for repairs has been completed*
- ❖ *Phase II, to determine whether the City should utilize more of an insurance company approach where homeowners do the work; staff confirms that the work complies with City standards, and then a check is written, will be brought before Council in the near future*

Q. Councilmember Clay: Did the City go forward with the insurance program associated with sewer lateral repairs, and if so, what has been the response?

Mr. Alpaslan: We have received this information from the National League of Cities and the program is ready to be presented to Council for consideration. The cost is roughly \$80.00 a year and covers up to \$8,000 in repairs. About 80 percent of the applications received fall within this price range.

Waste Water Storage Tank

- ❖ *Phase I completed*
- ❖ *The City has an agreement with MSD to place the tanks underground*
- ❖ *MSD is going through the process of identifying what their system will look like and once that phase is completed it will be brought before the Mayor and Council for consideration*

Sustainability Master Plan

Q. Councilmember Clay: Do we have an estimated time for when we will find out about the results of the borings taken at Heman Park?

A. Mr. Dunkle: They have completed the borings and it will take six to nine months for them to complete their review.

Infrastructure

Strategic Project	Responsible Department	FY Implementation
Ten-year CIP – Identify the capital needs of the city for 10 years	Economic Development / Finance / Public Works	FY 20-21
ADA Transition Plan – Ensure compliance with ADA requirements over a 10-year period	Public Works	FY 20
Space Needs Study – Identify the city's available workspace and forecast current and future needs	Public Works	FY 20
Storm Water Master Plan – Identify and prioritize the needs for storm water management, flood mitigation, and long-term prevention	Public Works / Community Development	FY 20 - 21
Sanitary Sewer Lateral Program – Analyze current program administration for improvements	Public Works	FY 19
Waste Water Storage Tank Project by MSD – Evaluate community impact	City Manager / Public Works	FY 19 – 20
Sustainability Master Plan – Identify the needs, opportunities and priorities	Public Works	FY 20

F) Community Quality of Life Amenities

Technical Training for Public

- ❖ *Details to follow at a later date*

Community Event Planning

- ❖ *Per the request of Council, Mr. Dunkle is conducting an evaluation of Fair U City*
- ❖ *Staff will attempt to incorporate their events with events sponsored by the LSBD*

Councilmember Smotherson: I would love for the Director to consider using the Arts & Letters Commission; specifically the Starlight Concert Group who could be very helpful.

Resident Satisfaction Survey

- ❖ *Anticipated to be completed by late September or early October*

Streaming of City Council Meetings

- ❖ *Project completed*

Q. Councilmember McMahon: I know we are currently streaming meetings through a YouTube channel, but have there been any discussions about upgrading to add more functionality?

A. Mr. Rose: Staff can look into that.

Councilmember Clay: Boarddocs facilitates virtual sharing and I don't know if you can do that separate from a program like this one.

(New) Establish Parks Service Levels

Determine the level of service at which we should maintain our parks. Explore the concept of play, learn and how an apparatus purchased in the future would promote play and learn.

Q. Councilmember Hales: Would it be possible for the forester to take a look at the trees on Pershing which could use some trimming? And when it comes to mowing, it appears as though our folks don't have weed eaters, which would make the areas look a lot better.

A. Mr. Rose: I'm sure Sinan will convey that information to his staff to ensure they do a thorough job.

Community Quality of Life Amenities

Strategic Project	Responsible Department	FY Implementation
Technical Training for Public – Library-based training for video editing, robotics, coding, etc.	Library	FY 19
Community Event Planning – Planning events that build and support a sense of community	Parks and Recreation and Forestry	FY 19 - 20
Resident Satisfaction Survey – Determine the resident's satisfaction with services provided	Communications / City Manager	FY 20
Streaming of City Council Meetings – Provide residents with the opportunity to view the City Council meetings	Communications / City Manager	FY 19
Establish Parks Service Levels – Determine the level of service at which we should maintain our parks. Explore the concept of play and learn and how apparatus purchased in the future would promote play and learn.	Parks, Recreation and Forestry	FY 20
Citizen Survey	Communications / City Manager	FY 20
Webcasting of Council Meetings	Communications / City Manager	FY 19

G) City Organization

Compensation and Classification Study

- ❖ Study Completed
- ❖ Staff evaluating compaction on a case-by-case basis
- ❖ Employee Survey

Employee Survey

Organizational Values

- ❖ "Because I Care" is a temporary value currently being evaluated to determine whether it should be retained or modified, prior to being brought before Council for consideration

Q. Councilmember Smotherson: How competitive is the City's healthcare program?

A. Ms. Howze: Benefits were included as a part of the Comp and Class Study, and while it is hard to compare, they determined that the City was very competitive. The contribution levels are 75 percent for families and 85 percent for individuals.

Q. Councilmember Smotherson: Is that across the board?

A. Ms. Howze: Yes.

Performance Measurements

Employee Survey

"Gainsharing" Program

Councilmember Cusick: I think this is a very good program and now that the implementation date has been moved to FY21, I want to make sure that it stays on the table.

Mr. Rose: I think they are very important. I'm recommending FY21 since the priority at this point, is making sure that we provide excellent service internally, by addressing some of the challenges with Fleet Operations. This is a major project that I wanted Ms. Howze to have enough time to complete, but if we can, we will get to it this fiscal year.

Staffing Needs Assessment

Communication Strategy

Communication Plans

Space Needs Study

(New) Review of Fleet Operations

Safety Program

❖ *Development of program completed*

Employee Onboarding Program

❖ *Staff is looking at a different software and structure that will be brought before Council*

Q. Councilmember Clay: I would be interested in seeing something related to how success is defined in our various departments, like Forestry, Solid Waste, et cetera? What should Council be paying attention to in terms of metrics of success?

A. Mr. Rose: My initial analysis was that we were definitely crawling as an organization. And my recommendation and commitment to Council was to change the organization by using a good to great concept where you have to crawl, walk, and then start to run. The first step was to put a structure in place that allowed us to take care of our basic responsibilities more efficiently. The next step was to make sure we were getting direction from the Mayor and Council, and we were able to report on the major projects that were going on; i.e., the Work Plan.

Following that, we need to establish performance measurements; which will be a very comprehensive project that will include information from Council as to their expectations of how you want us to perform. That information will be translated into an actual document illustrating how much we are doing and how quickly we are able to complete those tasks. At this point though, we are really focusing on getting the basics right.

Q. Councilmember Clay: To me, the Work Plan speaks to specific projects, not the success of a department. But my assumption was that there is something being used now to evaluate programs like Solid Waste. So what do you anticipate the timeline being in order to establish these performance measurements?

Mr. Rose: A conversation I had with the Mayor recently, touched on the fact that I could not answer a basic question; *"How is the organization performing with respect to day-to-day activities"*? So I understand that I do need to be in a position to respond to that question and will likely start working on this in FY21.

Councilmember Clay: I would like to see that articulated in the Work Plan, even if it is pushed out to '21 because I think the ability to assess the organization and the individual departments is critical to the work that Council does.

Councilmember Hales: I measure a great degree of success by how many complaints I don't get about the various departments. This process is so valuable for me because we get to hear from the various directors about where they are; where they need to get to, and approximately how long that is going to take. And the next year; or sometimes even before then, we can see the progress that's been made. But I don't know that there is an equation for it.

Councilmember Clay: I certainly agree that complaints are one metric, but as an employee, I would want to be evaluated on something more objective. I think we need to operate in a space where we're looking objectively at performance because I think it benefits employees. They should know what they are being held accountable for so that it's not based on our opinions or how we feel.

Ms. Howze: Annual evaluations are conducted on every employee, and my belief is that a portion of the budget document contains some of the metrics you're speaking of. Each year every department must list their goals and objectives for the upcoming year, and that progress is delineated in the subsequent budget. There is room for improvement, but we do have some of that in place currently.

Mr. Rose: Recently I distributed the Economic Development Report that I will start sending to Council on a quarterly basis. It provides quantitative information that lets you know how each area is performing. From my perspective, it's about having the right metrics in place because we want to make sure that the information we provide to Council has value.

6. Next Steps

- Collect the information received here today to update the Work Plan
- Provide the updated Work Plan to Council for consideration
- Implement a mini-retreat sometime in January to provide updates on the Work Plan, the City's finances, and any issues of immediate concern

Mayor Crow thanked the directors of each department for taking time out of their weekend schedule to be here, and Ms. Reese, for putting all of this together. He stated it is always a pleasure to have Dr. Jones with us, not only as a facilitator but as a good friend and supporter of this community.

Mr. Rose stated he would be remiss if he did not also recognize his secretary, Ms. Schaeffer, who assisted in putting all of this together.

ROLL CALL VOTE TO GO INTO A CLOSED SESSION according to RSMo 910.021
Legal: (1), legal actions, causes of action or litigation involving a public governmental body and any confidential or privileged communications between a public governmental body or its representatives and its attorneys.

Councilmember Smotherson moved to go into a Closed Session; it was seconded by Councilmember Carr.

Roll Call Vote Was:

Ayes: Councilmember Hales, Councilmember Cusick, Councilmember Smotherson, Councilmember Clay, Councilmember Carr, Councilmember McMahon, and Mayor Crow
Nays: None.

7. Adjournment

Mayor Crow closed the special session of City Council at 3:33 p.m. to go into a Closed Session on the second floor. The Closed Session reconvened in an open session at 4:35 p.m.

LaRette Reese
City Clerk

**JOINT STUDY SESSION
OF THE UNIVERSITY CITY COUNCIL
AND THE
ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD**
Heman Park Community Center
975 Pennsylvania

September 17, 2019

AGENDA

Requested by the City Manager

1. MEETING CALLED TO ORDER

The Joint City Council Study Session was held at the Heman Park Community Center, on Tuesday, September 17, 2019. In the absence of Mayor Terry Crow, Mayor Pro Tem Paulette Carr called the Study Session to order at 6:00 p.m.

In addition to the Mayor Pro Tem, the following members of Council and the Economic Development Retail Sales Tax Board (EDRST) were present:

Councilmember Steven McMahon
Councilmember Jeffrey Hales
Councilmember Tim Cusick; (*Excused*)
Councilmember Stacy Clay
Councilmember Bwayne Smotherson

Board Member Robyn Williams
Board Member Traci Moore
Board Member Matthew Bellow
Board Member George Lenard
Board Member Kathleen Sorkin
Board Member Brendan O'Brien
Board Member Byron Price

Also, in attendance was City Manager, Gregory Rose; City Attorney, John F. Mulligan Jr., and Director of Economic Development, Libbey Tucker.

2. PRESENTATIONS BY TOP THREE QUALIFIED APPLICANTS TO PREPARE THE ECONOMIC DEVELOPMENT STRATEGIC PLAN

- TIP Strategies via teleconference
- The i5 Group
- Future IQ

 **RFP Theme: *How Do We Position Our Community For the Future?***

(THEORIES INTO PRACTICE) TIP STRATEGIES

The Company:

- Headquarters - 2905 San Gabriel Street, Austin, TX, 78705
- Offices - Seattle, Boston, and Dallas
- Established - 1995
- Engagements - 300 communities across 40 states, and 5 countries
- The Core Team - Four principals, consultants, numerous practitioners and researchers, experienced in working in the ministries of government, economic development, workforce training programs at the state and regional level, urban planners, and location advisors.
- Planning Model - Combines rigorous data analysis with the latest thinking in economic development, workforce training, and community-based principles.
- TIP's Conviction - For communities to be positioned for the future they must be smart, innovative and sustainable to grow economy.

TIP works to create place-based strategies providing insights for challenges, and opportunities to build sustainable communities where authenticity is rewarded and recognized. Their services are focused on talent, innovation, and place.

The U City Team:

- Trayce McDaniel, President, and Jennifer Todd, Consultant.

Services:

- Strategic Planning
- Economic Analysis
- Talent Strategies
- Organizational Development
- Workforce Assessment
- Corporate Services

Local Experience:

- National League of Cities and Mid-America Regional Council
A collaboration that looked at regional housing strategies in the suburbs of Missouri and Kansas

Global/National Experience:

- Workforce Analysis
- Economic Development Plans
- Rural Areas
- Urban Centers
- All levels of Government
- Organizations and Authorities

The Process:

Talent: Powers your economy

- How do we recruit, retain, and educate an experienced labor pool.
- How do we maintain that important diversity of Individuals, backgrounds, and experiences that really form an employment and economic base for your community?

Innovation: Ensures the long-term vitality and resilience of your community and economy

- Entrepreneurship is fostered through an ecosystem of resources that support the commercialization of new ideas, the recruitment, and retention of talent, and area businesses.

Place: Establishes where you are and what makes you different from other communities

- Having a unique identity that establishes pride provides a framework for recognizing the benefits of change and its implications for business attraction and entrepreneurship

Phased-Approach:

- **Discovery** - This process begins by reviewing available materials, visiting with community stakeholders, and conducting a targeted analysis of economic and demographic trends.
- **Opportunity** - TIP works with the community to identify priority projects, set goals, and build consensus around a shared vision of economic success.
- **Implementation** - TIP's strategic plans include an implementation matrix that you can use to define the next steps, measure progress, and affect tangible results.

Theory into Practice Planning Model:

Examples of what each phase in the process might look like were illustrated via a PowerPoint presentation that answered the following questions:

- What is U City's complete position in the St. Louis Metro area? (*Discovery Phase*)
- What opportunities are likely to have the greatest potential for success as we develop ideas? (*Opportunity Phase*)
- Implementation Phase: What steps, tools, and resources will be required for success? (*Implementation Phase*)

Stakeholder Engagement:

A variety of skills are utilized throughout the project.

- Engagement with the Board of an organization.
- Multi-Organizational Engagement
- Community-Wide Engagement.

Educational Outreach:

- Letting folks know who we are and why we are in their community.
- Explaining the ultimate goal of the project and what TIP wants to accomplish.
- Quad Analysis - Explaining what TIP has learned and listening to the community's concerns to help both parties efficiently and effectively assess the situations they encounter on a daily basis and make decisions that are in everyone's best interest.
- Refining stakeholder and community engagement by exploring opportunities that generate feedback and lead to buy-in and a better understanding of TIP's recommendations for action.
- Working with the client, community, and engaging other leaders to make sure the project becomes something the community can carry forward and becomes an actionable part of the future.

Project Goals:

Additional details in this area will be refined as TIP moves forward into the project. However, based on the information and themes contained in the RFP, TIP believes its mission would be to create a comprehensive Economic Development Strategic Plan with actionable implementation of items that advance the future of U City's businesses, non-profits, and residents, to more equitably grow the community's tax base, increasing economic opportunities and wealth.

Mayor Pro Tem Carr opened the floor up for questions. The following excerpts represent a synopsis of the Q & A dialogue between members of the Council, the Board, and TIP.

Workforce Talent:

TIP looks at workforce talent in various ways.

- The labor force - TIP conducts a full assessment of your workforce in the community to gain a good understanding of what the labor force looks like, where the jobs are, and salaries across the board.
- Migration - TIP looks at the pattern of workforce coming into the community, going out, and where they are going to or coming from.
- Identify through reports and interviews conducted with top employers what their needs are to determine where the gap is between a skilled talent and where the shortages are, what exist today, and future opportunities.

Q. Communities with broad variances in their economic status

- The National League of City's project worked with 20 different suburbs in the Kansas City metro area that all had different housing challenges. TIP talked to a variety of communities; some with challenges associated with housing, income, and others that had higher income levels, to better understand their needs and create a braid of strategies for the entire region. With the full understanding that not every strategy will work everywhere TIP's goal was to make sure their responses were tailored to the realities on the ground.
- When looking at economic opportunities TIP also works to eliminate barriers that prohibit access in the areas of workforce development, housing, and economic opportunities for entrepreneurship. TIP has quite a bit of experience working in communities with broad economic variances, in particular,
 1. Harris County Texas - TIP was able to build inclusive strategies that eliminated barriers to full access for under-invested communities and communities that have been disenfranchised over the years.

Q. Remote access to human capital and needed resources

- Trayce will be assigned as the Principal, and Jennifer will be the Project Manager. However, when you hire TIP you get access to all of their principals, as well as all of the teams; i.e., researchers, analysts, designers, and developers, that help support the firm by looking at the best practices for community engagement that can be brought to the table.

Q. TIP's involvement with the proposed Career Development Center

- Developing workforce strategies that include the ecosystem of access in the community is something TIP does extremely well. Part of that process includes looking at opportunities for collaboration, understanding what programs exist in the community, identifying best practices across the country that lead to pipeline development from the IFD through two-year, four-year programs, and career paths for students who are not interested in going to college. TIP has worked with communities all over the country, and while some projects have been identified on their website, here are two examples:
 1. The Gilbert Center in Texas. TIP created strategies starting at the seventh-grade level, working hand-in-hand with the community college, the IFD, and employers, to create virtual pathways, while also meeting the future employment needs of the community.
 2. Midland, Texas. TIP developed a community investment strategy looking at high priority areas like education, quality of place, housing, health and wellness that helped this community create a roadmap as it began to experience a lot of growth. Associated with the education piece of this project was the firm's ability to work with a broad spectrum of the community; everyone from Pre-K to the university level, to make sure their workforce pipeline was set up with steps to move forward.

Q. TIP's strategy as it relates to population trends and its impact on declining enrollment

- Looking at demographic trends is a part of the scope of work TIP will perform. And if there is work already underway, this strategy would also include collaboration with either the IFD or relevant universities.

Q. Anticipated on-site engagement time

- Typically, TIP sets aside four to five visits in a community and the range of time for each of those visits will be largely dependent on the work. The discovery phase; i.e., community engagement; one-on-one interviews; identification of key community leaders, stakeholders, and employers that are economic drivers of the community, could take three to four days to complete.

Q. Specific examples of innovative economic development projects

- The Midland, Texas community had never invested in an economic development plan, nor taken the time to really plan for its future. So working with groups of people, collaborating with large employers in the oil and gas industry, housing organizations, and school districts; which included some surrounding districts who historically had not always maintained a symbiotic relationship, to create a roadmap for the future was a challenging endeavor that resulted in a very interesting and dynamic environment. Today, they are experiencing growth at a remarkable pace, but during this process, TIP discovered a lot of pressures that you really don't see anywhere else in terms of how the events started to unfold. This was a community where TIP had to build a lot of things from the ground up and get them to think outside of the box on issues that might infiltrate other communities
- One of the strategies TIP developed around workforce and talent attraction through a partnership with Tampa Bay's economic development organization was an initiative called "*Tampa Bay Attracts*". And the reason this project was innovative is that TIP brought funders like the Convention and Visitor's Bureau, the County, and other non-traditional partners to the table that saw the value in this initiative and wanted to provide their support. It was a collaboration of partners that normally don't work together in communities that came together in a way that allowed Tampa to tap into their resources and strengths to build a strong program.

Mr. Rose stated he would like to provide some insight into why this administration believes this is an important project. Instead of taking a shotgun approach, his belief is that this plan will allow the City to take a more targeted approach to identify the type of businesses and specific markets it should pursue based on its demographic location, demographics, and existing infrastructure.

THE i5 GROUP

The Company:

- Office - TechArtista Building, 4818 Washington Blvd, Suite 203, St. Louis, MO 63108

The Team:

- Steven Ibendahl, Principal of i5 Group; Allison Gray, Director of Research for Colliers International; Jackie Wellington, Managing Partner of Community and Economic Development Solutions, and Elizabeth Noonan, Managing Partner of Economic Development Solutions.

Strengths:

- Three separate firms based in St. Louis, who have worked together on community planning projects throughout the region = one seamless team.

- Colliers International, a leader in local real estate, has a wealth of education in terms of commercial real estate. The data they provide for the private sector, as well as municipal and state governments, has resulted in multi-million-dollar decisions.
- Community and Economic Development Solutions are highly respected, both regionally and nationally, for their expertise in economic development.

The i5 Group Promise:

- To deliver an economic development strategy that positions the City to not only be economically resilient but have a diversity of options and equitable growth in the future, by utilizing the following concepts:
 1. A robust market analysis
 2. A place-based approach
 3. Leverage existing assets for 21st Century growth
 4. A shared and transparent vision throughout the entire development process; *(This presentation has been posted on The i5 Group's website and can be downloaded at i5group.net/ucity.)*
 5. A strong strategic plan that works with residents to understand their values and uses those values to shape the community's goals, and the firm's recommendations and realistic implementation strategies.

The Proposal:

A nine-month process with a steering committee, the City, and the residents, that will be divided into three phases.

- **Phase I - Market Analysis.** The performance of an economic market analysis to help inform decision-making and paint a clear picture of the City's demographics, market conditions, industry clusters, and comparisons with the region, to better understand the trends that exist within all of these elements and how they interact with each other. Based on the uniqueness of U City's neighborhoods, the graphic analysis will be at the block group level when compared to the City and the region as a whole. This analysis looks at key characteristics like population statistics, business summaries, and tapestry segmentation, which connects real data points to the average consumer to create a fuller market picture.
 - Commercial real estate gives insight into the underlying health and vitality of the markets. The Group's research encompasses looking at the existing building landscape, vacancy rates, rents, building stock, transaction histories, and the feasibility for expansion.
 - Cluster analyses give you a picture of whom and what is currently in the market. In order to compare these growing sectors with the region as a whole and other comparable cities, it will be important to understand what businesses are currently in U. City, which ones are thriving, which ones are struggling, and may need additional help. The goal is to get the most comprehensive and useful sets of data to understand the current conditions and what changes have occurred, in order to establish a forecast for the future.

The Steering Committee should consist of no more than fifteen members and be comprised of individuals, business owners, developers or property owners with the ability to provide valuable insights about their perception of U City and assist in the development of strategies that ensure the broader ecosystem shares of those same perceptions.

- **Phase II - The Place-Based Approach.** This approach uses the data sets from the market analysis as a foundation for The i5 Group's recommendations and best practices. U City already has a strong foundational sense of place with some great architecture and neighborhoods. But since the last recession, there has been a lot of commercial and residential land appreciation, both positive and negative.

Land use data and zoning will help to determine where some of the nodes are in areas like Olive Boulevard, where in order to reach its full potential may dictate the need for several strategies, as opposed to one for the entire corridor. Based on the market realities this approach provides an opportunity to stitch together a long-term vision for all of these areas and mediate that sense of place; things residents want to see in their community. As the City moves forward and adopts other policies these strategies can be used as a guiding vision.

- **Phase III – SWOT Analysis.** While the primary focus of The i5 Group's review of the City's strengths, weaknesses, opportunities, and potential threats will be to leverage all of its strengths, the review also helps to identify issues that may be preventing the community from effectively moving forward. This analysis looks at all demographic information, land use information, and the industry cluster data generated in Phases I and II, to determine the City's autonomy.
 - Due diligence is conducted to develop stakeholders, be it institutions, property owners, business districts, individual citizens, or anyone whose vision the City would like to see incorporated into the plan.
 - The process also includes looking at regional trends to see where the opportunities are. One strong regional trend The i5 Group believes all municipalities should be aware of and takes advantage of is the focus on entrepreneurship. U City has a lot of small businesses, so there may be opportunities to help develop and create more. In addition, there are national trends that may have an impact on U City, primarily when it comes to the retail sector. The way people shop has changed. With the integration of technology, another area of opportunity will be to work with the City's retailers and encourage them to explore omnichannel shopping.
 - The vast majority of processes and procedures for business retention and expansion are grounded in research and practice throughout the U. S. Community and Economic Development Solutions has had international exposure to economic development best practices and as a result, has developed a sound understanding of exactly how these practices have been implemented by other U.S. and international communities.
 - U City is a very diverse community and The i5 Group believes it should be an inclusive community; meaning everyone in the community should benefit from the growth or construction of any development. To make sure equitable growth occurs within U City, strategies will be developed for creating those opportunities.

Implementation:

Once the three-phase process and recommendations have been completed, the final piece of the puzzle is to work with the City to develop a framework for implementation by identifying:

- Key action steps for each crucial recommendation
- U City's capacity in terms of staffing resources, existing policies, economic development toolboxes, et cetera, that may have an impact on implementation
- Policy changes that can assist in more effective implementation. A good example is using EDRST funds to execute a specific piece of the strategy.
- Metrics to help U City assess where they are and the impact of each strategy. Typically, key measures in economic development are job and business growth.
- Potential partners with financial, technical or other resources to help with the implementation of strategies

Benefits of Selecting The i5 Group:

- Located in the St. Louis area
- Familiarity with the area and region
- The convenience of accommodating last-minute requests
- Regional players with strong relationships in the area of economic development

- Thorough understanding of implementation from both a planning and consulting perspective
- Ability to bring a fresh perspective to U City
- Reliability of completing work on time and on budget

Mayor Pro Tem Carr opened the floor up for questions. The following excerpts represent a synopsis of the Q & A dialogue between members of the Council, the Board, and TIP.

Q. The i5 Group's support during the implementation process

- The final plan will include a section that provides the City with suggested next steps for how to move forward with implementing the proposed recommendations.

Q. Structure of the Advisory Committee

- While I think the EDRST could definitely act as the advisory committee, with this being a joint session, perhaps the committee could be expanded to provide a broader cross-section of people at the table.

Q. U City's challenges and opportunities

- U City is challenged because it is landlocked by all of the municipalities it borders. So the opportunities and strengths lie in the City's great framework, its neighborhoods, and areas like Olive and the Industrial Park.
- As a resident of U City, the one thing I've observed is the differences between areas to the north and south of Olive; which almost makes it feel like two cities instead of one. But after having the opportunity to look at a portion of Olive that the City was interested in redeveloping, Community and Economic Development Solutions is aware of some of the environmental challenges that have impacted the area's potential and think they can come up with some strategies to help U City address some of those issues.

Q. The i5 Group's knowledge of global innovative economic development projects and solutions

- Next week members of The i5 Group will be attending the American Planner's Association's Policy Conference which is a great way to stay in touch with trends that are occurring in different parts of the country. However, one of the challenges, when you're looking at developments from a community level, is the ability to distinguish broader trends with potential from realistic trends that can work at the local level from a City Council perspective.
- Colliers' Clayton location is a member of the International Company, which sponsors numerous meetings on best practices, and is also associated with different organizations who offer conferences about the latest advancements in economic development for equitable communities. So, one of my favorite things to do when I attend these events is finding new ideas that I can bring back, share, and implement.
- Community and Economic Development Solutions is a member of the International Economic Development Council; an organization for economic developers. Jackie has served on its Economic Development Research Partner's Program which focuses on specific issues affecting municipalities across the country.

Q. The Strategic Plan's correlation to current City projects and developments

- Beth and Jackie will be reviewing all of the City's plans, studies, and proposals for new projects and developments, to gain insight into everything that is going on and your aspirations.
- Last week the City issued an RFP to update its Comprehensive Plan which is excellent timing because the Economic Development Strategy will help to facilitate the planning process for that update.

Q. The relationship between a place-based approach and the City's School District

- People want to live and work in areas that have a system in place, and place-based approaches are designed to address the social and physical environment of a community by providing better integrated and accessible service systems. School districts are a part of that system, especially because some families will choose a community based on the type of school system they have. So these two components work hand-in-hand to stimulate residential and economic growth for communities.

Q. The I5 Group's vision for Olive Boulevard and Cunningham Park

- I think once we get into the work, rather than looking at the entire boulevard, we'll want to determine if there are any natural nodes or characteristics of Olive, that based on our market analysis and potential recommendations can become the catalyst for those areas. You can't work on everything at one time, so if we could focus on certain areas and fill them in, hopefully, it will drive some new economic development.

Q. The Strategic Plan's correlation to neighborhoods with declining home values

- By nature, the Economic Development Strategic Plan does not cover this problem as extensively as the Comprehensive Plan does. However, it is connected to economic development based on the desire to attract new residents; the population's impact on the City's employment base; the ability to attract new businesses; the people who patronize those businesses, and the City's image. So to that degree, they will be examined.

Q. The use of nodes on the Olive Boulevard Corridor

- When I say nodes, I'm thinking about an area along that corridor that may be slightly different from the next block because it has characteristics that can be enhanced. Nodes represent a future potential for urban renewal and targeted redevelopment. There may be sections of Olive with synergy conducive to a specific business or industry. So, it's interweaving the data, demographics, and market demand to map out future developments, new neighborhoods or potential industry clusters.

Q. Handling community resistance to the discovery, planning, and recommendation process

- Planning is both a science and an art, and when it comes to community engagement, that's kind of where the art comes in. Sometimes it's just not easy. Sometimes the best you can do is weigh the pros and cons so that the decision-makers can look at the information in terms of what would be the most equitable option moving forward. Because sometimes even you're best efforts won't lead to a consensus on a portion of the plan.

FUTURE IQ

The Company:

- Global Headquarters - P.O. Box 24687, Minneapolis, Minnesota 55424
- Offices - North America, Europe, and Australia
- Established - 2003

With a client base spanning regions, communities, industries, corporations, and organizations, the company has a global presence offering solutions that impact the local environment and works across cultures, sectors, and languages in order to shape unique and effective planning strategies.

The Team:

- David Beurle, CEO, and Jim Haguewood, Economic Development Specialist; winner of the Governor's Award in Washington State for his work on cluster developments

Services:

- Regional Planning
- City and Urban Planning
- Industry Planning and Analysis
- Economic and Workforce Development
- Defense Sector Engagement
- Organizational and Corporate Planning
- Tourism Destination Development

The Approach:

- As you go into a world filled with countless changes, how do you really plan for those changes while taking into account all of the emerging trends as you work to establish strategies?
- Through the use of unique planning methodology U City's vision will represent the whole community; core community values; address emerging trends and issues, and promote local action. The Community Strategic Action Plan will direct efforts and resources toward a defined vision for the future employing a roadmap that is realistic, achievable, sustainable, and provides a response to the following questions:
 - What should the City of U City become?
 - What makes the City of U City unique and special and how can the City use these characteristics to prepare for the future?
 - How will community stakeholder preferences fit into this vision?

Economic and Workforce Development:

Future iQ® works extensively on projects that target workforce and economic development. These projects aim to explore industry diversification opportunities and strategies, and how to better align the workforce with emerging industry needs. Often these projects are regional in scale and require a focus on building collaboration between sectors and organizations that comprise the economic development and workforce development ecosystem.

- There are eleven counties and twenty-one cities within the Middle Georgia region. The region contains the Macon and Warner Robins urbanized areas; however, the outlying areas are significantly more rural. Among the crucial industries in the region is Robins Air Force Base, which is the largest single-site industrial complex within the State of Georgia. As this base is a large driver of economic activity in the region, Future IQ's Regional Planning Process built on the existing defense industrial base and explored opportunities to diversify the regional economy from dependence on Department of Defense contracts. The intent of the Regional Plan was to assess Middle Georgia's strengths and determine opportunities to develop business in other markets. Using this information, the goal was to provide a roadmap to an economy that is more resilient to the Department of Defense spending fluctuations.
- Similar Regional Planning Projects were conducted in Central Ohio, San Diego, and Wisconsin.

City and Urban Planning:

Future iQ has undertaken over 300 large and medium scale city and community visioning projects. These have spanned locations across North America and Europe, and range from important urban centers to regional cities and rural communities. Their planning approach is underpinned by detailed customized research, extensive stakeholder engagement and data-driven decision making. The outcome is a future vision, and a strategic action plan that reflects the aligned views of the leadership, community, and key stakeholders.

- Coppel is a city in a suburb of Dallas, Texas. Much like U City, it is a bedroom community in the Dallas–Fort Worth metropolis made up of a population of approximately 42,000 residents. Coppel has undergone many changes over the past decade that has altered their environment. The city is rapidly approaching build-out and will be facing challenges associated with the redevelopment of existing spaces to accommodate future growth. Community demographics are changing in ways that are both typical of other communities and unique to Coppel. Like many communities, residents are aging and looking for ways to stay engaged within the community. The City has heavily invested in succession planning and leadership development to ensure that the next generation of leaders can build upon the foundation of the existing culture of service and excellence. Future IQ's initiative enabled stakeholders and community members to come together to plan for the future of Coppel. This led to the clarification of priorities and actions that defined a clear roadmap for their Strategic Plan.
- Similar City and Urban Planning projects have been conducted in Michigan, Ohio, Illinois, Kansas City, Minnesota, and Los Angeles.

Stakeholder and Community Engagement:

In today's environment, robust engagement and transparency are imperative. Future IQ's stakeholder and community engagement methods allow people to be a part of the decision-making, visioning, and planning process.

- **Participation and Collaboration** - The Company's process engages a wide range of people and stakeholders to participate in a collaborative manner. Their belief; a key to successful engagement includes making sure people know their input matters.
- **Building Consensus** - Through a process of surveys, data collection, workshops, and focus groups, Future IQ has the ability to help people reach consensus around a shared vision, and facilitate sometimes difficult discussions in a smooth, respectful, and focused manner.
- **Facilitating Real Conversations** - Engaging stakeholders in real discussions that get beyond the veil to address short-term obstacles ensures long-term success.
 - The stakeholder and community engagement process for the Coppel, Texas Vision 2040 Initiative included a community survey, think tanks, visionary tanks, numerous workshops, focus groups, and a communication plan.
 - Youth Voice seems to be really important in terms of an economic development strategy and Future IQ will often do sessions in high schools or on a university campus to get that perspective. Why? Because thinking about workforce and future skillsets are important and their voice in the conversation can be quite powerful.
 - Future Summits. A creative and exciting conversation when developing an economic development strategy that allows the community to talk about where future opportunities lie and how to avoid some of the pitfalls and disruptions of the future.

Nodes and Modes:

Nodes and Modes is an innovative concept of tightly coupling together neighborhood development (Nodes), with multimodal transport connections (Modes). This concept enhances the characteristics and fabric of a community while embracing urban renewal and targeted redevelopment. This concept allows community residents to map out future developments, including locations of potential industry clusters, new community neighborhoods, and transportation connections.

- U City's idea around neighborhoods projected in the RFP involves the concept of nodes and modes, much like the Edina, Minnesota Project completed by Future IQ. Edina is currently bisected by two major road corridors, and the Nodes and Modes approach is exploring how to reconnect portions of the city with concepts such as trail networks, new public spaces, and transport loops.

Future IQ has figured out the framework that seems to be able to reduce that sweet spot when you're in a planning process.

So whether it's an incoming development strategy or a regional strategy or a city plan, it's about finding a way to bring these three big dimensions together and getting them to work in the right way.

Future Trends:

In the next decade we are going to see all sorts of change; generational change; changes in the world of technology, the impact of electronic vehicles; attitude changes, and destruction to the left, right, and center. The question is what will all of this transcend into, and what do you need to build into your plan to give yourself flexibility as a way to position yourself in the future? You can kind of think of it in terms of your own local economy and the disruption that is occurring in retail. So, how do you think about parts of your economic fabric and where it will end up in two, five or ten years from now? Trying to understand those future trends is a really key part of what Future IQ wants to bring to the process.

The Data-Driven Focus:

Utilization of the data-driven approach during the engagement phase brings a specific potential to a project.

- If you ask people their views in the engagement process you will get lots of opinions. But without some way to synthesize those opinions all you're really left with are buckets full of comments or ideas. Future IQ is a pioneer in combining data visualization methods in order to produce clarity for stakeholders. Their combination of a wide range of innovative techniques enables stakeholders to have a clear understanding of the results.
- In today's world, people expect more transparency, so there is a need to think about how you can create the opportunity for people to have input in a meaningful way that is also thoughtful and produces good results.
 - The Coppell, Texas Initiative included data-driven research on urban and city trends, including benchmarking the Town against similar towns and cities that had a high-performance score within their state; a close proximity to an international airport, and a changing demographic protocol. Residents were aging and looking for ways to stay engaged within the community. The City was rapidly approaching build-out and would soon be facing challenges associated with the redevelopment of existing spaces to accommodate future growth. This research gave Coppell a way to think about how they viewed themselves not just in comparison to their surrounding neighborhoods, but in a larger national sense.
 - It was also very fruitful in terms of thinking about economic strategies and learning about what communities were having success with different approaches.

The Future of Urban Living:

The vast majority of Future IQ's research looks at future trends. In some of its recent publications, they have conducted work on topics like, future food; industrial revolution; artificial intelligence; robotics, and automation, in an attempt to really understand what all of this means, and how it is going to change our lives.

- One of their most recent topics is the future of urban living. Through an international consultation and partnership with Windsor Castle, Future IQ brought together 30 experts in key areas such as climate change, energy, food, agriculture, urban planning, architecture, transportation, sociology, and work, for a two-day think tank to discuss what urban living will be like in 2025. This consultation took on the form of a practical scenario-driven and foresight-orientated process that produced insight into what it is going to be like for cities and how all of these dynamics cascade into the various types of economic activity.
- To put it into context, when U City thinks of previous planning eras, its current process, and the changing dynamics, its population and demographics are evolving and shifting. So, how does U City position itself as a city, in five or ten years, both as a community and an economic engine? Taking into account all the things that are changing around you, what will your strategic position be in the future?

- This is sort of a personal destination. Urban cores are transforming causing the nature of suburbs to change. Why is this important; because it starts to create a dynamic where you, as a first ring city, located next to a downtown area, will begin to see all sorts of changes as a function of this movement of people in the geographic landscape? U City will start to see those pressures of gentrification, developments that are fully built out, and the next thing that happens is you start to get density built-in that can be a challenge for some people. Future IQ is interested in the evolution of these different arcs in cities and the way they sort of pull this together is through a process they call "Think Tanks".

Think Tanks:

- A way to get people to take a deep dive into the future.
- Think Tanks is a scenario-based planning methodology that Future IQ has found to be very powerful because it allows stakeholders to play out different versions of the future when thinking about their economic strategy and look at what the connotations might be.

Additional Resources:

- Mapping of job density for communities
- Community Survey Work; i.e., Resilience and Adaptability.
- Interactive Data Visualization

Action Plan:

- The final plan is built around a series of critical pillars developed throughout the process.
- Future IQ's goal is to present information-rich plans that are easy to use and represent a livable working document rather than a bunch of charts. Each plan is packaged to identify the importance of strategies, the connections, its value to residents, action steps, relevant examples, and useful resources.

Succession Plan:

- A roadmap that takes a community from where they are now, until a certain point in the future.

Mayor Pro Tem Carr opened the floor up for questions. The following excerpts represent a synopsis of the Q & A dialogue between members of the Council, the Board, and TIP.

Q. A community's visionary timeframe for implementing an Economic Development Strategy.

- I also noticed that the City anticipates updating its Comprehensive Plan, and while it depends on what that plan is; a Comprehensive Plan should encompass a minimum of ten years. However, in today's world, we really should be looking at a longer timeframe that seeks to imagine twenty years into the future. Of course, you don't want to get locked in because you will have things to reconsider every few years. So in my mind, an Economic Development Strategy is kind of a subset of that larger visionary and planning process, which typically establishes five or ten-year goals. More and more people are really trying to understand how things are changing, and I think there is a lot of merit in that. You want to set a course, but you also want to be able to check-in and say, are there things changing that we need to take account of? So I think a five to ten year Economic Development Strategy seems to be the norm, but from a community visioning perspective and positioning, it should be further out.

Mayor Pro Tem Carr asked Mr. Rose and Ms. Tucker if they would provide Council with the next steps in this process.

Mr. Rose stated the next step in the process is to place this item on Council's October 14th agenda for the purpose of identifying a firm to develop the City's Economic Development Strategy. In the interim, Mr. Rose stated he and Ms. Tucker will work to formulate staff's recommendation.

Mayor Pro Tem Carr stated next, she would like to go around the room and provide the Board and Council with an opportunity to share their thoughts about the presentations, so that the applicants can walk away with something from this as well.

Board Member Bellow stated he is on the fence and needs to give more thought to the second and third presentations. He stated while he likes the fact that The i5 Group is local and already has an understanding of U City, he liked Future IQ's consideration of a variety of trends that are happening on a much broader scale, and the opportunity it provides for U City to be more innovative than other cities. Mr. Beurle presented ideas that other cities similar to U City are doing to prepare for jobs in the future that frankly, we don't even know about yet. And he really liked the concept of getting high school and university students involved.

Board Member Price stated at this point, he is starting to think more about the advantages of being local. If there's a distance that means everything will be taken care of from a distance. So he has some reservations about access and the ability to provide the human capital needed to give U City exactly what it needs when it needs it. For that reason, he is leaning towards The i5 Group.

Board Member Lenard stated while he also shapes towards favoring local, he thinks all of them are excellent choices. But quite honestly, the one thing he had failed to think about during this process was the impact of human connections. A prime example is that during the three years Dr. Hardin-Bartley has been the Superintendent, time and time again, the fact that she is so deeply integrated into this community with those human connections has brought key people to the City. The District's new Communication's Director is someone who wrote a prize-winning story on childhood trauma for the *St. Louis Post Dispatch*, and somehow the two connected. He stated while he does not know how much difference something like that would make in this type of process, those human connections by someone rooted in the community may be an attribute The i5 Group can provide.

The other concern goes back to his original question regarding the District's proposal to work with the City in the creation of a workforce development or career center. However, it ends up being hammered out he thinks there should be input on how to make that happen from whichever expert is selected.

Councilmember McMahon stated although he does think that local is important, there is always a need to balance things out. Someone mentioned that oftentimes perception is the reality. So just like distance can impact accessibility, familiarity can breed preconceived notions or impact one's perception. And that can be a hindrance in this process when you think about the need to be open-minded and willing to consider new ideas. So what are the local group's perceived notions about U City? And will the data they are able to develop from a local perspective outweigh any of those preconceived notions? These are things everyone may need to think about as well.

Councilmember McMahon stated he appreciated Mr. Beurle's comments which were broader in nature and offered innovative concepts that could be beneficial. The bottom line, however, is that the plan must be realistic and implementable, as opposed to a pie in the sky kind of thing. So, he's also on the fence and thinks the Board and Council will have to dig in and really evaluate these two different philosophies.

Councilmember Smotherson stated he thinks the local-based group would be more relevant to the City's needs, as opposed to the other two.

Board Member Sorkin stated she asked the question about The i5 Group's ability to bring ideas to the table that weren't necessarily organic to the St. Louis area because she wants to see fresh and innovative ideas. And while she does think that at some point, the City should look at a longer range than five or ten years, The i5 Group clearly demonstrated their ability to understand the lay of the land and several of their members have been engaged in realistic projects that have come to fruition.

But, she would have to admit, that she was fascinated by the last speaker and kind of wish that Future IQ could be a consultant to the local team.

Councilmember Hales stated between the second and third presentations it was almost as if they were responding to two different RFPs. Future IQ was very big picture, whereas The i5 Group was very specific about where they wanted to go and how they plan to get there. So he thinks it comes down to what folks think are realistic expectations for a five or ten-year focus.

Councilmember Clay stated he thinks that if he had to be pinned down, his choice would be The i5 Group. Not that there was not lots of merit to Future IQ's presentation, but for what this City needs to do, the timeframe in which it needs to be done, and the resources it has available, they seem to be the better choice.

(Councilmember Clay and Board Member Williams left the meeting at 8:04 p.m.)

Board Member Moore stated she thinks that someone who demonstrates their understanding of U City, and has an open mind, like The i5 Group, is a team this City could develop a strong partnership with. So, while she thought the third presentation was fantastic, it felt a little too dreamy and unrealistic for this community.

Board Member O'Brien stated although both of the last presentations were great, he is leaning more towards Future IQ. The concepts presented about conducting surveys and Future IQ's use of different methodologies to garner input from more people was a suggestion that should be utilized by the successful applicant because it's much better than a steering committee of fifteen people.

Mayor Pro Tem Carr stated she too is torn between the last two presentations. She stated although The i5 Group knows the region, knows U City, and can tap into the process quickly, she does have reservations about their capability to consider some of the more innovative concepts that might be outside of their wheelhouse.

The Mayor Pro Tem stated that she loved Mr. Beurle's comments about the need to look twenty years ahead because, in her mind, that's what this City should be moving towards. And thinks that in terms of setting goals with whatever consultant is selected, that component should be included. She was also impressed by something else Mr. Beurle brought to the table that really needs to be addressed and incorporated into the plan, and that is U City's aging population because many of her contemporaries have moved away from the area. So there are generational, as well as economic changes that have occurred in U City. She stated her impression is that the Board, Council, and this administration, would like to move quickly, so for that reason she is in favor of The i5 Group because they are local and have the associations to help the City get started sooner rather than later.

Mr. Rose stated he would like to remind the Board and Council that the City will be advancing two important projects; the Economic Development Strategy, focused on more immediate needs, like the type of businesses to attract, and the Comprehensive Plan Update, which is more futuristic and focuses on visionary engagement. Therefore, his assumption is that regardless of Council's decision with respect to the strategic plan, there may be an opportunity to utilize Future IQ as well. Because his belief is that their approach would fit quite nicely with the City's objectives for the Comprehensive Plan Update.

Libbey Tucker, Director of Economic Development stated she does not think the City could go wrong with any of the company's presented here today because all three possess dynamic attributes. She stated she has worked with The i5 Group and knows all of its members in some capacity. Her only concern is that most of their experience has been in the area of comprehensive plan work rather than strategic plans. In fact, they are currently working on a Comprehensive Plan for Fairview Heights, and her counterpart in that office is very pleased with the work they've done so far.

However, when she checked Future IQ's references everybody she talked to expressed excitement about their unique and out-of-the-box approach, as well as their ability to really ask the tough questions that persuaded stakeholders to have open and honest conversations about how to shape their communities; which is something she thinks would be good for U City. They have also created an entire website on how to gather data and keep generating updates by incorporating new projects into your initial plan. So, she thought that was impressive, along with their bigger picture way of thinking, which could bring a totally different perspective than The i5 Group.

3. ADJOURNMENT

Mayor Pro Tem Carr thanked everyone for their participation and adjourned the Joint Study Session at 8:10 p.m.

DRAFT

MEETING OF THE CITY COUNCIL
CITY HALL, Fifth Floor
6801 Delmar Blvd.
University City, Missouri 63130
Monday, September 23, 2019
6:30 p.m.

A. MEETING CALLED TO ORDER

At the Regular Session of the City Council of University City held at the Heman Park Community Center, 975 Pennsylvania, on Monday, September 23, 2019, Mayor Terry Crow called the meeting to order at 6:33 p.m.

B. ROLL CALL

In addition to the Mayor, the following members of Council were present:

Councilmember Stacy Clay
Councilmember Paulette Carr
Councilmember Steven McMahon
Councilmember Jeffrey Hales
Councilmember Tim Cusick
Councilmember Bwayne Smotherson (*Excused*)

Also in attendance were City Manager, Gregory Rose, and City Attorney, John F. Mulligan, Jr.

C. APPROVAL OF AGENDA

Councilmember Cusick moved to approve the agenda as presented; it was seconded by Councilmember McMahon.

Voice vote on the motion to approve the agenda, carried unanimously.

D. PROCLAMATIONS

1. McKnight Extended Care 25th Anniversary

Mayor Crow said members of Council would sign the Proclamation at the conclusion of tonight's meeting.

E. APPROVAL OF MINUTES

1. September 9, 2019, Study Session (Police Annex) Minutes were moved by Councilmember Carr; it was seconded by Councilmember McMahon and the motion carried unanimously.

F. APPOINTMENTS TO BOARDS & COMMISSIONS

1. Susan Greenwald was nominated for re-appointment to the CALOP commission by Councilmember McMahon.

G. SWEARING IN TO BOARDS & COMMISSIONS

2. James M. Jean Russell to be sworn in to the CALOP Commission. - REMOVED
3. Mark Harvey to be sworn in to the Plan Commission. - REMOVED

H. CITIZEN PARTICIPATION (Total of 15 minutes allowed)

I. PUBLIC HEARINGS

1. Proposed Annual Property Tax Rates

Mayor Crow opened the public hearing at 6:35 p.m., and hearing no requests to speak the hearing was closed at 6:35 p.m.

J. CONSENT AGENDA – Vote Required

1. Community Development Block Grant (CDBG) Asphalt Overlay in Various Locations – Contract
2. Final Payment of Osage Conversion Build Ambulance
3. Betty L. Thompson Lifetime Achievement Award Ceremony and “I Pledge 2” March

Councilmember Hales moved to approve the Consent Agenda; it was seconded by Councilmember Carr and the motion carried unanimously.

K. CITY MANAGER’S REPORT

**1. Planning and Zoning Software
(PRESENTATION ONLY)**

Mr. Rose stated that the Planning Director, Clifford Cross would be giving a brief presentation. Mr. Rose said some of the challenges in code enforcement are tied to the software we currently use; that does not meet our needs. Mr. Cross will share information on proposed new software and the options that would fit better in our environment.

Software Utilized:

Mr. Cross stated the software currently utilized is MyGov; highlights of the software are:

- ▶ City Implemented in April 2011
- ▶ Web Based System

Mr. Cross stated the concern with a web based system is when the signal is lost; it disables the use of the tablet; which houses the built-in library and reference information that should automatically generate a report in the system.

- ▶ Utilize on Tablet
- ▶ Permitting, Plan Review & Code Enforcement

This is primarily a tracking system that tracks the process from the beginning to the final close out of a specific permit. Regarding the code enforcement portion; when a violation is identified, the notice of violation is generated; if compliance is not met, the system generates a citation or ticket that ultimately goes to the Courts.

- ▶ Occupancy Permits / Business Licensing

This is utilized for occupancy permits. The business licensing component is not used; these licenses are processed through the finance department using the New World software system. However the commercial occupancy is processed in the Planning department; once completed, it moves to the business licensing phase which is done in Finance.

- ▶ Costs (\$3,720.00 @ \$620.00 Module – 10% Increase Annually)

The cost with the MyGov system has increased annually at approximately 10% since 2011. Currently we pay \$3,720.00 per month with includes 6 modules. We do not use all of modules, so it's not the best bang for our buck. We use the code enforcement when we write up citations.

- ▶ Code Enforcement Subscription
- ▶ GIS Monthly Subscription

This is the computerized mapping system which is not used to the full extent. This is the key component that identifies all property owners and geo references everything back to a specific property. In a perfect world, this would serve as a way of identifying the individual property owner on a consistent base through St. Louis County. This system has not been updated since 2011; this is a simple process if the software is working correctly. The tax ID number is entered and the system links it to the property. When there's a citation, it's entered in the system and is self-generating.

Today the inspectors have to physically cross check every violation with St. Louis County's records to ensure the violation is being sent to the correct individual.

- ▶ License & Registration Subscription

The license and registration subscription is used to register all contractors.

- ▶ Permits & Inspections Subscription

The permits and inspections subscription is used with the building department.

- ▶ Request Manager Subscription

The request manager subscription is used; members of the community can request certain investigations.

- ▶ Work Order Subscription

The work order subscription is not used. This should be used to actually generate the work order to go cut the grass or some other abatement action. For example to tow automobiles; we physically fill out a separate paper form; this should be handled through the software.

This is not workflow management software system; it's a tracking software system. It does not perform efficiently for workflow management.

Some of the areas of concern are:

- ▶ Scheduling

This is biggest concern because once a violation is identified, there's a 10 day compliance period; the system should self-generate a follow up inspection report, but it does not. The inspectors must manually track when the re-inspection needs to happen. This causes many disconnects when issuing conditional occupancy permits with a 60 day compliance period. We are leaving it up the individual requester to be honest and call to schedule the re-inspection. This is inefficient; it drops the ball and it adds additional work for the administrative staff.

- ▶ Notices For Staff

There are not notices which cause things to be missed.

- ▶ Web Based System

Because it's solely a web based, when you lose the signal, your tablet stops working. MyGov is working on resolving this issue.

- ▶ GIS Setup for Efficient Use

The tax id is a problem. From the building end; the original setup was done for 1 parcel only; not by address. This is difficult when you have multiple addresses for 1 building i.e. 525B is automatically linked to 525. This makes it difficult identify with the permits.

- ▶ Updating

There is limited in-house ability to update administratively; numerous tickets to MyGov for things that should be accessible in-house.

- ▶ Reporting

This is an issue with accountability; for instance with creating a quarterly report. The ability to create reports or templates with specific information/areas should be available when needed; quarterly or more often.

Software Options:

Staff has reviewed the options below; MyGov has some of the capabilities but it does not have the important workflow management piece.

- ▶ Tyler Technologies (New World)

This is the software we currently use in finance; they have a code enforcement and community development component as well as public safety. They are one of largest and they have multiple modules.

- ▶ SmartGov

This is similar to what we use today but with the added workflow management component. They step outside of the box.

- ▶ CityGrows

- ▶ CityWorks

- ▶ GovPartner

- ▶ GovPilot

CityGrows, CityWorks, GovParnter and GovPilot all do tracking; Code Enforcement, Compliance Management, Finance, Utility Management.

Software Comparison:

Below is the comparison between MyGov and SmartGov; they are very similar. The items highlighted in yellow are their primary functions. The main exception is that SmartGov offers compliance management; that is the business we're in. Having a software system that doesn't support compliance management is a real concern. Taxation & Assessment ties back to the GIS issue; which is needed to better understand what we actually have in the community and to address the GIS tracking.

<u>MyGov</u>	<u>SmartGov</u>
Budget & Forecasting	Budget & Forecasting
<i>Code Enforcement</i>	<i>Code Enforcement</i>
Compliance Management	Compliance Management
Fixed Asset Management	Fixed Asset Management
Inventory Management	Inventory Management
License Issuance	License Issuance
Permit Issuance	Permit Issuance
Purchasing & Receiving	Purchasing & Receiving
Self Service Portal	Self Service Portal
Taxation & Assessment	Taxation & Assessment
Utility Billing	Utility Billing
Work Order Management	Work Order Management

Goal of Software:

- ▶ Automate Scheduling

Key component

- ▶ Build Stop/Go/Alert Dates

This allows us to create a timeframe based on the current codes. The clock starts when the application is received; it reminds the inspector of the 3 day window, then 2 days etc. The supervisor is notified and supports accountability. Staff is working hard but it's easy to miss things when you get busy.

- ▶ Reporting / Accountability

This supports staff; this will allow for documenting causes of delays; maybe it's the contractor etc. We need to show that we are performing per the code, if amendments are needed to the code, then we have options to change it and readjust the software to accommodate the change.

- ▶ Efficient/Easy to Use (Public & Staff)

This allows for creating an online or kiosk to generate occupancy permits; which will be much easier for the residents.

- ▶ Administratively Controlled

We need the ability to make changes as needed to allow the system to evolve to meet our needs.

Moving Forward:

All Systems will address:

- ▶ Public Access
- ▶ Security
- ▶ Permit Intake/Billing/Issuance
- ▶ Reporting
- ▶ Support
- ▶ Licensing
- ▶ Training
- ▶ GIS Utilization

If we consider a new software package, we should look for:

- ▶ **Template Reporting or Not**

Mr. Cross believes we need this and the ability to create future templates and generate individual reports.

- ▶ **Scheduling**

The biggest component; prevents dropping the ball and automatically notifies the inspectors.

- ▶ **Built In Clock**

It will allow us to stay on track.

- ▶ **Easy Updating/ In House**

It must be a Workflow Management System – Provides Accountability to Improve Efficiency

Estimated Costs/Needs:

- ▶ **Approximately 25 Licenses**

All licenses are built into one package which would include all of the inspectors in Community Development/Planning divisions, Public Works department and the Finance department.

- ▶ **Annual Cost is Expected to be Similar – Setup Cost For New System**

The annual cost would be about \$40,000 a year. There will be an initial setup cost which will most likely be equivalent to one year's subscription.

- ▶ **Setup Will Vary Dependent Upon Vendor, Library, Etc.**

The setup cost will vary based upon bringing in software from the old system, starting fresh from day one. The library will have to be built; now is a good time because we are adopting new building codes. We will want hands on training to help us get setup and going correctly.

Q. Councilmember Cusick asked how would the success of the software be monitored or determined?

A. Mr. Cross stated the reporting would allow for identification of compliance rates and timeframes; which would be a good measurement tool. It will allow us to see how consistent and how much time residents need to come into compliance. How long does it take; 7-10 days? Is a little more time needed to bring violation up to code?

Mr. Rose stated that it is also an issue of being accountable; it allows for reporting to Council as well as to the public with regards to the status of a particular violation or citation. Today this would need to be done manually with this software it is a matter of pushing a button.

Q. Mayor Crow asked if the modules that are not currently being used; historically were they ever used?

A. Mr. Cross stated that he did not believe that the work order management module had never been used; it seems we used outside contractors to do towing or so forth. There's no evidence that any self-generated notification was ever pushed to Public Works or Finance.

Q. Councilmember Clay asked if the system is successful in generating notices/citations to allow for timelier follow up with the residents; for those offenders that don't comply; can our court systems handle the more robust activity. Are we putting the infrastructure in place on the back end to handle the increase?

A. Mr. Cross stated that getting a court component is being discussed which would allow for better documentation for the Courts. The nuisance ordinance refers to the steps to take after the citation, fees, and court have been done. If no compliance; this system would have a built in mechanism to track chronic issues to help the inspectors stay on the top of the situation to make sure the case is followed all the way through.

Mr. Rose is also looking into adding a second housing docket. Mr. Cross is leading the charge for changing the approach we use for code enforcement. For several years, when a complaint is received, the inspector would go out to perform an inspection, but Mr. Cross is looking into having the inspectors do patrol's again. This will allow us to identify the violations up front; thus the need for the additional housing docket. This is why the issue of follow up is so important and the new package will allow us to do a better job in this area.

Q. Councilmember Hales stated that he finds MyGov to be cumbersome and difficult to use for residents and contractors. He said there is no follow up function in the workflow and that's a huge hole in the system. With the number of problem properties that we have; a lot is falling through the cracks. Is there a preferred program of the ones presented today? And what is the optimal timeline for implementation?

A. Mr. Cross stated the best fit is probably SmartGov, because it has a lot of the same components and things that we need with the scheduling and accountability component. The price is also about right. New World is the top of the line, it's amazing and does everything, but it's very expensive. Regarding the timeline; we would like to have things in place by the early part of next year, which allows for a good amount of training time before the busy season. By spring of 2020 which aligns with the work being done around adopting new codes and building the library. This will make us more proactive and will allow us to identify the top 10 problem properties.

Q. Councilmember Clay stated that there are some properties that have been problems for years; so the belief is with the new software and added housing docket we can begin to excecrate those problems correct?

A. Mr. Cross stated this will help with situations where the owner's name is switched on vehicles to avoid the fines. Having the ability to communicate directly with St. Louis County will help us tracking these changes so we can stay on top of the situation.

L. UNFINISHED BUSINESS

- 1. BILL 9392 - AN ORDINANCE AUTHORIZING THE CITY OF UNIVERSITY CITY TO ENTER INTO AND EXECUTE A CONTRACT WITH ST. LOUIS COUNTY, MISSOURI, FOR VECTOR CONTROL SERVICES AND AUTHORIZING AND DIRECTING THE CITY MANAGER OF UNIVERSITY CITY TO ENTER INTO ON BEHALF OF SAID CITY A CONTRACT WITH ST. LOUIS COUNTY, MISSOURI, FOR VECTOR CONTROL SERVICES." Bill Number 9392 was read for the second and third time.**

Councilmember Carr moved to approve; it was seconded by Councilmember Hales.

Roll Call Vote Was:

Ayes: Councilmember Carr, Councilmember McMahon, Councilmember Hales, Councilmember Cusick, Councilmember Clay, and Mayor Crow.

Nays: None.

Councilmember Smotherson was excused.

M. NEW BUSINESS RESOLUTIONS

- 1. Resolution 2019-15 A RESOLUTION ORDERING THE LEVY AND FIXING THE RATE OF PROPERTY TAXES TO BE COLLECTED IN THE CITY OF UNIVERSITY CITY FOR THE YEAR 2019 TO PROVIDE FOR GENERAL REVENUE, POLICE AND FIREFIGHTER RETIREMENT PLAN, AND FOR THE UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT AND THE PARKVIEW GARDEN SPECIAL TAXING DISTRICT.**

Councilmember Cusick moved to approve; it was seconded by Councilmember McMahon and the motion carried unanimously.

BILLS

Introduced by Councilmember McMahon

- 2. BILL 9393 - AN ORDINANCE TERMINATING THE UNIVERSITY CITY COMMISSION ON HUMAN RELATIONS. Bill Number 9393 was read for the first time.**

N. COUNCIL REPORTS/BUSINESS

1. Boards and Commission appointments needed
2. Council liaison reports on Boards and Commissions

Councilmember Clay reported that at the last Senior Commission meeting Supervisor Lynda Euell-Taylor were present and shared her thoughts and vision for the way forward for the Commission. Members reviewed the results of the senior survey which was enlightened; one big take away was needed for informational resources. Where we can provide information about resources in St. Louis County or the region, we should make every effort to do so. Regarding Make a Difference Day; there are changes with how it will be administered and what the City's roles will be, but it will still happen.

3. Boards, Commissions, and Task Force minutes
4. Other Discussions/Business

O. CITIZEN PARTICIPATION (continued If needed)

Mary Weber, 7250 Orchard Ave, University City, MO

Ms. Weber asked if there were speed limit signs posted in the Loop, from the round-about to Skinker and where does the City's responsibility for posting start?

Mr. Rose asked the director of Public Works to stand and asked that he connect with Ms. Weber to address her questions. Mayor Crow reconfirmed that Sinan would address Ms. Weber's questions.

Steve Glickert, 7750 Blackberry Ave., University City, MO

Mr. Glickert thanked Mr. Rose for connecting him with Mr. Cross. He stated that he and Mr. Cross had a great conversation where he shared his concerns and Mr. Cross shared some of his plans for moving forward and he hopes to see good things to come. He stated he wanted to reply to a couple of comments made at the last meeting regarding due process. Out of the 55 violations that he reported this past week, 41 are 16 months old. He stated instead of commenting on due process and dodging the issue, how about giving a message to the people who have to live next to door to the problem, they have to look at that every day. What if someone is trying to sell their house? This reflects on all of us.

He stated that Mr. McMahon described very vividly the calls of everyone calling him with high praises on the great job and how well it works in the third ward and that they receive the same as everyone else. You described the process:

- Call the hotline (Mr. Glickert stated this was the only link in the chain that he missed)
- Connect with your Councilmembers, if that doesn't work,
- Connect Staff; if that doesn't work,
- Call the City Manager, if that doesn't work,
- If none of this works, then come to a Council meeting and let us know.

After 16 months and that neighborhood still looks the same. Mr. Glickert asked who he should believe; due process or great results that you've go? Why are people from the third Ward calling you; because things are not getting done? Hopefully Mr. Cross can get this cleaned up but he has quite a hill for him to clean up. Good luck Mr. Cross.

P. COUNCIL COMMENTS

Councilmember Cusick thanked everyone who supported the U City in Bloom Plien Air Art event and the garden tour on yesterday. All of the gardens were wonderful; of special note the high school student's vegetable garden at Brittany Woods was very good.

The students pulled the garden together in about 8 months and were very excited and proud and they should be. He also thanked everyone who purchased art work yesterday.

Councilmember Clay stated that tonight's meeting is being held at the Community Center due to issues with the elevator at City Hall. Unfortunately for a number of residents its' become unusable and as a practical matter for conducting City business. As we go forward in thinking about our facilities and Civic Plaza, we should bear in mind all of our facilities. This says to him, that we have a City Hall that could really use some attention. He would ask that we continue to think comprehensively and as broadly as we can about what we do next with our facilities. This serves as a reminder that this issue is in the for-front.

Councilmember Hales moved to adjourn the meeting, the motion was seconded by Councilmember Carr and the motion carried unanimously.

Q. ADJOURNMENT

Mayor Crow adjourned the regular City Council meeting at 7:13 p.m.

LaRette Reese
City Clerk

DRAFT

MEETING OF THE CITY COUNCIL
CITY HALL, Fifth Floor
6801 Delmar Blvd.
University City, Missouri 63130
Monday, October 14, 2019
6:30 p.m.

A. MEETING CALLED TO ORDER

At the Regular Session of the City Council of University City held on the fifth floor of City Hall, on Monday, October 14, 2019, Mayor Terry Crow called the meeting to order at 6:30 p.m.

B. ROLL CALL

In addition to the Mayor, the following members of Council were present:

Councilmember Stacy Clay
Councilmember Paulette Carr
Councilmember Steven McMahon
Councilmember Jeffrey Hales
Councilmember Tim Cusick
Councilmember Bwayne Smotherson

Also in attendance were City Manager, Gregory Rose, and City Attorney, John F. Mulligan, Jr.

C. APPROVAL OF AGENDA

Mr. Rose requested that Consent Agenda Item J(2); Habitat for Humanity Lot Donation Contract be tabled until the October 28, 2019, Council meeting and placed under the City Manager's Report.

Councilmember Hales moved to approve the amendment to table Item J (2), it was seconded by Councilmember Carr and the motion carried unanimously.

Councilmember Smotherson moved to remove Item J (1); Economic Development Strategic Plan Consultant Selection from the Consent Agenda and place it on the City Manager's Report for a brief discussion.

Councilmember Carr seconded the motion to move Item J (1) to the City Manager's Report, and the motion carried unanimously.

Councilmember McMahon moved to approve the agenda as amended, it was seconded by Councilmember Carr and the motion carried unanimously.

D. PROCLAMATIONS

E. APPROVAL OF MINUTES

1. September 9, 2019 – Regular Agenda Minutes were moved by Councilmember McMahon, it was seconded by Councilmember Carr and the motion carried unanimously.
2. September 23, 2019 – Joint Study Session (LSBD) Minutes were moved by Councilmember Carr, it was seconded by Councilmember Cusick.

Mayor Crow asked that the minutes be amended by changing all references to members of the LSBD as Commissioners to Board Members.

Voice vote on the motion to approve the minutes as amended, carried unanimously, with the exception of Councilmember Smotherson who abstained from participating in the vote.

F. APPOINTMENTS TO BOARDS & COMMISSIONS

G. SWEARING IN TO BOARDS & COMMISSIONS

1. Mark Harvey was sworn into the Plan Commission on September 24th in the Clerk's office.

H. CITIZEN PARTICIPATION (Total of 15 minutes allowed)

Garrie Burr, 750 Kingsland, University City, MO

Mr. Burr stated on behalf of the Municipal Arts & Letters Commission, he would like to invite everyone to attend their 2019 Tradition of Literary Excellence Awards on October 26th at 7 p.m. here in Council's Chambers. The Tradition of Excellence Award was established in 2014, to honor the work of living local authors whose literary achievements have won national and international acclaim. The recipient of this year's award is Howard Schwartz, a noted poet, essayist, editor, and expert on Jewish folklore and mythology. Other honorees include young poet laureates in the St. Louis area; I See Me Bookstore, and U City High School Drama Teacher, Catherine Hopkins, for her work in teaching students Shakespeare through performance.

The Commission's Annual Reception for Returning Artists will be held on Wednesday, November 17th at 7 p.m. at the U City High School's Pruitt Library. This year's award recipient is Christopher J. Watkins, a St. Louis-based songwriter, producer, and Music Director.

Aren Ginsberg, 430 West Point Court, University City, MO

Ms. Ginsberg stated a former stray cat from U City just found his forever home at the Heritage Veterinary Hospital. Local cat advocates hope that one day soon U City will adopt a TNR Ordinance to help control the feral cat population, and both cat and dog owners look forward to the day when U City welcomes the OpSPOT's Veterinary Van to provide low-cost neutering and vaccines.

Ms. Ginsberg stated she would like to thank Council for their initiative to address some of the imbalances in Wash U's relationship with this municipality, especially as it relates to the City's parking allowances. Her hope is that Council will rescind the Parkview Garden's Plan and figure out a way to receive some form of compensation for Wash U's tax-free status, whose students benefit from the City's police, fire protection, infrastructure, and other municipal services at the expense of taxpaying residents.

Barbara Heiss, 6041 Kingsbury Avenue, St. Louis, MO

Ms. Heiss stated before moving to Kingsbury, she was a resident of U City for thirty years; she has been selling real estate in the St. Louis area for over thirty-five years and has a dotting admiration for the services provided by Habitat of Humanity.

So she was appalled when she heard that U City was preparing to abuse this program by building seven homes on one block of Plymouth in the northeast portion of this neighborhood. Over 30 percent of this area's population lives below the poverty level. Its racial makeup is 85 percent African-American; the elementary school population is 98 percent African-American; the neighborhood's vacancy rate is 13 percent, and only 49 percent of the homes are owner-occupied; which means this neighborhood meets all of the characteristics of a distressed area with concentrated poverty.

Studies have illustrated that crime, delinquency, education, psychological distress, and various health problems, are impacted by a neighborhood's characteristics. 2015 statistics suggest that the independent impacts of neighborhood poverty rates in encouraging these negative outcomes for individuals appear to be nil unless the neighborhood exceeds above 20 percent of the poverty level. Whereupon the externality effects grow rapidly until the neighborhood reaches an approximate 40 percent poverty level. Housing values and rents are key indicators of neighborhood decline and show a similar pattern. Therefore, based on all the rentals in this area these statistics are probably much worse in 2019 than they were in 2015.

Ms. Heiss stated she simply could not pull enough statistics together fast enough to paint a clear picture for this Council. There is no shortage of housing in this area. So, adding new housing stock with limited or low-income restrictions in an area with a 13 percent vacancy rate, instead of initiating a policy to rehab the homes in this area that are in decline is nothing short of negligent. These new homes need to be added to Wards 1 and 2, where there are growth opportunities for the people who will be buying them. *(Ms. Heiss asked that a copy of her written statement be attached to the minutes.)*

I. PUBLIC HEARINGS

J. CONSENT AGENDA – Vote Required

1. Economic Development Strategic Plan Consultant Selection; (Removed)
2. Habitat for Humanity Lot Donation Contract; (Tabled)
3. Community Center Roof Replacement
4. 5 Electric Inspector Vehicles
5. HR Software – Applicant Tracking & Onboarding
6. St. Louis-Jefferson Solid Waste Management District Grant Amendment and Closeout
7. New World Maintenance Agreement
8. U City in Bloom Agreement

Councilmember Clay moved to approve Items 3 through 8 of the Consent Agenda, it was seconded by Councilmember Smotherson and the motion carried unanimously.

K. CITY MANAGER'S REPORT

1. Economic Development Strategic Plan Consultant Selection

Mr. Rose stated staff is recommending that Council approve The i5 Group as the consultants to develop the City's Economic Development Strategic Plan, for an amount not to exceed \$103,960.

Councilmember Smotherson moved to approve, it was seconded by Councilmember Hales.

Councilmember Smotherson stated while he was impressed with The i5 Group and is agreeable to this selection, he was also impressed by Future IQ's innovative ideas and vision for the future.

So he was curious to know whether there had been any supplemental discussions about the two companies working together to develop the Strategic Plan? Mr. Rose stated the bid submitted by The i5 Group did not indicate a desire to establish a partnership with Future IQ. However, he would remind Council that the Comprehensive Plan Update, which is an impending project primarily focused on the City's vision going forward, might be an ideal opportunity for Future IQ, should they decide to participate in the RFP process.

Voice vote on Councilmember Smotherson's motion to approve carried unanimously.

2. Crown Center for Sr. Living Planned Development – Amended Final – 1 Year Extension

Mr. Rose stated staff is recommending that Council consider a request from Crown Center for a Senior Living Planned Development that would amend the final approved Plan Development Mixed-Use District for one year.

Councilmember Cusick moved to approve, it was seconded by Councilmember McMahon.

Clifford Cross, Director of Planning & Development, stated the Zoning Ordinance permits an applicant the opportunity to apply for a one-year extension for a planned development that has previously been approved.

Crown Center has not initiated the construction phase of this project but has expressed a desire to seek Chapter 353 Tax Abatement, which necessitates this request for an extension. No changes have been proposed to their original plan.

Councilmember Carr asked how Chapter 353 would be utilized for this development? Mr. Cross stated at this point, Mr. Mulligan is working with the developers, so he is not aware of the specifics. But a 353 Corporation is the partner who secures funding for the project because as a part of the ten year period for abatement that partner becomes a for-profit partner which then would require the abatement of taxes. At that point, they would revert back to the non-profit entity which then becomes automatically eligible for the tax exemptions. Councilmember Carr asked if this land is one of the areas listed in the 2005 Comprehensive Plan for tax abatement? Mr. Cross stated his belief is that it is. Councilmember Carr asked if this was a Federal Program? Mr. Cross stated that it was. Councilmember Carr questioned whether that meant that the abatements would not necessarily come from U City? Mr. Cross stated that the abatement would come from U City and his thinking is that's because to be eligible for a 353 the State requires the City to have real property that has been found to be a blighted area. The City has already conducted a study of this area and made such a determination.

Voice vote on Councilmember Cusick's motion to approve carried unanimously.

3. City Logo (DISCUSSION and DIRECTION)

Mr. Rose stated on September 12, 2019, the Arts & Letters Commission voted to recommend restoring the City's historic logo. New logos for the City's vehicles will be phased in, while entry signs would be a priority for immediate replacement. Staff concurs with the Commission's recommendation and is asking that Council provide further direction on how to proceed with this matter. The initial estimated cost is \$20,000.

The Commission cited the following concerns with the current logo:

- Grammatically incorrect
- Poor color scheme
- Possible copyright infringement
- Inferior process used to make changes

Councilmember Smotherson moved to approve the Commission's recommendation, it was seconded by Councilmember Carr.

Councilmember Carr stated her recollection is that the last time Arts & Letters submitted a recommendation to restore the historic logo it was suppressed, and the previous Council went forward making these current changes with little or no input from others. So because of their charge, I think it is more than appropriate for the Arts & Letters Commission to make this recommendation, and she is grateful that they recognized the importance of this symbol and took the time to resubmit this once again. For those reasons, Councilmember Carr stated she is positively in favor of approving their recommendation.

Mayor Crow stated as a member of Council who was seated at that time, he would concur with Councilmember Carr's recitation of the events that took place, and therefore, appreciates the efforts put forth by staff and the Arts & Letters Commission.

Councilmember Hales stated a number of years ago; he had the opportunity to meet Bob Smith, the designer of this historic logo, who created a set of excellent branding guidelines that covered everything down to how the trash trucks should be branded. So as someone who has been in the graphic design industry for over twenty years, it was really frustrating to see the inferior process and lack of standards that accompanied this new change.

Of course, Mr. Smith created this logo back in 1973 or '74, so they may need to be slightly updated. But he feels fortunate to have had the opportunity to not only meet him but to be provided with a copy of the original logo which he keeps on his desk. It really is a historic piece of work by a very talented and creative man that he is pleased to see being restored.

Voice vote on Councilmember Smotherson's motion to approve carried unanimously.

L. UNFINISHED BUSINESS

- 1. BILL 9393 - AN ORDINANCE TERMINATING THE UNIVERSITY CITY COMMISSION ON HUMAN RELATIONS.** Bill Number 9393 was read for the second and third time.

Councilmember Smotherson moved to approve, it was seconded by Councilmember Carr.

Citizen's Comments

Patricia McQueen, 1132 George Street, University City, MO

Ms. McQueen stated as a strong proponent for social justice, her belief is that the Commission in its current form does not bear out that same sentiment. In fact, while the Commission's roles and responsibilities described in Section 3 of the Ordinance sound good, their power to enforce any type of discrimination is weak. And after Googling other cities to examine their Human Relations Commissions, it confirmed those beliefs. This Bill, written in 2011, puts something in place that makes U City a nice place to live in, but it has nothing to do with an individual's human rights associated with nondiscrimination protections in housing, employment, public accommodations for sexual orientation or gender identity.

Redlining still impacts the 3rd Ward, and based on some of the recent comments she's heard about some of these protected classes; especially as it relates to religious beliefs or sexual orientation, it's clear that this community has some problems. So, while she is open to Council's decision on this motion, her hope is that in the near future Council and staff will work on drafting a new Ordinance; and perhaps a new name for this Commission, that has more direction, and a focus that makes residents aware of things that are going on nationally, and from a local level, helps the City determine how to better protect itself from some of these discriminatory practices.

Jerrold Tiers, 7345 Chamberlain, University City, MO

Mr. Tiers stated in the face of it, the fact that Council's agenda contains a provision to abolish the Human Relations Commission, at the very least, is bad publicity. Especially when in the wake of very obvious violations of basic human rights, the City of Clayton is seeking to establish such a commission. What a stark contrast. Perhaps, if the City was planning to replace the Human Rights Commission with something more relevant than its current ineffective and toothless Commission, that could be seen as progress and something he would be very much in support of. Unfortunately, since there is no mention of a new Bill, the only thing left for residents to conclude is that the City has simply decided this Commission is no longer needed.

Is the idea behind this move to abolish Bill 9393 really based on the notion that the entire matter of human rights is unimportant? Mr. Tiers stated he finds it hard to believe that this current Council would exhibit such an attitude, so his assumption is, that is not the case. However, since it is very appropriate to have a citizen's oversight commission on these issues and other cities within the St. Louis metropolitan area are attempting to establish their own entities, he is puzzled as to why this City's Commission is being abolished, rather than updated. This action has terrible optics, both to the citizens of U City and the surrounding communities. Therefore, he certainly hopes that not only will Council have a split vote, rather than the customary block vote, but that there will be some meaningful explanation provided of exactly why; in times like these, the City believes such a Commission is unnecessary and worthy of being discarded. Mr. Tiers stated he looks forward to hearing Council's rationale.

Council's Comments

Councilmember Carr stated she would like to take a couple of minutes to provide everyone with a little history behind this Commission. When Mayor Welsch decided to reactivate this Commission she offered to become its first Council liaison. At the time, they didn't have a mission, so the first couple of years were spent trying to develop exactly what their roles and responsibilities would be. During that same period of time, a transsexual woman filed a complaint against the former City Manager, and the result was an admonition from the City Attorney to the Commission about what they could not do. Couple that with the fact that the Commission still had no mission, along with her instructions to stop participating in the Commission's discussion, and the fact no consideration had been given to what the City's problems were at the time or what they might be in the future, and what you ended up with is exactly what you see today; a Commission without substance or a real purpose.

Fast-forward to last spring, there was mass dissatisfaction with the survey approved by someone with no background in this area, and the end result was a group consensus to bring the Commission to an end. Councilmember Carr stated she even waited to see if this would blow over and people would see the need to continue, but that never happened. So tonight's action is neither capricious nor arbitrary, it's Council's reaction to a Commission that was abandoned by the people who served on it because they had not been given any meaningful direction by Council.

And quite honestly, there may be other commissions to be considered in the future; for example, when is the last time the Youth Commission held a meeting? Here again, this Commission was largely abandoned by its appointed members. So this is not about turning our attention away from existing problems, this is a considered action. And the suggestion of a substitute Ordinance without public engagement or the creation of a task force to conduct a needs analysis and make the appropriate recommendations, in her opinion, would be foolish. Councilmember Carr stated she certainly thinks this is a worthwhile cause because people need to know they have somewhere to go when they encounter issues that warrant some type of action. But going forward, this cannot be a knee-jerk reaction become some other municipality is doing it; it has to be substantive and real.

Councilmember McMahon stated he was also a liaison on this Commission. And for roughly two years, a good part of their time was spent working on a survey designed to seek direction and guidance from the residents of this City. These meetings would literally last for hours, only to result in nothing being accomplished. At various stages, the members would become frustrated and attempt to come up with smaller projects, but they just couldn't seem to get on their feet. And believe me, this is not a knock on the folks who were there because they all had good intentions and worked tirelessly to get something accomplished. But as Councilmember Carr stated, the charge they had been given was very amorphous and they simply could not get their hands around what their exact roles and responsibilities consisted of.

So the question before this Council tonight, is whether this City has a Commission that works? And if the answer to that question is no; the answer is no, and that's the simple way to look at this issue. Councilmember McMahon stated he would venture to say that everyone sitting on this dais is totally committed and in support of human rights, or human relations; or civil rights; or the desire to help those people whose voices have been silenced. But that's not the question before this Council, and to suggest otherwise really does not hold water. It simply does not serve anyone well to have citizens volunteer their time and keep getting no results. So at some point, we have to be willing to admit that this is not an effort worth saving.

Councilmember Clay stated his support for the dissolution of this Commission is less historical and more practical. According to the City's website and other documentation, this Commission was supposed to meet on a monthly or quarterly basis. Either way, the members have not held a meeting in over a year. So the question in his mind is if this Commission was, in fact, doing needed work, were there not other things they could have discussed or tried to address? But the bottom line is that he is uncertain of what could have been done to make this Commission more effective once the members themselves elected to discontinue their meetings.

Councilmember Smotherson stated he is the current liaison who actually witnessed members make the decision to terminate their discussions and no longer conduct meetings simply because they were totally confused about what they were supposed to do or could do. So he is absolutely in agreement with this Ordinance. But on the other hand, he also supports the citizens who spoke at tonight's meeting and looks forward to their input and the opportunity to sit down with them and put together a new mission and defined purpose so that this can become a functioning Commission.

Mayor Crow stated there was a time when he could sit here and say that he was not a part of this Commission's history because he was the new kid on the block.

But that time has long gone and the basic premise is that the mission and responsibilities of this Commission were not clearly defined when it was originally created. It is what it is, and now we need to move forward. Although he must admit that it has been interesting to hear how people have associated the Human Relations Commission with human rights. In fact, the Social Justice Committee from Christ the King actually recognized some of the issues brought forward this evening and took the time to come to his office in order to gain a better understanding of how this Commission works. He appreciates that visit, as well as the comments made here tonight, and therefore, would be happy to meet with anyone interested in moving this important issue forward.

Oddly enough, there have only been five residents who made outreach to him and expressed concern about the termination of this Commission. He would like to attribute that to the fact that as the fourth largest city in St. Louis County, with a population of 34,000, U City has demonstrated a strong commitment to keeping its residents informed about what's going on. Which he believes has been clearly confirmed by having seven members of Council who are accessible; a City administration that does an excellent job of getting information out, and of course, the extensive process that was undertaken with the TIF, where everyone was provided with an opportunity to speak and be heard. And it goes without saying that everyone is always striving to do a little bit better.

Mayor Crow stated he would like to end, where he started, by encouraging anyone who would like to see a reconstituted commission to bring their ideas and drafts forward. There has to be a level of involvement from our citizens because clearly what we have today, is not working. The bright side of putting this item on the agenda brought out some interesting comments that sparked an interest in doing something better. And his belief is that all of his colleagues are willing to listen and move forward with trying to make those improvements.

Roll Call Vote Was:

Ayes: Councilmember Carr, Councilmember McMahon, Councilmember Hales, Councilmember Cusick, Councilmember Smotherson, Councilmember Clay, and Mayor Crow.

Nays: None.

M. NEW BUSINESS

RESOLUTIONS

BILLS

Introduced by Councilmember McMahon

1. **BILL 9394** – AN ORDINANCE RELATING TO PIT BULLDOGS. Bill Number 9394 was read for the first time.

N. COUNCIL REPORTS/BUSINESS

1. Boards and Commission appointments needed
2. Council liaison reports on Boards and Commissions
3. Boards, Commissions, and Task Force minutes
4. Other Discussions/Business

Councilmember Smotherson thanked Garrie for being here tonight and making the announcement about the upcoming Arts & Letters events.

He stated he thinks both of these are important events and would encourage everyone to come out and support all of the folks being honored for their literary and artistic contributions.

He stated he would also like to thank members of the Human Relations Commission because they need to know that in spite of the outcome, this Council truly appreciates their efforts and desire to volunteer their time in support of the City's initiatives.

Councilmember Smotherson stated he attended the Municipal League's Conference and found some pretty funny objects that he brought back for each of his colleagues.

O. CITIZEN PARTICIPATION (continued if needed)

P. COUNCIL COMMENTS

Councilmember McMahon stated he would like to thank the students and faculty that invited Council and staff to participate in the District's Homecoming Parade. He believes everyone had a really good time marching in the parade and greeting all of the people in the streets; even those who took this opportunity to express some of their concerns right there on the spot.

Councilmember Cusick stated he thinks everyone is dismayed and saddened by the recent letter from the Loop Trolley Company indicating that if they did not receive \$200,000 in the next month, they would no longer be able to continue operating this year and that another \$500,000 would be needed to continue their operations throughout 2020. He stated the letter also mentioned some of the positive effects the Trolley has had since starting its operation; which in his opinion has not been substantiated by clear and convincing evidence:

1. *"Contrary to the critics, the real estate investment and retail businesses have prospered along the path of the Trolley".*
2. *"According to investors, the Trolley is a key element in their decision to invest in the projects along Delmar and DeBaliviere".*
3. *"The sales tax revenues along Delmar and DeBaliviere have grown steadily".*

Councilmember Cusick stated the reality is that the City has seen a decrease in these revenues, which are down to about 17 percent this year versus 20 percent in previous years. But the main thrusts of his comments are related to these dismal facts:

1. In 2007 the EDRST Board; which means this City's taxpayers, paid \$250,000 for a Feasibility Study to examine this project.
2. An additional tax was passed wherein 80 percent of a 1 percent sales tax was levied against all of the businesses along the Trolley's path.
3. To date, the Trolley has received \$51.5 million dollars consisting of a grant, along with State and Federal funding; mostly from taxpayer's dollars, to get this operation up and running.
4. The Trolley has been partially up and running for ten months and now they are asking for additional funds in order to keep this operation afloat.

For starters, Councilmember Cusick stated he does not think U City should come up with another penny. And his belief is that not only has the City of St. Louis said no, but it appears that County Council has announced that they have no intention of placing this item on their agenda for tomorrow. So it sounds like the Loop Trolley may be shutting down. But the lingering question is how can an agency receive \$51.5 million dollars and be in this kind of trouble after only ten months of operation? Councilmember Cusick stated he thinks this is something that needs to be investigated. So he will be submitting a request to place this item on Council's next agenda, with the goal of seeking approval to ask the Federal Transportation Administration to conduct an investigation.

He stated while he fully understands this may not be U City's responsibility, at this point, there does not seem to be any other governmental agency that has expressed a need or a desire, to look into this matter.

Councilmember Hales stated over the years, we've all heard the term "block vote" and many of us even know what that looks like from sitting out in this audience. However, he would like to make sure everyone understands the differences between the time when a "block vote" was a real issue, and what exists here today.

A major distinction is related to the fact that for the most part, this Council tends to see eye to eye on many of the issues being presented, and when there are differences of opinion, they are handled in a respectful manner. The second distinction is directly related to the man sitting in the chair next to Councilmember McMahon. Councilmember Hales stated regardless of where a member of this Council might land on an issue, they are afforded the exact same access and respect by the City Manager. He answers all of our questions; takes all of our calls; returns all of our calls, and if there is a question about something in our packets, he takes the time to listen and walk us through it prior to the meeting. That is the type of leadership this City has needed for some time, and he is extremely pleased to have Mr. Rose here in U City.

The Tuesday concluding Rosh Hashanah, Councilmember Hales stated he was headed west down Delmar and as he approached the crosswalk at Young Israel he noticed a woman on the south side of Delmar trying to cross. As a member of the Traffic Commission for five years, the crosswalks at Delmar and North and South were such a major issue that he has become exceedingly cautious whenever he approaches one. There were no cars in the parking lane in front of her, and no cars either beside or behind him, so as she attempted to make her way across Delmar, Councilmember Hales stated that he stopped. But as he sat there and waited he could see a car in his rearview mirror speeding over the crest of the hill in the right lane next to him. It was about 6:30 p.m., so there was no way this lady would have been able to see this car, and apparently, he had no concern for why Councilmember Hales was stopped at the visibly marked crosswalk. It was one of those moments where you could see that something terrible was about to happen, so as the car came barreling down the road he decided to pull his car across the right lane. When he did that, the car hit his brakes, went around him crossing the double yellow line and started honking his horn to convey his frustration.

Councilmember Hales stated this is really a plea to everyone listening to please be observant of the crosswalks and their neighbors who are trying to use them. He stated he was so shaken by this experience that he has decided to write a letter to the City's representatives on County Council because he strongly believes that it is time for them to address this issue. And at the next City Council meeting, he will be asking his colleagues to show their support of this action by appending their signatures to this letter. He stated we need to find a solution that works for everyone because at any moment someone in our community could be seriously injured or killed. So, he is open to any suggestions or feedback regarding this matter.

Q. Motion to go into a Closed Session according to Missouri Revised Statutes 610.021 (1): Legal actions, causes of action or litigation involving a public governmental body and any confidential or privileged communications between a public governmental body or its representatives or attorneys and (3) Hiring, firing, disciplining or promoting of particular employees by a public governmental body when personal information about the employee is discussed or recorded, and (13) Individually identifiable personnel records, performance ratings or records pertaining to employees.

Councilmember Carr moved to go into a Closed Session; it was seconded by Councilmember McMahon.

Roll Call Vote Was:

Ayes: Councilmember Hales, Councilmember Cusick, Councilmember Smotherson, Councilmember Clay, Councilmember Carr, Councilmember McMahon, and Mayor Crow.

Nays: None.

R. ADJOURNMENT

Mayor Crow thanked everyone for their attendance and closed the regular City Council meeting at 7:35 p.m. to go into a Closed Session on the second floor. The Closed Session reconvened in an open session at 8:38 p.m.

LaRette Reese
City Clerk

DRAFT

Jerrold Tiers

7345 Chamberlain

I see that Bill 9393 is on the agenda, abolishing the "Human Relations" commission. This is, on the face of it, very bad publicity at the ~~very~~ least. When Clayton is establishing a similar commission, in the wake of various obvious violations of basic human rights, University City has decided that this matter is of no importance. What a contrast.

Perhaps if the City were planning a replacement "Human Rights" commission, that would be more relevant than the somewhat ineffective and toothless existing commission. That would be progress. Then we would expect to also see Bill 9394 establishing the replacement commission with a more appropriate set of responsibilities. I would be very much in support of updating the commission to be more relevant to current events.

Unfortunately, we do not see such a Bill coming. All we see is that University City has decided that there is no need for any such commission. Is the idea here that the entire matter of human rights is unimportant? I find it hard to believe that the Council, as currently constituted, would have this attitude, so I must assume that is not the case.

But, why then abolish the commission with no replacement? It is very appropriate to have a citizen oversight commission of this type. Other local cities have, or are now establishing their own. Why is University City choosing to abolish ours at this, or any, time? Why not update it?

This action has terrible optics, both to the citizens of U-City, and to the surrounding larger community.

I certainly hope that, for once, this council will have a meaningfully split vote. I think many will be extremely disappointed if we have another 7 to 0 block vote in favor. It seems that public debate is unknown in University City, and this is one vote which should have debate.

It should not only have a debate, but some meaningful explanation of exactly why the City has chosen to take this action. To explain why, in these times, the City believes such a commission is un-needed, and worthy of being discarded.

I look forward to the debate, and the explanations.

Thank you.

My name is Barbara Heise. I live at 6041 Kingsbury Avenue, St Louis Mo 63112. I lived in University City for 30 years and now live in Skinker DeBaliviere. I have been selling real estate for over 35 years.

First I would like to say that Jimmy Carter is one of the few presidents in my lifetime that I admire. I especially admire his association with Habitat For Humanity. When I heard this weekend that University City is preparing to abuse this program by building 7 homes on Plymouth in the Northeast Neighborhood I was appalled by the lack of concern/knowledge of the Ucity Council and the City Manager. This area of Ucity has over 30% of its population living below the poverty level. The racial makeup of the neighborhood is 85% African American and the elementary school makeup is 98%. There is no shortage of housing in the area. The vacancy rate is 13%. Only 49% of the homes in the neighborhood are owner occupied.

The neighborhood meets all of the characteristics of a distressed area with concentrated poverty.

Studies have illustrated that crime and delinquency, education, psychological distress, and various health problems, among many other issues, are affected by neighborhood characteristics. In a recent review of research... studies suggest "that the independent impacts of neighborhood poverty rates in encouraging negative outcomes for individuals like crime, school leaving, and duration of poverty spells appear to be nil unless the neighborhood exceeds about 20 percent poverty, whereupon the externality effects grow rapidly until the neighborhood reaches approximately 40 percent poverty; subsequent increases in the poverty population appear to have no marginal effect."⁴ Housing values and rents, key indicators of neighborhood decline, show a similar pattern. Using data from the 100 largest U.S. metro areas from 1990 to 2000, Galster, Cutsinger, and Malega find little relationship between neighborhood poverty rates rates and decline in neighborhood housing values and rents until poverty exceeds 10 percent, at which point

values decline rapidly before becoming shallower at very high poverty levels.

To add new housing stock with limited income restrictions in an area with 13% vacancy instead of initiating a policy to rehab the homes that are in decline in the neighborhood is nothing short of negligent.

New housing with income restrictions need to be added to wards 1 & 2 which are opportunities of growth.

Understanding Neighborhood Effects of Concentrated Poverty

Highlights

- A core challenge of neighborhood effects research is distinguishing the role of individual and family circumstances from the effect of the neighborhood itself.
- Nevertheless, many neighborhood level indicators are linked to important outcomes for people residing in neighborhoods of concentrated poverty, including crime and delinquency, education, psychological distress, and various health problems.
- HUD's Moving to Opportunity (MTO) demonstration found that those assigned vouchers restricted to low-poverty neighborhoods typically experienced better physical and mental health at the five- to seven-year followup than those with unrestricted vouchers or continued project-based assistance.
- Collective efficacy, as represented by measures of informal social controls, social cohesion, and trust, can help buffer communities against the negative effects of concentrated poverty.



Neighborhoods of concentrated poverty can isolate residents from the services and supports they need. Neighborhoods of concentrated poverty isolate their residents from the resources and networks they need to reach their potential and deprive the larger community of the

neighborhood's human capital. Since the rise of inner-city poverty in the United States, researchers have sought to interpret the dynamic between neighborhood and residents in communities of concentrated poverty. Through articles and books such as *The Truly Disadvantaged* and *When Work Disappears*, sociologist William Julius Wilson has been a key figure in first popularizing the discussion of neighborhood effects. Wilson emphasizes that a "spatial mismatch" between increasingly suburban job opportunities and the primarily minority residents of poor urban neighborhoods has magnified other challenges, such as crime, the movement of middle-class residents to better neighborhoods, and a perpetual shortage of finance capital, stores, employment opportunities, and institutional resources.¹ This combination of barriers creates communities with serious crime, health, and education problems that, in turn, further restrict the opportunities of those growing up and living in them. Wilson also consistently addresses the effect of family structure on the outcomes of residents in such communities, cautioning against both "culture of poverty" arguments and the assumption that individuals are helpless victims of racism.

As the study of neighborhood effects of concentrated poverty has developed, researchers have also confronted significant challenges. These hurdles include properly defining the boundaries between neighborhoods, conducting detailed longitudinal studies, and accounting for resident choice in neighborhood selection. Although technological advancements and increased research funding can address many of these challenges, distinguishing between neighborhood effects and family effects remains difficult. Researchers can control for basic family characteristics such as race, income, and education, but other, unobserved variables can result in either over- or understating neighborhood effects, which further complicates the interconnected nature of many neighborhood factors.² As Margery Austin Turner, an expert in poverty research with the Urban Institute, tells *EM*:

- The major question that continues to be asked is, does living in these places harm residents in and of itself? [Neighborhood effects are certainly not] the only factor; individual and family circumstances can overcome the effects of concentrated poverty but can also leave a family vulnerable. What is worrisome is that we don't know enough about the interaction between vulnerable families and their neighborhoods. These families are the most likely to live in poverty areas but are also the most likely to have bad outcomes no matter where they reside. We need to learn more

about the process by which a neighborhood transitions from low to high opportunity and, similarly, how that process influences individuals already affected by concentrated poverty.³



Working together to accomplish goals, strong neighborhood networks can lessen the effects of concentrated poverty.

Neighborhood-Level Characteristics Affect Individuals

Despite this limitation, researchers have found that for people residing in neighborhoods of concentrated poverty, a number of neighborhood level indicators are linked to important outcomes. Studies have illustrated that crime and delinquency, education, psychological distress, and various health problems, among many other issues, are affected by neighborhood characteristics. Thresholds, or tipping points, also prove important. In a recent review of research, Galster notes that studies suggest “that the independent impacts of neighborhood poverty rates in encouraging negative outcomes for individuals like crime, school leaving, and duration of poverty spells appear to be nil unless the neighborhood exceeds about 20 percent poverty, whereupon the externality effects grow rapidly until the neighborhood reaches approximately 40 percent poverty; subsequent increases in the poverty population appear to have no marginal effect.”⁴ Housing values and rents, key indicators of neighborhood decline, show a similar pattern. Using data from the 100 largest U.S. metro areas from 1990 to 2000, Galster, Cutsinger, and Malega find little relationship between neighborhood poverty

rates and decline in neighborhood housing values and rents until poverty exceeds 10 percent, at which point values decline rapidly before becoming shallower at very high poverty levels.⁵

Several HUD studies have also contributed significantly to neighborhood effects research. One of these, the Moving to Opportunity study, has been a rare occasion to use random assignment, allowing researchers to better distinguish neighborhood effects from the selection bias that neighborhood choice creates.⁶ Volunteer families in five cities who lived in public or assisted housing were randomly assigned to one of the following groups:

- The treatment group: Participants received a voucher restricted to low-poverty census tracts and assistance in locating and moving to housing.
- The comparison group: Participants received a standard, geographically unrestricted voucher.
- The control group: Participants received continued project-based assistance.

After five to seven years, families who participated in the treatment group lived in better neighborhoods, and adults experienced better physical and mental health compared with the control group. Girls in these families showed significant mental health improvements, although boys may have fared worse.⁷ Despite these improvements, the MTO study has not shown gains in economic self-sufficiency, which was initially expected to be the primary outcome. Results of the final evaluation will be published by early 2011.”

Benefits of Shared Community Efforts

Another key question in understanding the relationship between neighborhood and family effects is whether protective factors are family- or neighborhood-based. A major interdisciplinary study, the Project on Human Development in Chicago Neighborhoods, tested this through the concept of collective efficacy, a shared belief that a neighborhood's residents can accomplish important tasks, such as preventing crime and delinquency, by working together in formal or informal neighborhood organizations. Communities that share expectations effectively and collectively exert social control over neighborhood conditions and behavior appear better able to counter the negative effects of concentrated poverty.

As a component of the project, which combined an intensive study of Chicago neighborhoods with coordinated longitudinal studies of randomly selected individuals, Sampson, Raudenbush, and Earls surveyed residents of neighborhood clusters on informal social controls, social cohesion, and trust.⁸ The researchers found that, even when accounting for factors such as personal characteristics, concentrated disadvantage, immigrant concentration, and residential stability, collective efficacy was strongly linked with decreased violence and weakened the relationship between violence and the neighborhood's social composition. Such evidence supports the notion that, just as parents can buffer their children against the effects of violence and other negative outcomes, strong neighborhood networks can collectively lessen the effects of concentrated poverty. The project, which was jointly funded by the National Institute of Justice and the John D. and Catherine T. MacArthur Foundation, also explored neighborhood effects on health, crime, education, social processes, and other topics, yielding more than 100 publications.⁹



Choice Neighborhoods will coordinate with other place-based programs to improve housing, education, communities, safety, and services in areas of concentrated poverty.

HUD Strategies Address Neighborhood Effects

HUD recognizes the importance of creating neighborhoods of opportunity, and its Choice Neighborhoods initiative is designed to deconcentrate poverty and address the interconnected problems caused by living in neighborhoods of concentrated poverty. The initiative's goal is to strengthen the underlying social structure of neighborhoods through competitive grants, which will encourage strong local partnerships and allow some funding flexibility to catalyze local improvement of key neighborhood assets.

Choice Neighborhoods will ensure that HUD-assisted housing is financed and managed in a way that attracts a mix of uses, incomes, and stakeholders, recognizing that the program must simultaneously address housing and public safety, education, employment, well-being, and institutional resources. Choice Neighborhoods will also coordinate extensively and leverage resources with place-based programs at the Departments of Education, Justice, and Health and Human Services, among others. This partnership will help empower communities to address many of their most pressing social problems.

Because the relationship between neighborhood and family structure remains complicated, supporting mobility is also crucial. The Transforming Rental Assistance Initiative, a companion to Choice Neighborhoods, will enhance tenant choice and access to a broader range of neighborhoods. As the interrelated nature of neighborhood effects shows, a comprehensive set of strategies and partnerships will be necessary to help promote opportunity in neighborhoods struggling with poverty



Council Agenda Item Cover

MEETING DATE: October 28, 2019
AGENDA ITEM TITLE: Pool House Entry Doors
AGENDA SECTION: Consent Agenda
CAN THIS ITEM BE RESCHEDULED?: Yes

BACKGROUND:

The University City pool is one of the main amenities the City offers to its residents. Each year thousands of people visit the pool. In an effort to continue to bring additional patrons to University City, an improved look for the pool house is necessary. The front entry doors to the pool house are in need of an upgrade. This project has been postponed for the past several years. Bids were solicited in February of 2019.

Bids were received in the amounts listed below for replacing the pool house entry doors:

GlassTek Glazing, Inc. - \$63,733.00
Fischer Window and Door Store - \$69,927.95

The above bids were good for 60 days and they have since expired. After contacting both vendors to determine if they would still honor their bids, GlassTek stated they would no longer honor their bid and their cost to do the work would go up. Fischer stated they would honor their bid with a \$300 labor cost increase. Fischer's new bids is \$70,227.95

Funding for this project is from Park and Storm Water Sales Tax Fund.

RECOMMENDATION:

City Manager recommends approval to award the Pool House Entry Door Project to Fischer Window and Door Store for their bid amount of \$70,227.95

ATTACHMENT:

- Bid responses

UNIVERSITY CITY REC CENTER MARVIN DOORS

Quote #: 14CT265

A Proposal for Window and Door Products prepared for:

Job Site:

UNIVERSITY CITY REC CENTER
7210 OLIVE
UNIVERSITY CITY , MO 63130

Shipping Address:

FISCHER WINDOW & DOOR-ST LOUIS
2714 MERCANTILE DR
BRENTWOOD, MO 63144-2808

Project Description:

PROJECT IS BID AS TAX EXEMPT. SCOPE OF WORK: REMOVE EXISTING DOORS AND STRUCTURE. INSTALL NEW MARVIN ALUMINUM CLAD COMMERCIAL DOORS WITH CUSTOM RADIUS TRANSOMS AND SIDELITES. UNITS WILL REQUIRE FIELD TEMPLATES BEFORE PLACING THE ORDER. INCLUDES ALL COMMERCIAL DOOR HARDWARE. CLEAN UP AND HAUL AWAY ALL INSTALLATION DEBRIS. PREVAILING WAGE & CERTIFIED PAYROLL. -----EXCLUSIONS: INTERIOR PAINTING, ALARM SYSTEM , & PERMITS.

Featuring products from:



KIRK RICHMEYER
FISCHER WINDOW & DOOR-ST LOUIS
2714 MERCANTILE DR
BRENTWOOD, MO 63144-2808
Phone: (314) 647-5000
Fax: (314) 647-3330
Email: krichmeyer@fischerwindow.com

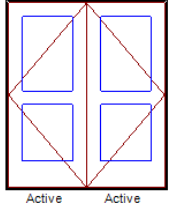
This report was generated on 8/27/2019 10:15:03 AM using the Marvin Order Management System, version 0002.28.00 (Current). Price in USD. Unit availability and price are subject to change. Dealer terms and conditions may apply.

LINE ITEM QUOTES

The following is a schedule of the windows and doors for this project. For additional unit details, please see Line Item Quotes. Additional charges, tax or Terms and Conditions may apply. Detail pricing is per unit.

Line #1 Qty: 3	Mark Unit: DOOR SYSTEM			
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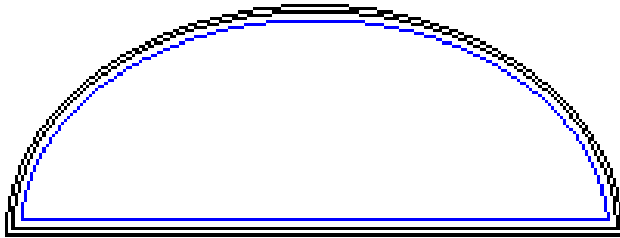
Marvin Ultimate Commercial Door



As Viewed From The Secured Side

Line #2 Qty: 3	Mark Unit: TRANSOM			
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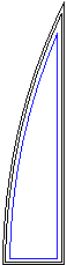
Marvin Ultimate Direct Glaze Round Top



As Viewed From The Exterior

Line #3 Qty: 3	Mark Unit: SIDELITE			
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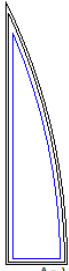
Marvin Ultimate Direct Glaze Round Top



As Viewed From The Exterior

Line #4 Qty: 3	Mark Unit: SIDELITE			
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Marvin Ultimate Direct Glaze Round Top



As Viewed From The Exterior

Line #5 Qty: 12	Mark Unit: CAULK			
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Ultimate
 No Image Available

Line #6 Qty: 4	Mark Unit: MULL COVER			
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Ultimate
 No Image Available

Line #7 Qty: 1	Mark Unit: INSTALLATION			
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Labor INSTALLATION LABOR-PREVAILING WAGE/CERTIFIED PAYROLL

Project Subtotal Net Price: USD	64,027.95
Non-Taxable Labor: USD	6,200.00
0.000% Sales Tax: USD	0.00
Project Total Net Price: USD	70,227.95

Door Sill Limitations

1/2 Saddle - Pemko 253X4AFG 7 1/8" - Due to sill's aluminum construction, frosting can be observed on its surface in colder climates.



The selected door sill is not designed or intended to manage water infiltration. Determining the suitability of these products for use in connection with any building design or design elements (such as appropriate overhangs) and site-specific environmental conditions is the responsibility of the architect, designer, or other building professional. Water infiltration experienced with these products is not a defect and is not covered under the Limited Warranty.

PURCHASE APPROVAL/SIGN OFF

Project Subtotal Net Price: USD	64,027.95
Non-Taxable Labor: USD	6,200.00
0.000% Sales Tax: USD	0.00
Project Total Net Price: USD	70,227.95

I have reviewed all line item quotes in detail and agree that the product specifications and pricing are accurate, and I approve the project for order. I acknowledge that additional charges, tax or Terms and Conditions may apply.

BUYER:

Signature: _____

Title: _____

Date: _____

Unit Availability and Price is Subject to Change



Council Agenda Item Cover

MEETING DATE: October 28, 2019
AGENDA ITEM TITLE: Traffic Engineering On-call Services Agreement Amendment
AGENDA SECTION: Consent Agenda
CAN THIS ITEM BE RESCHEDULED?: Yes

BACKGROUND:

The traffic engineering services assist the city staff with formulating solutions to traffic engineering concerns and conducting technical reviews where the usage of specialized equipment and software is needed. A professional services agreement is hereby discussed to propose the referenced services on an on-call basis (task orders separately approved) or as needed.

The agreement is intended to also cover the review of the I170/Olive Redevelopment Traffic Impact Study, for which task a cost estimate was developed at \$7,800.00 (attachment), by the consulting firm Lochmueller Group.

Lochmueller Group provided the public works department with on-call traffic engineering consulting services in the last fiscal year of 2019 for addressing traffic calming, residential parking permit and other similar requests originated from resident traffic requests and later deliberated at the Traffic Commission. The firm is prequalified by the Missouri Department of Transportation (MoDOT) to provide such services to Local Public Agencies in this region. Lochmueller Group is also currently advising the department on dockless vehicles (scooters) policy development and downtown and expanded areas parking study.

The funding for the traffic engineering consulting services is budgeted under 01-General Fund, 01-40-30-6010 Professional Services account for FY2020.

RECOMMENDATION:

City Manager recommends approval to sign and enter into Amendment No. 1 for the On-Call, Third-Party Traffic Engineering Services Contract with Lochmueller Group for an amount not to exceed \$15,000.00

ATTACHMENTS:

- Proposed Amendment No. 1 – Traffic Engineering Consulting Svcs.
- Copy of Executed On-Call, Third-Party Traffic Engineering Services Contract
- Copy of Fee proposal for Review of Olive&I-170 Traffic Study

AMENDMENT No. 1

THIS AMENDMENT NO. 1 IS MADE AND ENTERED INTO THIS ____ day of _____, 2019, BY AND BETWEEN UNIVERSITY CITY, HEREINAFTER REFERRED TO AS THE "CLIENT" AND LOCHMUELLER GROUP, INC., HEREIN AFTER REFERRED TO AS THE "LOCHMUELLER".

WITNESSETH

WHEREAS, the CLIENT and LOCHMUELLER did on November 24, 2018 enter into an Agreement to provide On-Call, Third-Party Traffic Engineering Services, and

WHEREAS, the CLIENT desires LOCHMUELLER to continue to provide on-call third-party traffic engineering services, and

WHEREAS, LOCHMUELLER has expressed an interest to continue to provide these services, and

WHEREAS, in order for LOCHMUELLER to provide the additional services, it is necessary to amend the original agreement, and

NOW, THEREFORE, it is agreed by and between both parties that the original agreement be amended as follows:

I. The Fee Arrangement section on page one is amended to read as follows:

Fee Arrangement:

The services associated with each assignment would be performed on either a lump sum or hourly basis, depending on the specificity of the scope of services. The total fees to be paid to LOCHMUELLER under this agreement shall not exceed \$15,000.00, unless an amendment to this agreement increasing the not to exceed amount is executed in writing by both parties.

II. The following is added to the Special Conditions section on page one as follows:

Fees for each assignment following the date of the execution of this Amendment No. 1 will be based upon the attached billing rates (EXHIBIT 1) and would be reflected in the requested proposals. The attached Hourly Rates would be valid thru May 1, 2020.

Except as herein modified, changed and supplemented, all terms of the original Agreement dated November 24, 2018 shall continue in full force and effect.

Offered by: LOCHMUELLER GROUP, INC.

Accepted by: CITY OF UNIVERSITY CITY

Christopher Beard
Director of Traffic Services

Gregory Rose
City Manager

Date

Date



411 North 10th Street, Suite 220, St. Louis, Missouri 63101
 5650 Mexico Road, Suite 2, St. Peters, Missouri 63376

2019 HOURLY RATE SCHEDULE
PROFESSIONAL ENGINEERING AND PLANNING SERVICES

Classification	Hourly Rate
Principal	\$275
Senior Project Manager	\$235
Senior Project Engineer	\$195
Project Engineer IV	\$185
Project Liaison	\$175
Project Engineer III	\$155
Project Engineer II	\$125
Project Engineer I	\$106
Civil Engineering Specialist I	\$100
Senior Transit/NEPA Specialist	\$190
Senior Appraiser	\$185
Right-of-Way Services Specialist	\$150
Planner II.....	\$110
Planner I.....	\$95
Environmental Biologist IV	\$140
Engineering Designer III	\$122
Engineering Designer II	\$105
Engineering Designer I	\$92
Senior Graphic Designer	\$80
Administrative Assistant	\$60
Field Technician	\$55

DIRECT EXPENSES will be charged to the client in addition to the above quoted rates. Mileage will be charged at a rate of .50 per mile. Direct expenses include but are not limited to: mileage, filing fees, testing costs and express mail costs, provided that they are reasonable and necessary for the accomplishment of the work.

These rates may be changed on an annual basis at the discretion of Lochmueller Group, Inc.



August 29, 2018

Mr. Errol Tate
Project Manager
City of University City
6801 Delmar Boulevard
University City, MO 63130

RE: Contract for On-Call, Third-Party Traffic Engineering Services
City of University City
518-0107-OTE

Dear Mr. Tate:

In accordance with your request, I have prepared the following contract for Lochmueller Group to provide **On-Call, Third-Party Traffic Engineering Services** to the City of University City, Missouri. For over 30 years, Lochmueller Group (Lochgroup) has established a reputation in transportation engineering throughout the Midwest. During the last several years, we have emphasized the capabilities of our Traffic Services group in the St. Louis Region, which was formed to provide traffic engineering and transportation planning expertise to public and private clientele.

Our extensive experience with traffic impact studies; parking studies; access evaluations; safety studies; signal design & operations; and other associated services make Lochgroup an excellent resource for On-Call, Third-Party Traffic Engineering services. In fact, we currently have similar arrangements with more than six other municipalities in the region.

The specialists that would be available to the City of University City possess an extensive background in a wide variety of traffic engineering and transportation planning projects with over 100 years of cumulative traffic engineering experience in the region. We have more than 9 traffic engineering team members in St. Louis and we maintain sufficient staff in other engineering disciplines to act as a resource, if required.

In addition to myself, with over 8 years of experience in traffic engineering, Lochgroup would provide access to any combination of the following personnel:

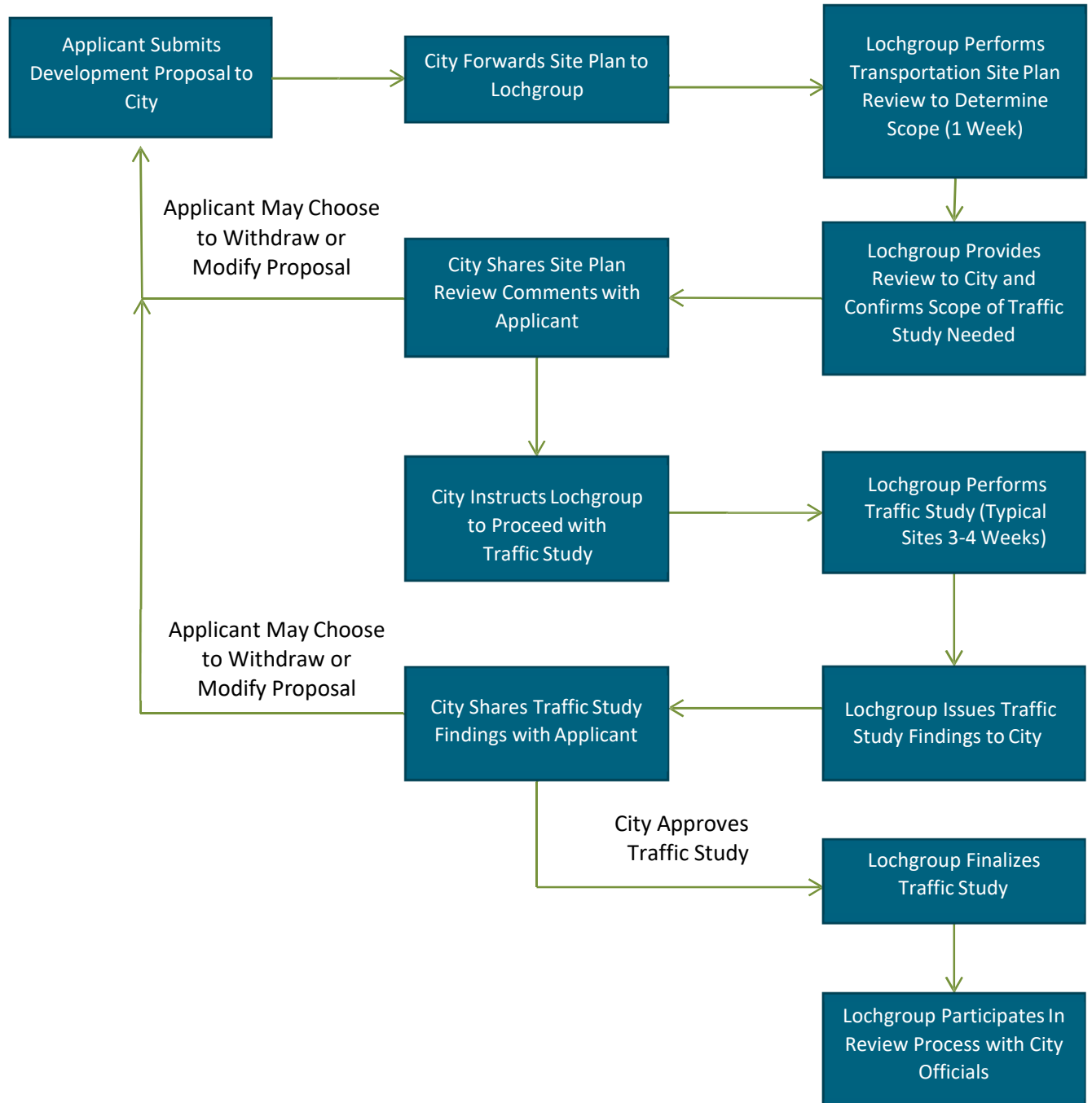
- Mr. Chris Beard, PE, PTOE, Director of Traffic Engineering – 15 years' experience
- Ms. Cheryl Sharp, PE, PTOE, Project Manager – 16 years' experience
- Mr. Scott Smith, PE, Associate – 23 years' experience
- Mr. Doug Shatto, PE, PTOE, Principal – 33 years' experience
- Ms. Julie Nolfo, PE, PTOE, Project Liason – 23 years' experience
- Mr. Dustin Riechmann, PE, PTOE – 17 years' experience
- Mr. Nate Nohren, PE, PTOE, Project Manager – 15 years' experience
- Mr. Tyson King, PE, PTOE, Project Manager – 15 years' experience
- Mr. Kathryn Shackelford, AICP, Transportation Planner – 6 years' experience

411 North 10th Street, Suite 200
St. Louis, Missouri 63101
PHONE: 314.621.3395



The services provided would primarily consist of (but would not be limited to) preparing traffic impact and/or parking studies for new development proposals; providing peer review of studies performed by others; policy development; traffic signal design and review; roadway safety audits; speed studies; generating transportation studies in support of planning efforts; and/or performing traffic engineering studies for the Department of Public Works and Parks. This work would be provided under contract with the City of University City, with the understanding that some, if not all, of those costs would be reimbursed by zoning applicants. As such, Lochmueller Group would act as an objective third-party with awareness of the City's planning process and comprehensive planning guidance.

We propose the methodology and timeframes illustrated in the flow chart on the next page as our typical process for assisting City staff with review of site development plans. It should be emphasized that this process is subject to modifications, pending input from the City. Furthermore, we are receptive to working outside the process as needed to quickly respond to staff questions and expedited applications. We recognize that there is not a "one size fits all" for every submittal; our focus is responding to your needs with the best possible service and product.



Resolution of Conflicts of Interest

It should be noted that our team regularly works with a variety of clientele, including the Missouri Department of Transportation, St. Louis County, several St. Louis County municipalities and a number of private clients in the medical, education, retail and land development industries. In those cases in which an applicant to the City of University City has an existing business relationship with Lochgroup, it is recognized that there may be a real or perceived conflict of interest that could preclude a prospective assignment on behalf of the City.

Therefore, we propose the following protocol for addressing and resolving those conflicts before accepting assignments under this agreement:

- If contacted by a prospective applicant, Lochgroup would inform that person that we have an on-call status with the City that dictates that we notify staff before investigating and/or accepting any potential assignments.
- If contacted by the City staff regarding any potential assignments, Lochgroup will declare if we have any prior or existing business relationships with the applicant or the proposed use.
- In both cases, staff would have the purview of determining if the business relationship or prior contact would represent a conflict of interest with the City's third-party consulting role.
 - If a conflict is identified, Lochgroup would be precluded from accepting the assignment on behalf of the City as its third-party consultant.
 - If no conflict is identified, Lochgroup may accept the assignment on behalf of the City.
- Applicants to the City will have the option of utilizing the City's third-party consultant to perform any evaluations required by the City. The applicant would be responsible for the cost of those services.
 - The third-party consultant would prepare a proposal with a scope of services and fee for submittal to the City staff and the applicant. The applicant would submit an escrow check to the City in the amount of those services and the consultant would be reimbursed by the City upon completion of the scope.
- Applicants may opt to utilize the services of another consultant rather than one designated by City. In those cases, the City staff may require the performance of a peer review by one of their third-party consultants at the expense of the applicant.
- If no conflict of interest is identified, Lochgroup may be assigned the evaluation on behalf of the City OR the peer review, depending on the applicant's election and staff's direction.

Fees

The services associated with each assignment would be performed on either a lump sum or hourly basis, depending on the specificity of the scope of services. Fees for each assignment will be based upon the attached billing rates and would be reflected in the requested proposals. The attached Hourly Rates would be valid thru December 31, 2018. It should be noted that fees could be subject to increase if any additional tasks beyond those specifically described in the scope of services are requested or required. However, no additional work would be performed without your direction or authorization.

Mr. Errol Tate
August 29, 2018
Page 5



Acceptance

If you accept the preceding protocols for arranging services, Lochgroup would be prepared to enter into a Memorandum of Understanding (MOU) describing the on-call third-party services. The MOU would have a one-year term with the option to renew.

Lochgroup's (and our staffs') relationship with the City of University City is important to us and we appreciate the opportunity to further this association. We welcome any questions you may have by contacting me at (314) 749-0573 or via e-mail at kschaefer@lochgroup.com. We look forward to working with you.

Sincerely,
Lochmueller Group

A handwritten signature in black ink that reads "Kelly Schaefer".

Kelly Schaefer, P.E., PTOE
Project Manager

cc Mr. Chris Beard, Director of Traffic Engineering Services



411 North 10th Street, Suite 220, St. Louis, Missouri 63101
 5650 Mexico Road, Suite 2, St. Peters, Missouri 63376

2018 HOURLY RATE SCHEDULE PROFESSIONAL ENGINEERING AND PLANNING SERVICES

Classification	Hourly Rate
Principal	\$225
Senior Project Manager	\$220
Senior Project Engineer	\$180
Project Engineer IV/Project Liaison	\$165
Project Engineer III	\$150
Project Engineer II	\$125
Civil Engineering Specialist I	\$95
Senior Transit/NEPA Specialist	\$185
Right-of-Way Services Specialist	\$180
Transportation Planner/GIS Specialist	\$106
Senior Appraiser	\$185
Engineering Designer III	\$90
Engineering Designer II	\$103
Engineering Designer I	\$90
Senior Graphic Designer	\$80
Administrative Assistant	\$55
Field Technician	\$50

TRAVEL TIME for field crews and meeting time will be charged for both directions from door-to-door.

OVERTIME work will be performed only at the direction of the client. All work on field crews, survey crews, drafting or clerical over eight hours per day or work performed on weekends or holidays is considered overtime and will be billed at 1.25 times above quoted rates.

DIRECT EXPENSES will be charged to the client in addition to the above quoted rates. Mileage will be charged at a rate of .50 per mile. Direct expenses include but are not limited to: mileage, filing fees, testing costs and express mail costs, provided that they are reasonable and necessary for the accomplishment of the work.

These rates may be changed on an annual basis at the discretion of Lochmueller Group, Inc.



An Agreement for the Provision of Limited Professional Services

Date: August 28, 2018

Lochmueller Project No: 518-0107-OTE

Client: Mr. Errol Tate
Project Manager
City of University
6801 Delmar Boulevard
University City, MO 63130

Client Project No.:

Project Name/Location:

Contract for On-Call, Third-Party Traffic Engineering Services – City of University City

Scope/Intent and Extent of Services:

The services provided would primarily consist of (but would not be limited to) preparing traffic impact and/or parking studies for new development proposals; providing peer review of studies performed by others; policy development; traffic signal design and review; roadway safety audits; speed studies; generating transportation studies in support of planning efforts; and/or performing traffic engineering studies for the Department of Public Works and Parks. This work would be provided under contract with the City of University City, with the understanding that some, if not all, of those costs would be reimbursed by zoning applicants. As such, Lochmueller Group would act as an objective third-party with awareness of the City's planning process and comprehensive planning guidance.

Fee Arrangement:

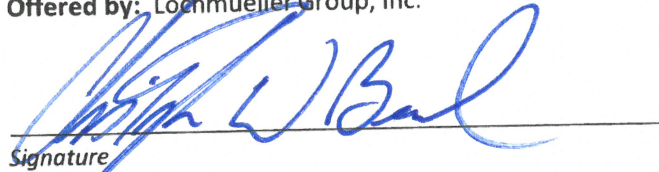
The services associated with each assignment would be performed on either a lump sum or hourly basis, depending on the specificity of the scope of services.

Special Conditions:

Fees for each assignment will be based upon the attached billing rates and would be reflected in the requested proposals. The attached Hourly Rates would be valid thru May 1, 2019 (two-year period).

THIS AGREEMENT IS SUBJECT TO THE TERMS AND CONDITIONS ON THE FOLLOWING PAGE HEREOF. PLEASE REVIEW THEM CAREFULLY.

Offered by: Lochmueller Group, Inc.



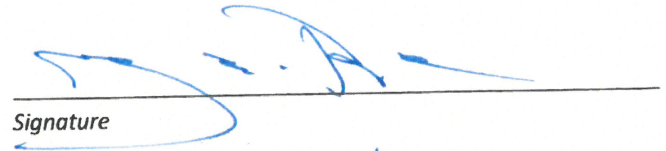
Signature

CHRISTOPHER BEARD - DIRECTOR TRAFFIC
~~Scott J Smith, PE, Branch Manager - Missouri Region~~

Printed Name and Title

10/24/18
Date

Accepted by:



Signature

Gregory Rose, City Manager

Printed Name and Title

10/18/18
Date

TERMS AND CONDITIONS

Lochmueller Group, Inc. (*Lochmueller*) shall perform the services outlined in this agreement for the stated fee arrangement.

Access To Site:

Unless otherwise stated, **LOCHMUELLER** will have access to the site for activities necessary for the performance of the services. **LOCHMUELLER** will take precautions to minimize damage due to these activities, but has not included in the fee the cost of restoration of any resulting damage.

Dispute Resolution:

Any claims or disputes made during design, construction or post-construction between the Client and **LOCHMUELLER** shall be submitted to non-binding mediation. Client and **LOCHMUELLER** agree to include a similar mediation agreement with all contractors, subcontractors, subconsultants, suppliers and fabricators, thereby providing for mediation as the primary method for dispute resolution between all parties. Should client and **LOCHMUELLER** fail to resolve their dispute by mediation, they agree that jurisdiction for any litigation concerning such dispute shall be in a federal or state court situated in Vanderburgh County, Indiana, subject to applicable law.

Billings/Payments:

Invoices for **LOCHMUELLER's** services shall be submitted, at **LOCHMUELLER's** option, either upon completion of such services or on a monthly basis. Invoices shall be payable within 30 days after the invoice date. If the invoice is not paid within 30 days, **LOCHMUELLER** may, without waiving any claim or right against the Client, and without liability whatsoever to the Client, terminate the performance of the service.

Late Payments:

Accounts unpaid 45 days after the invoice date may be subject to a monthly service charge of 1.0% on the then unpaid balance. In the event any portion or all of an account remains unpaid 90 days after billing, the Client shall pay all costs of collection, including attorney's fees and all court costs.

Certifications:

Guarantees and Warranties: **LOCHMUELLER** shall not be required to execute any document that would result in its certifying, guaranteeing or warranting the existence of conditions whose existence **LOCHMUELLER** cannot ascertain. Any opinions or probable project costs or construction costs rendered by **LOCHMUELLER** represent its best judgment and are furnished for general guidance only. **LOCHMUELLER** makes no warranty, either express or implied, as to the accuracy of such opinions as compared to bid or actual costs. **LOCHMUELLER** warrants only that it will use that degree of care and skill ordinarily exercised under similar conditions by the engineering profession practicing in the same or similar locality. No other warranty, express or implied, is made or intended by this Agreement.

Responsibility for Claims:

In recognition of the relative risks, rewards and benefits of the project to both the Client and **LOCHMUELLER**, the risks have been allocated such that the Client agrees that, to the fullest extent permitted by law, **LOCHMUELLER's** total liability to the Client for any and all injuries, claims, losses, expenses, damages or claim expenses arising out of this agreement from any cause or causes, shall not exceed the amount of **LOCHMUELLER's** total compensation for services paid and received by **LOCHMUELLER** under this agreement. Such causes include, but are not limited to **LOCHMUELLER's** negligence, errors, omissions, or breach of contract. **LOCHMUELLER** shall not be responsible for the means, methods and techniques of the construction contractor in the prosecution of its work nor for the construction contractor(s)' and their subcontractors' safety programs, training or compliance with safety requirements of any federal or state agency.

Subcontractors:

If **LOCHMUELLER** has been asked by the Client to subcontract certain geotechnical, architectural, survey or laboratory testing services on behalf of the Client, **LOCHMUELLER** agrees to do so only as an accommodation to the Client and in reliance upon the Client's assurance that the Client will make no claim to bring any action at law or in equity against **LOCHMUELLER** as a result of this subcontracted service. The Client understands that **LOCHMUELLER** is neither trained nor knowledgeable in the procedures or results of the subcontractor's services and the Client shall not rely upon **LOCHMUELLER** to check the quality or accuracy of their services. In addition, the Client agrees to the fullest extent permitted by law to indemnify and hold **LOCHMUELLER** harmless from any damage, liability or cost (including attorneys' fees and costs of defense) arising from the services performed by this subcontractor except only those damages, liabilities or costs caused by the sole negligence or willful misconduct of **LOCHMUELLER**.

Termination of Services:

This agreement may be terminated by the Client or **LOCHMUELLER** should the other fail to perform its obligations hereunder. In the event of termination, the Client shall pay **LOCHMUELLER** for all services rendered to the date of termination, all reimbursable expenses, and reimbursable termination expenses.

Ownership of Documents:

All reports, drawings, specifications, computer files, field data, notes and other documents and instruments prepare by **LOCHMUELLER** as instruments of service shall remain the property of **LOCHMUELLER**. **LOCHMUELLER** shall retain all common law, statutory and other reserved rights, including, without limitation, the copyrights thereto.



October 3, 2019

Mr. Errol Tate
Senior Project Manger
City of University City
6801 Delmar Boulevard
University City, MO 63130

RE: Proposal for Peer Review of Olive & I-170 Traffic Study
University City, Missouri
Lochmueller Group Project No. 519-0124-00P

Dear Mr. Tate:

We are pleased to submit the following proposal for traffic engineering services regarding the proposed mixed-use development located in the northeast and southeast quadrants of Olive Boulevard & I-170 interchange in University City. We understand that the task is to peer review the traffic impact study prepared by CBB that supports the future development.

The primary purpose of this review would be to evaluate the July 31, 2019 study's methods, data, and findings in order to provide comments on their conclusions while also trying to identify any relevant omissions or exclusions. We would be prepared to present our findings at one public meeting of the Traffic Commission, Plan Commission, or the City Council.

We would focus on the impacts that the proposed development is likely to have on the surrounding streets. To that end, we would inspect the site, comment on the scope of services performed by CBB, and provide a review of the proposed development plan and the associated traffic impact study. We would provide a summary memorandum of our review.

Scope of Services

1. Meet with you to discuss the proposed development and the City's concerns and to inspect the site. Obtain information from you including, but not limited to, CBB's traffic impact study, electronic Synchro files, a copy of the concept plan for the proposed development and applicable City Codes pertaining to traffic impacts (minimum levels of service, allowable reductions in levels of service or vehicular delay, etc.).
2. Review the development plan submitted by the developer with regards to the access arrangements, parking configurations and traffic patterns being proposed.
3. Review CBB's traffic impact study and Synchro analysis files and offer comments on the method, data, and findings. Specifically comment on:
 - a. Whether the study considered impact to University City-owned streets;
 - b. Were pedestrian/bicycle transportation or public transportation been considered; and



- c. Modeling assumptions, methods, and impacts to make sure they abide by City Code, as necessary.
4. Based on the above, summarize our findings in a memorandum that would be suitable for submission to the Traffic Commission, Plan Commission and/or the Board of Alderman.
5. Be prepared to attend one (1) meeting of the Traffic Commission, Plan Commission or City Council to discuss our findings.

Fees

The services described above would be performed on a lump sum basis for a fee of \$7,800.00. This fee would be subject to increase if any tasks in addition to those specifically listed above, including but not limited to the performance of more detailed evaluation or the accrual of additional meeting time.

Exclusions, Extra Costs and/or Supplemental Services

It should be noted that this proposal does not include data collection, supplemental meeting time, geometric evaluations, and development of Synchro analysis files or parking counts. If needed, any supplemental services, including but not limited to attendance at additional meetings not explicitly identified above, would be performed as an extra cost on a time and materials basis in accordance with the attached billing rates unless they are addressed by a separate proposal. However, no additional work would be performed without your direction or authorization. If requested, proposals for supplemental services would be provided.

Acceptance

If you accept the scope and fee noted above, please sign and return the attached Agreement for Limited Professional Services for final execution. We will return a fully executed copy for your files.

If you have any questions or comments concerning this proposal, don't hesitate to contact me at 314-621-3395.

Sincerely,

A handwritten signature in black ink that reads "Julie Nolfo".

Julie Nolfo, PE, PTOE
Project Liaison

cc Mr. Chris Beard, Director of Traffic Engineering & Planning



2019 HOURLY RATE SCHEDULE PROFESSIONAL ENGINEERING AND PLANNING SERVICES

Classification	Hourly Rate
Principal	\$275
Senior Project Manager	\$235
Senior Project Engineer	\$195
Project Engineer IV.....	\$185
Project Liaison.....	\$175
Project Engineer III.....	\$155
Project Engineer II.....	\$125
Civil Engineering Specialist I.....	\$100
Senior Transit/NEPA Specialist.....	\$190
Senior Appraiser	\$185
Right-of-Way Services Specialist.....	\$150
Planner II.....	\$110
Planner I.....	\$95
Engineering Designer III	\$122
Engineering Designer II	\$105
Engineering Designer I	\$92
Senior Graphic Designer	\$80
Administrative Assistant	\$60
Field Technician	\$55

DIRECT EXPENSES will be charged to the client in addition to the above quoted rates. Mileage will be charged at a rate of .50 per mile. Direct expenses include but are not limited to: mileage, filing fees, testing costs and express mail costs, provided that they are reasonable and necessary for the accomplishment of the work.

These rates may be changed on an annual basis at the discretion of Lochmueller Group, Inc.



An Agreement for the Provision of Limited Professional Services

Date: October 3, 2019

Lochmueller Project No: 519-0124-00P

Client: Mr. Errol Tate
Senior Project Manager
City of University
6801 Delmar Boulevard
University City, MO 63130

Client Project No.:

Project Name/Location:

Olive & I-170 Traffic Study Peer Review / City of University City

Scope/Intent and Extent of Services:

Lochmueller Group would perform a peer review of a traffic study prepared for the proposed mixed-use development located on the northeast and southeast quadrants of the Olive Boulevard and I-170 interchange in University City. The purpose would be to review and offer comments on the method, data, and findings of that study.

Fee Arrangement:

The services described above would be performed on a time and materials basis for a total fee of \$7,800.00.

Special Conditions:

Supplemental services would be performed on a time and materials basis using the attached rates unless they are addressed by a separate proposal. However, no additional work would be performed without your direction or authorization.

THIS AGREEMENT IS SUBJECT TO THE TERMS AND CONDITIONS ON THE FOLLOWING PAGE HEREOF. PLEASE REVIEW THEM CAREFULLY.

Offered by: Lochmueller Group, Inc.

Accepted by:

Signature

Signature

Christopher Beard, Director of Traffic

Printed Name and Title

Printed Name and Title

Date

Date

TERMS AND CONDITIONS

Lochmueller Group, Inc. (*Lochmueller*) shall perform the services outlined in this agreement for the stated fee arrangement.

Access To Site:

Unless otherwise stated, **LOCHMUELLER** will have access to the site for activities necessary for the performance of the services. **LOCHMUELLER** will take precautions to minimize damage due to these activities, but has not included in the fee the cost of restoration of any resulting damage.

Dispute Resolution:

Any claims or disputes made during design, construction or post-construction between the Client and **LOCHMUELLER** shall be submitted to non-binding mediation. Client and **LOCHMUELLER** agree to include a similar mediation agreement with all contractors, subcontractors, subconsultants, suppliers and fabricators, thereby providing for mediation as the primary method for dispute resolution between all parties. Should client and **LOCHMUELLER** fail to resolve their dispute by mediation, they agree that jurisdiction for any litigation concerning such dispute shall be in a federal or state court situated in Vanderburgh County, Indiana, subject to applicable law.

Billings/Payments:

Invoices for **LOCHMUELLER's** services shall be submitted, at **LOCHMUELLER's** option, either upon completion of such services or on a monthly basis. Invoices shall be payable within 30 days after the invoice date. If the invoice is not paid within 30 days, **LOCHMUELLER** may, without waiving any claim or right against the Client, and without liability whatsoever to the Client, terminate the performance of the service.

Late Payments:

Accounts unpaid 45 days after the invoice date may be subject to a monthly service charge of 1.0% on the then unpaid balance. In the event any portion or all of an account remains unpaid 90 days after billing, the Client shall pay all costs of collection, including attorney's fees and all court costs.

Certifications:

Guarantees and Warranties: **LOCHMUELLER** shall not be required to execute any document that would result in its certifying, guaranteeing or warranting the existence of conditions whose existence **LOCHMUELLER** cannot ascertain. Any opinions or probable project costs or construction costs rendered by **LOCHMUELLER** represent its best judgment and are furnished for general guidance only. **LOCHMUELLER** makes no warranty, either express or implied, as to the accuracy of such opinions as compared to bid or actual costs. **LOCHMUELLER** warrants only that it will use that degree of care and skill ordinarily exercised under similar conditions by the engineering profession practicing in the same or similar locality. No other warranty, express or implied, is made or intended by this Agreement.

Responsibility for Claims:

In recognition of the relative risks, rewards and benefits of the project to both the Client and **LOCHMUELLER**, the risks have been allocated such that the Client agrees that, to the fullest extent permitted by law, **LOCHMUELLER's** total liability to the Client for any and all injuries, claims, losses, expenses, damages or claim expenses arising out of this agreement from any cause or causes, shall not exceed the amount of **LOCHMUELLER's** total compensation for services paid and received by **LOCHMUELLER** under this agreement. Such causes include, but are not limited to **LOCHMUELLER's** negligence, errors, omissions, or breach of contract. **LOCHMUELLER** shall not be responsible for the means, methods and techniques of the construction contractor in the prosecution of its work nor for the construction contractor(s)' and their subcontractors' safety programs, training or compliance with safety requirements of any federal or state agency.

Subcontractors:

If **LOCHMUELLER** has been asked by the Client to subcontract certain geotechnical, architectural, survey or laboratory testing services on behalf of the Client, **LOCHMUELLER** agrees to do so only as an accommodation to the Client and in reliance upon the Client's assurance that the Client will make no claim to bring any action at law or in equity against **LOCHMUELLER** as a result of this subcontracted service. The Client understands that **LOCHMUELLER** is neither trained nor knowledgeable in the procedures or results of the subcontractor's services and the Client shall not rely upon **LOCHMUELLER** to check the quality or accuracy of their services. In addition, the Client agrees to the fullest extent permitted by law to indemnify and hold **LOCHMUELLER** harmless from any damage, liability or cost (including attorneys' fees and costs of defense) arising from the services performed by this subcontractor except only those damages, liabilities or costs caused by the sole negligence or willful misconduct of **LOCHMUELLER**.

Termination of Services:

This agreement may be terminated by the Client or **LOCHMUELLER** should the other fail to perform its obligations hereunder. In the event of termination, the Client shall pay **LOCHMUELLER** for all services rendered to the date of termination, all reimbursable expenses, and reimbursable termination expenses.

Ownership of Documents:

All reports, drawings, specifications, computer files, field data, notes and other documents and instruments prepare by **LOCHMUELLER** as instruments of service shall remain the property of **LOCHMUELLER**. **LOCHMUELLER** shall retain all common law, statutory and other reserved rights, including, without limitation, the copyrights thereto.



Council Agenda Item Cover

MEETING DATE: October 28, 2019

AGENDA ITEM TITLE: Professional Services Agreement with The i5 Group for an Economic Development Strategic Plan

AGENDA SECTION: Consent

CAN THIS ITEM BE RESCHEDULED? : Yes

BACKGROUND REVIEW:

At the October 14 City Council meeting, Councilmembers approved the selection of The i5 Group to perform the work necessary to create an Economic Development Strategic Plan in an amount not-to-exceed \$103,000. Since that time, the contract has been finalized to outline the scope of work and project schedule.

RECOMMENDATION:

The City Manager recommends approving the contract with The i5 Group in an amount not-to-exceed \$103,960.

ATTACHMENTS:

- Professional Services Agreement with The i5 Group

PROFESSIONAL SERVICES AGREEMENT

University City Economic Development Strategy

Provisions Date

This Agreement is made as of October 28, 2019 between the City of University City (“the Owner”) with its principal address of 6801 Delmar Boulevard, University City, MO 63130 and The i5Group LLC, a limited liability company, (“The i5Group” or “Service Provider”) with its principal address of 4818 Washington Blvd, Suite 203, St. Louis, MO 63108 for the provision of professional services as provided herein and referred to as the “Project”. The i5Group contract number is 20190194.

Scope and Compensation

Section 1 – Scope of Work

See Attachment A

Section 2 – Schedule of Services

The schedule for the performance of the Professional Services under this Agreement is provided as Attachment B and is subject to the provisions of this Agreement. The project schedule will be (12) months upon execution of this Agreement, exclusive of review time by the Owner. The schedule may be extended or modified if mutually agreed by Owner and Service Provider in writing. The Service Provider will commence work within two (2) weeks after receiving notice to proceed from the Owner.

Section 3 – Compensation

Compensation for Professional Service and Reimbursable Expenses performed under this Agreement shall be a sum not to exceed **\$103,960**, unless previously agreed to in writing by the Owner. Supplemental services, when requested in writing by the Owner, shall be compensated on an agreed-to hourly basis or on the basis of a negotiated fee provided in an amendment to this Agreement. Supplement services are requests by the Owner of the Service Provider that are beyond the Scope of Work. Service Provider reserves the right to shift estimated amounts per Task, Personnel, and Expenses as long as the total contract amount is not exceeded.

Section 4 – Payments

1. Service Provider will invoice the Owner on a monthly basis. Monthly payments to the Service Provider shall be based on (1) the percentage of the Scope of Services completed and shall include payment, if applicable for (2) Supplemental Services performed, and (3) Reimbursable Expenses incurred. Payments for work satisfactory completed will be made to the Service Provider upon receipt of an invoice to the Owner. Invoices shall note the percentage of the scope of services that is completed for the monthly billing period.

2. If the Owner disputes all or any portion of any statement from the Service Provider for Professional Service or Reimbursable Expenses, the Owner shall notify the Service Provider in writing within seven (7) days of receipt of the disputed statement, describing the nature of the dispute and including a reasonably detailed explanation of the reason for the dispute.
3. Payments are due and payable thirty (30) days from the date of the Service Provider's invoice. Invoiced amounts unpaid sixty (60) days after the invoice date shall be deemed overdue. Pursuant to this Agreement, overdue payments may be grounds for suspension of services or termination of this Agreement.

Section 5 – Owners Right to Withhold Payment

Nothing in this Agreement shall prevent the Owner from withholding payment or final payment from the Service Provider. Reasons for withholding payment or final payment shall include, but not be limited to, the following: unsatisfactory job progress; disputed work; failure to comply with any material provision of the Agreement; third party claims filed or reasonable evidence that a claim will be filed; failure to make timely payments for sub-contractor labor; or reasonable evidence that a sub-contractor cannot be fully compensated under its contract with the Service Provider for the unpaid balance of the contract sum.

Section 6 – Subletting, Assignment or Transfer

No portion of the work covered by this Agreement, except as provided herein, shall be sublet or transferred without the written consent of the Owner. The subletting of the work shall in no way relieve the Service Provider of his primary responsibility for the quality and performance of the project.

Section 7 – Decisions under this Agreement

The Owner will reasonably determine the acceptability of work performed under this Agreement, and will reasonably decide all questions which may arise concerning the engagement. The Owner's decisions shall be final and conclusive.

Professional Services

Section 8 – Standard of Care

The Professional Services shall be performed with care and diligence in accordance with the professional standards applicable at the time and in the location of the Project and appropriate for a project of the nature and scope of this Project.

Section 9 – Coordination

The Service Provider shall coordinate the services of its sub-consultants, and shall cooperate with the Owner’s representatives in the best interest of the project.

Section 10 – Representations

The Service Provider represents that he and his sub-consultants have and shall maintain throughout the performance of the Professional Services under this Agreement the requisite licenses, registrations, commercial and professional liability insurance, and/or certifications required for the performance of these Services in the jurisdiction in which the Project is located.

Owner’s Responsibilities

Section 11 – Owner’s Representative

The Owner shall designate a representative with authority to act on the Owner’s behalf with regard to the Project.

Section 12 – Approvals

Owner’s decisions, approvals, reviews and responses shall be communicated to the Service Provider in a timely manner so as not to delay the performance of the Professional Services. Comments from the Owner’s Representative shall be a consolidation of all comments of interested user groups or entities to provide clear direction to the Service Provider and to avoid delays.

Section 13 – Notice of Nonconformance

If the Owner observes or becomes aware of any errors or omissions or inconsistencies in any documents provided by the Service Provider or any fault or defect in the Project, the Owner shall give written notice thereof to the Service Provider within seven (7) days of observation.

Section 14 – Project Permit and Review Fees

The Owner shall provide all reviews and permits as required internally by the Owner, unless otherwise stated in Scope of Services.

Document Ownership

Section 15 – Document Ownership

The Service Provider shall be deemed the author and owner of all deliverables provided to the Owner, including but not limited to plans, drawings, displays, graphic art, photographs, and other images and devices in any medium, including electronic data or files, which are developed, created, or derived pursuant to this Agreement by the Service Provider (collectively, the “Materials”).

Subject to payment by the Owner of all Compensation and Reimbursable Expenses owed to the Service Provider, Materials shall be delivered to the Owner. All such information produced under this Agreement shall be available at any time for use by the Owner without restriction or limitation on its use. If the Owner incorporates any portion of the Materials into a project other than that for which it was performed or makes an unauthorized modification of the Materials, the Owner shall save the Service Provider from any claims and liabilities resulting from such use, to the extent permitted by law.

Suspension or Termination of Agreement

Section 16 – Owner’s Right to Suspend or Terminate Services

The Owner may, without being in breach hereof, suspend or terminate the Service Provider’s services under this Agreement, or any part of them, for cause or for the convenience of the Owner, upon giving the Service Provider fifteen (15) days’ prior written notice of the effective date thereof. The Service Provider shall not accelerate performance of services during the fifteen (15) day period without the express written request of the Owner.

Section 17 – Owner Suspension or Termination for Convenience

Should the Agreement be suspended or terminated for the convenience of the Owner, the Owner will pay to the Service Provider the percentage of the Scope of Services completed for the monthly invoice billing period as of the date the Service Provider receives notice of suspension or termination. Owner shall also pay Service Provider the reimbursable expenses incurred for the month until such time as the Service Provider receives notice of suspension or termination. The Owner shall also pay the Service Provider reasonable costs incurred by the Service Provider in suspending or terminating the services.

The payment will make no other allowances for damages or anticipated fees or profits. In the event of a suspension of the services, the Service Provider’s compensation and schedule for performance of services hereunder shall be equitably adjusted upon resumption of performance of the services.

Section 18 – Service Provider Liability

The Service Provider shall remain liable to the Owner for any claims or damages occasioned by any failure, default, or negligent errors and/or omission in carrying out the provisions of this Agreement during its life, including those giving rise to a termination for non-performance or breach by the Service Provider. This liability shall survive and shall not be waived, or estopped by final payment under this Agreement.

Section 19 – Service Provider Right to Suspend or Terminate

Upon the occurrence of any of the following events, the Service Provider may suspend performance hereunder by giving the Owner thirty (30) days written notice and may continue such suspension until the condition is satisfactorily remedied by the Owner. In the event the condition is not remedied within sixty (60) days of the Service Provider’s original notice, the Service Provider may terminate this agreement.

1. Receipt of written notice from the Owner that funds are no longer available to continue performance.
2. The Owner’s persistent failure to make payment to the Service Provider in a timely manner. Persistent failure is defined as two or more late payments as defined under Section 4.
3. Any material breach to the Agreement by the Owner.

Insurance

Section 20 – Service Provider to Maintain Insurance

The Service Provider shall maintain commercial general liability, automobile liability, and worker’s compensation and employer’s liability insurance in full force and effect to protect the Service Provider for claims under Worker’s Compensation Acts, claims for damages for personal injury or death, and for damages to property arising from the negligent acts, errors, or omissions of the Service Provider and its employees, agents and sub-consultants in the performance of the services covered by this Agreement, including without limitation, risks insured against in commercial general liability policies.

The Service Provider shall also maintain professional liability insurance to protect the Service Provider against the negligent acts, errors, or omissions of the Service Provider and those for whom it is legally responsible, arising out of the performance of professional services under this Agreement.

The Service Provider insurance coverage shall be for not less than the following limits of liability:

1. Commercial General Liability: \$1,000,000 per person up to \$2,000,000 per occurrence;
2. Professional (“Errors and Omissions”) Liability: \$1,000,000 each claim and in annual aggregate.

The Service Provider shall, upon request at any time, provide the Owner with certificates of insurance evidencing the Service Provider commercial general or professional liability policies and evidencing that they and all other required insurance are in effect as to the services under this Agreement.

Any insurance policy required as specified in Section 20 shall be written by a company which is incorporated in the United States of America or is based in the United States of America.

Indemnification

Section 21 – Indemnification

To the extent required by law, each Party agrees to indemnify and hold each of the other Parties, their officers, employees and agents, harmless and defend each of the other Parties from and against any and all damages, actions, losses, claims, liabilities or expenses (including reasonable attorneys' fees) arising out of or connected with the negligence or willful misconduct of the Indemnitor or a breach of this Agreement by the Indemnitor.

Other Terms and Conditions

Section 22 – Compliance with Laws

The Service Provider shall comply with all federal, state, and local laws, ordinances, and regulations applicable to the project, including Title VII of the Civil Rights Act of 1964 and non-discrimination clauses incorporated herein, and shall procure all licenses and permits necessary for the fulfillment of obligations under this contract.

Section 23 – Force Majeure

Either Party, as applicable, shall be relieved of its obligations hereunder in the event and to the extent that performance hereunder is delayed or prevented by any cause beyond its control and not caused by the Party claiming relief hereunder, including, without limitation, acts of God, public enemies, war, insurrection, acts or orders of governmental authorities, fire, flood, explosion, or the recovery from such cause ("Force Majeure"). The Parties agree to make all reasonable efforts to mitigate the delays and damages of Force Majeure.

Section 24 – Notices

Notices required pursuant to this Agreement shall be sufficient if delivered personally or by registered or certified mail, return receipt requested, at these address:

Owner
Gregory Rose
City Manager
6801 Delmar Boulevard
University City, MO 63130

Service Provider
The i5Group LLC
4818 Washington Blvd. Suite 203
St. Louis, MO 63108

Section 25 – Severability

If any term or provision of this Agreement shall be found to be invalid or unenforceable, the remaining provisions shall, to the fullest extent permitted by law, remain in full force and effect.

Section 26 – Governing Law

This Agreement shall be governed by the law of the State of Missouri.

Section 27 – Complete Agreement

This Agreement represents the entire understanding between the Owner and the Service Provider and supersedes all prior negotiations, representations, or agreements, whether written or oral with respect to its subject matter. This Agreement only may be amended in writing signed by both the Owner and the Service Provider.

Attachments

Attachment A - Scope of Services

Attachment B - Project Schedule

FOR: THE i5GROUP LLC

BY: _____
Stephen Ibendahl; Principal, The i5Group LLC **DATE**

FOR: OWNER

BY: _____
DATE

ATTEST:

BY: _____

ATTACHMENT A

SCOPE OF SERVICES

Task 1. Assessment, Benchmarking & Evaluation

The i5Group Team will conduct an economic analysis of the City of University City and its economic relationship to the surrounding Metropolitan Statistical Area (MSA). The purpose of this analysis will be to help the City of University City to better understand its economy in the context of the larger metro area in order to identify unique opportunities for economic development, to recommend how to best position municipal resources for the future, and to suggest potential regional synergies for economic growth and diversification.

The i5Group Team will review relevant previous economic studies, reports and other related information provided by the City of University City to ensure that the Economic Development Strategy builds upon and coordinates with other economic development research. To a reasonable degree, City staff will make available local data requested by the i5Group Team. The City will also provide information regarding its current economic development programs, staffing and budget, as well as provide relevant information about its local economic development partners. Historical parcel data (from the City or St. Louis County) with appraised values will be particularly useful to identify economic nodes in the City. The assessment, benchmarking and evaluation portion will include:

Demographic Analysis

A detailed demographic profile of the City, based on available data, considering such factors as population, household income, wealth and credit levels, impacts of poverty, education levels, property values and trends in property ownership, skills gaps, joblessness, underemployment, and race for up to the past ten years.

Local (City) Economic Assessment

A detailed analysis of the City of University City's economic base, including:

- Large Tier: Overview of the City's economy and the drivers responsible for the majority of the economic activity in the City including, at minimum: the private employers with the largest number of employees in the City; largest government employers in the City; industries that are employing the most people within the City; employers that employ the most City residents, to the extent made available to the City or the i5Group Team; businesses that produce the most sales tax revenue for the City; businesses that produce the most earnings tax revenue for the City; and identifying sectors of the economy that produce the most employment and generate the most tax revenues to the City.
- Small Tier: Overview of the micro-enterprise, small business and gig economy components of economic activity within the City.
- Analysis of economic trends to determine their impact on University City's future economic advantages and challenges.
- Identification of University City's position within the greater state, MSA, and region, how the shared economies interact, and how each business sector contributes to the local economy.

- Strength/Weakness/Opportunity/Threat (SWOT) analysis to identify major strengths, weaknesses, opportunities and threats in the market, particularly as they compare to similar, competitive (or emerging competitive) markets, and identification/evaluation of exposure to systemic risks.

Economic Development Ecosystem

Evaluation of relevant existing reports, initiatives and resources to ensure that the Strategic Plan's recommendations are properly informed, including:

- Existing reports and relevant recommendations (i.e., Comprehensive Plan)
- Current Community Development initiatives (i.e., opportunities to leverage Opportunity Zones, etc.)
- Existing data and data infrastructure (i.e., universities, Regional Data Alliance)
- Existing resources to be leveraged (i.e., state, federal, philanthropic)

Internal Assessment - Review of City The i5Group Team will review internal operations as they pertain to economic development activities and goals, including:

- Programs
- Policies, practices, procedures
- Staffing

Task 1 Deliverables:

- *Assessment, Benchmarking, and Evaluation to be part of deliverable under Task 2.*

Task 2. Market & Industry Cluster Analysis

The Industry Cluster Analysis portion of the Economic Development Strategy will identify economic sectors in which the City of University City currently is or is capable of becoming competitive at the regional level, as follows:

Industry Segment Analysis

The i5Group Team will identify industries three-digit North American Industry Classification System (NAICS) in the City that are:

- Dominant and expected to grow.
- Dominant but waning due to industry/economic/technological or other trends or lack of infrastructure.
- Emerging and a good match; expected to grow.
- Currently non-existent but for which a good match exists.

Market Assessment

The i5Group Team will conduct a market assessment that will:

- Analyze global trends, drivers and risks affecting existing industry clusters.
- Identify key occupations where University City has a competitive advantage against other parts of the region and show how the City can leverage these strengths to grow current industry sub-clusters and/or create new ones.
- Identify risks to maintaining the occupational advantages of University City *vis a vis* evolving technologies, employer requirements, and educational/certification standards.
- Benchmark the top industry sub-clusters with opportunity for growth.

- Identify up to five priority investment opportunities.

As part of Task 6 - Community Engagement, the i5Group Team will interview key industry leaders, entrepreneurs and others to gain insight into challenges and opportunities for the City.

Task 2 Deliverables:

- *Assessment and Market Analysis Report (PDF and 25 Copies)*

Task 3. Neighborhood Economic Nodes (Place-Based Growth Strategy)

University City already has a strong place-based approach to development. The Loop and the numerous neighborhood business clusters have a wonderful sense of scale and place. There is an opportunity to lay the groundwork for the revitalization of neighborhoods which have not yet shared in this growth.

One of the keys to successful neighborhoods in other cities in the region has been growth around main corridors, parks, and transit hubs. The i5Group Team will identify prospects throughout the City for building further economic nodes that can serve as the economic engines for their surrounding neighborhoods.

Node Identification

The i5Group Team will use data and windshield surveys to identify the existing and potential nodes throughout the city which can serve as the economic engines within specific neighborhoods.

The i5Group Team will identify the physical locations within the City where industry cluster targets are growing, and tie the cluster strategy to the neighborhood growth strategy.

Place-Based Growth Strategies

A set of policies, strategies and tactics will be developed that the city should pursue for developing each of the neighborhood profile types. Precedent images and renderings will be utilized to visualize strategies. The scope includes one location for renderings with one to two renderings.

Top prospects will be identified and rated for small to mid-size land assembly sites for quick (within 5 years) redevelopment to aid in the revitalization of distressed neighborhoods. The Owner shall provide parcel data to the consultant.

Task 3 Deliverables:

- *Neighborhood Economic Nodes to be part of deliverables under Task 5.*

Task 4. Recommendations & Best Practices

A strong and resilient local economy requires myriad elements, ranging from a vibrant entrepreneurial culture to dynamic small business growth to ongoing, targeted business recruitment.

In this section of the Economic Development Strategy, the i5Group Team will identify best practices in these and many other areas that are critical to the City's continued economic success. The i5Group Team will provide recommendations based on best practices appropriate to University City's demographic profile, market and cluster analysis, and opportunities for place-based economic growth.

Cluster Industries

The i5Group Team will provide recommendations or framework for a 5-year industry sub-cluster growth strategy and implementation program including opportunities for multiplying those industries with the greatest growth potential, as well as ideas for either sustaining (or making the city more resilient to) foundational industries that are threatened or at great risk of downsizing.

Small Business and Entrepreneurialism

Talent development best practices will be identified, particularly around upskilling of current residents, and the City's role in this type of work. Recommendations for maximizing the City's entrepreneurial & small business ecosystem will be provided, including strategies for recruiting early stage companies and entrepreneurs.

Business and Talent Retention and Expansion

The i5Group Team will identify best practices, such as business retention and expansion strategies and how University City and its partners could pursue these practices in the most efficient manner. Key resident/talent attraction strategies for growing the city's population will be identified.

Incentive Programs

Local incentive programs that will help attract new job growth and/or retain existing job growth in targeted industries will be identified.

Equitable Growth

The i5Group Team will recommend best practices for ensuring that growth and development is equitable in order to attain the maximum reach of the economic benefits that are expected as a result of the successful execution of this plan.

Financial Resiliency

The i5Group Team will identify opportunities that the City of University City can pursue to grow its tax base as efficiently as possible to reach financial sustainability.

Marketing and Messaging

The i5Group Team will assist the City in developing likely messages/campaigns that inform and influence site selection decision makers and consultants to attract targeted industries.

Task 4 Deliverables:

- *Recommendations and Best Practices to be part of deliverables under Task 5.*

Task 5. Implementation

This segment of the Economic Development Strategy will tie together all of the previous elements into a clear set of strategic actions and tasks that the City in collaboration with its partners can implement in order to reach defined goals supporting a resilient and equitable economy in the City of University City.

This strategy will become a “tool kit” adopted by the City as a living/breathing “manifesto” that can be implemented in real time to achieve real, long-term population, business and tax base growth and stability for University City. The implementation section will be based on previous analysis and recommendations, but is expected to include:

Policy Changes

The i5Group Team will identify policy or procedural change recommendations, as needed, for the City to achieve the economic growth and resilience strategy’s goals. As relevant, local policy recommendations will be suggested that support the implementation of the plan.

Economic Development Toolbox

The i5Group Team will recommend needed changes, if any, to the City’s economic development toolbox, including changes to incentive programs (including new incentive or financing tools), or the addition of programs or services to better promote business development.

Economic Development Department

Current Economic Development Department operational capacity, programs and services at the City of University City will be analyzed and recommendations for any structural changes needed within the City’s Economic Development Department, to make it more effective in accomplishing the goals of the strategic plan, will be provided.

Collaboration

The i5Group Team will identify areas in which increased collaboration between the City’s Economic Development Department and other economic development network partners could bring greater economies of scale and help achieve strategic objectives.

Ways that the City and its partners can work together to be more agile in implementation of the Economic Development Strategy will be recommended so that the City can be flexible and adaptable in its implementation.

Metrics

The i5Group Team will create an implementation matrix that includes recommendations as to leaders, partners, and likely timeline and resources (both current and potential funding sources, as applicable). It is important to note that partners may be identified that were not part of this planning process. As part of the City's on-going implementation and outreach, the City will need to continue to outreach to partners.

The i5Group Team will assist the City in identifying metrics for the City to track progress and success of the plan. The City could publicize the metrics and progress on the City's website and other communication tools. As appropriate, a timeline for topline tax revenue growth which could be expected following successful implementation of the economic strategy with commentary about long-term implications will be provided.

Task 5 Deliverables:

- *Draft Economic Development Strategy (PDF and 25 copies)*
- *Final Economic Development Strategy (PDF and 25 copies)*

Task 6. Community Engagement

Stakeholder Meetings

Individual stakeholder meetings are a great early step in the economic development strategy. Stakeholder meetings have multiple benefits. One, the meetings identify early in the process key issues and priorities. The meetings also allow for a more robust and honest dialogue than is often possible in a larger public meeting setting. Second, the meetings also begin to identify "project champions" that can assist in promoting the planning process and the plan itself.

We foresee two series of stakeholder meetings – internal and external meetings. Internal meetings are stakeholders within the City such as major businesses, property owners, and property developers. External stakeholders will include regional economic stakeholders that will help in understanding the regional context of University City in the St. Louis market.

Total individual stakeholder meetings will be 15-20 meetings (internal and external stakeholders). Meetings will be typically 40-45 minutes in length. The i5Group will schedule meetings, in coordination with City staff, with an introductory letter, if needed. Individual notes shall be taken by the i5Group for each meeting, but individual meeting notes will not be part of the deliverable. A summary of stakeholder and focus group meetings will be part of the deliverable.

We expect 3-5 follow-up meetings with stakeholders to discuss the draft economic development strategy.

Steering / Advisory Committee

The i5Group will work with the City to develop a 12-15 person advisory committee. The City shall invite members to participate. The advisory committee should include representatives from city staff, city council, planning commission, and other stakeholders from the City. The City's Economic Development Retail Sales Tax Commission could be the foundation for the committee, with additional members for this special planning process. A 12-15 person advisory committee provides a broad cross section of the community while being manageable in terms of meeting facilitation. The advisory committee is expected to meet approximately every two months for a total of five meetings. The i5Group will prepare an agenda for each steering committee meeting.

Community Meeting

We are proposing one community open house during the planning process. Open houses are a great way to allow residents a chance to come together in a community forum and learn more about the economic development strategy. It is important to allow residents to learn in-depth about the economic development strategy early in the process. Marketing the open house will be the responsibility of the City. Marketing through existing City communications is expected to include the City's newsletter, social media, and website.

The Open House will present the draft economic development strategy plan. The community meeting will be an open house format, with no formal presentation.

Adoption of the Plan

We will coordinate with City staff to present the recommendations of the economic development strategy to the Economic Development Retail Sales Tax Commission and the City Council for review and adoption.

Summary Brochure / "Press Kit"

Since economic development strategy plans are rarely done, the process and benefits of the plan are sometimes not easily understood by residents. At the beginning of the study, we will develop a 2-4 page press kit/summary brochure that will outline the planning process, reasons for doing the plan, and a Q&A section with typical questions and answers about the plan. We have found that by addressing common questions early in the planning process, it helps to alleviate concerns further in the plan.

Task 6 Deliverables:

- *Summary of Open Houses and Stakeholder Meetings*
- *Brochure / "Press Kit"*
- *Advisory Committee Agendas and Presentations*
- *Website*

Summary of Deliverables from the i5Group to the City:

Task 1 Deliverables:

- *Assessment, Benchmarking, and Evaluation to be part of deliverable under Task 2.*

Task 2 Deliverables:

- *Assessment and Market Analysis Report (PDF and 25 Copies)*

Task 3 Deliverables:

- *Neighborhood Economic Nodes to be part of deliverables under Task 5.*

Task 4 Deliverables:

- *Recommendations and Best Practices to be part of deliverables under Task 5.*

Task 5 Deliverables:

- *Draft Economic Development Strategy (PDF and 25 copies)*
- *Final Economic Development Strategy (PDF and 25 copies)*

Task 6 Deliverables:

- *Summary of Open Houses and Stakeholder Meetings*
- *Brochure / “Press Kit”*
- *Advisory Committee Agendas and Presentations*
- *Website*

University City Responsibilities

Responsibility of the City shall include, but is not limited to:

- Official posting of open houses and meetings. The i5Group shall advertise and market meetings as described in this scope. It shall be the City’s responsibility to post notices, agendas, and minutes of open houses and meetings, as applicable, to conform to the City’s open meeting requirements. PDF of steering committee presentations shall serve as Steering Committee meeting minutes.
- Collect and compile previously prepared and available reports, projects, studies, maps and other data owned or in control of the City that might be useful for the project.
- Provide an up-to-date base map (electronic and hard copy) for the City, including GIS files that include parcel data.
- Provide contact information for stakeholders if applicable.
- Develop and distribute to the media press releases related to the planning process including open houses, etc. The City shall advertise community meetings as outlined in this scope.
- Facebook/social media advertising costs.

ATTACHMENT B

PROJECT SCHEDULE

University City Economic Development Strategy Schedule

October 18, 2019

Schedule subject to change.

	Nov				Dec				Jan				Feb				Mar				April				May				June				July				Aug				Sept			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Steering Committee Meeting																																												
Project Kickoff - Steering Committee Formation																																												
Stakeholder Meetings																																												
Task 1 - Assessment, Benchmarking & Evaluation																																												
Task 2 - Market & Industry Cluster Analysis																																												
Deliverable - Assessment and Market Analysis																																												
Task 3 - Neighborhood Economic Nodes (Placed-Based Growth Strategy)																																												
Task 4 - Recommendations and Best Practices																																												
Community Open House																																												
Task 5 - Implementation Strategies																																												
Deliverable - Draft Economic Development Strategy																																												
Draft Plan (Review by Staff/Advisory Committee)																																												
Adoption Process and Final Plan																																												

ATTACHMENT C

FEE SCHEDULE AND EXPENSES

The following are various types of project expenses. The i5Group reserves the right to shift amounts per Task, Personnel, and Expenses as long as the total contract amount is not exceeded.

Task 1: \$17,900
Assessment, Benchmarking & Evaluation

Task 2: \$21,920
Market & Industry Cluster Analysis

Task 3: \$14,760
Neighborhood Economic Nodes
(Place-Based Growth Strategy)

Task 4: \$13,290
Recommendations & Best Practices

Task 5: \$13,290
Implementation

Task 6: \$17,750
Community Engagement

Total: \$98,910
(In addition to expenses)

Hourly Rates		Anticipated Expenses	
Stephen Ibendahl, ASLA, AICP	\$120/hr	Mileage	\$600
Sean Thomas	\$100/hr	Assessment Report (25 Copies)	\$700
Laura Linn	\$75/hr	Draft Plan (25 Copies)	\$950
Jacqueline Davis-Wellington	\$150/hr	Final Plan (25 Copies)	\$950
Beth Noonan	\$150/hr	Open House #1 Boards	\$500
Allison Gray	\$250/hr		
Planner I	\$70/hr	Open House Supplies	\$200
Technician/Admin	\$60/hr	Brochures	\$500
		Misc. Printing	\$300
		Postage	\$150
		Misc.	\$200
		Total Anticipated Expenses	\$5,050

Appendix

Supplemental Services

Supplemental services, when requested in writing by the Owner, shall be compensated as outline below. Other supplemental services not outlined below shall be negotiated. Any supplemental service authorized by the Owner shall be an amendment to this Agreement and shall increase the contract amount.

Website: \$3,560

One communication challenge of developing an economic development strategy is that the planning process typically runs for nine months or more. It can be a challenge for residents to stay up to date on the process. To solve this, we will develop a project website with a custom domain (such as www.UCityInvest.com) so that residents can easily stay up to date. The project website becomes the hub for communications. Other forms of communication (emails, newsletters, social media, etc) will refer back to the website for additional details. The website allows residents to know the upcoming schedule, review past documents, and provide input into the planning process.

Business Survey: \$3,750

The i5Group shall develop a targeted business survey of existing business within University City. The City shall send a letter to the City's business license list to invite businesses to take the survey. The survey shall be an online survey. The survey is expected to take place after initial stakeholder meetings so that survey questions can be better aligned with key issues.

Additional Place-Based Renderings: \$4,000

An additional location for renderings with one to two renderings (Under Task 3: Place-Based Growth Strategies).

Additional Community Meeting: \$5,500

The additional Community Meeting (for a total of two Community Meetings) will be the introduction to the overall planning process and present existing conditions including the market analysis and economic assessment. Open houses are a great way to allow residents a chance to come together in a community forum and learn more about the economic development strategy. It is important to allow residents to learn in-depth about the economic development strategy early in the process. Marketing the open houses will be the responsibility of the City. Marketing through existing City communications is expected to include the City's newsletter, social media, and website.

Additional Report Hard Copies: \$520

Five (5) additional report copies of the Market Analysis and Assessment, Draft Economic Development Strategy, and Final Economic Development Strategy for a total of thirty (30) hard copies.



Council Agenda Item Cover

MEETING DATE: October 28, 2019

AGENDA ITEM TITLE: Approval of Habitat for Humanity Lot Donation Contract

AGENDA SECTION: City Manager's Report

CAN THIS ITEM BE RESCHEDULED? : Yes

BACKGROUND REVIEW:

At the upcoming City Council meeting, members will hear a brief presentation concerning a funding opportunity for new single-family ownership opportunities at various sites throughout University City. Specifically, Habitat for Humanity will provide a brief summary of their program and address any questions that City Council may have in reference to their program and University City's participation with Habitat for Humanity. This interaction is intended to provide the City an opportunity to carefully consider the site placement and overall impact that these newly constructed homes will have on the various neighborhoods throughout the City.

As a result, staff is requesting that the previously considered contracts for 6524, 6526 and 6545 Plymouth be withdrawn from the City Council agenda at this time until further evaluation of specific locations can be considered based upon the presentation provided by Habitat for Humanity. Staff will then bring any applicable future contracts before City Council at a future date.

Attachments:

1. Habitat Memo For City Council
2. Contracts To Be Removed From Agenda For 6524, 6526 & 6545 Plymouth Ave.

RECOMMENDATION: The City Manager recommends approval.



MEMO

To: City of University City Council
From: Michael Powers, Real Estate Development Manger, Habitat for Humanity, Saint Louis
Date: 10/14/2019
RE: Transfer of Lots for Habitat's U City Phase III

Dear Member of the Council,

Habitat for Humanity Saint Louis is excited to continue our efforts to expand quality affordable home ownership opportunities in University City. With the support of the Council and the Mayor and in partnership with the community, Habitat for Humanity Saint Louis will build seven new single-family homes on the 65xx block of Plymouth Avenue. These homes will be 1,500 sq ft, built to the highest efficiency standards, designed to complement the neighborhood and constructed of high quality, durable materials. Buyers will obtain a 30-year affordable mortgage with a Habitat-secured 2.5% interest rate, resulting in a monthly mortgage payment of \$700 or less—and that's including taxes, insurance and a Habitat-required "rainy day" repair fund each buyer pays into.

Earlier this year Habitat for Humanity Saint Louis successfully secured \$422,225 from the St. Louis County Office of Community Development for this project, monies that will be utilized to bridge the gap between the cost of construction (around \$1.45m) and the proceeds collected at closing.

In April, working with the University City Department of Planning and Development, our organization identified the three vacant lots being considered today as potential build sites. The lots sit adjacent to two St. Louis County-owned parcels and also abut homes that were part of Habitat's second phase of construction. There are two additional lots being acquired from a longtime neighbor on the block. Once finished, nearly all vacant land on this block will be utilized.

With your support, construction on University City Phase III can begin as early as the first quarter of 2020, lasting 18 months. If you have any questions, please feel free to reach me directly at 314-629-6911 or michael@habitatstl.org. Thank you for your consideration,

A handwritten signature in blue ink that reads "Michael Powers".

Michael Powers

***This document has legal consequences. If you do not understand it, consult your attorney.*

RESIDENTIAL SALE CONTRACT

1. PARTIES

The City of University City, Missouri, whose address is 6801 Delmar Boulevard., University City, Missouri (“Seller”), agrees to sell and convey to **Habitat for Humanity Saint Louis**, a Missouri non-profit corporation, whose address is 3763 Forest Park Avenue, St. Louis, Missouri 63108 (“Buyer”), and Buyer agrees to purchase **AS IS** from Seller, the properties described in Section 2.

2. PROPERTY

Seller hereby agrees to sell and Buyer hereby agrees to purchase, upon the terms, stipulations and conditions set forth in this Sale Contract, the following parcel of real property in University City, commonly referred to as **6524 Plymouth Avenue**, St. Louis, Missouri, together with all existing improvements, appurtenances, fixtures, and equipment (the “Properties”). The Property is more specifically described as follows:

Lot 12 of DeSoto Place, according to the plat thereof recorded in Plat Book 8 Page 31 of the St. Louis County Records.

Seller represents and warrants that (i) it is the sole owner of the Property; (ii) it owns the Properties free and clear of all loans, liens, or other similar encumbrances; and (iii) the Properties are unoccupied.

3. PURCHASE PRICE

\$1.00 is the total sale price of the Property. Buyer shall pay the total purchase price to Seller at the time of the Closing. No earnest money deposit is due from Buyer to Seller in connection with this Sale Contract.

Buyer shall pay all closing costs at or before the time of Closing.

4. TAXES

Seller represents and warrants that it has paid or will cause to be paid all property taxes for the Properties, through and including all such taxes due as of the date of the Closing.

5. CLOSING AND POSSESSION

The closing of the purchase and sale described in this Sale Contract (the “Closing”) is to occur on or before November 15, 2019. Buyer shall determine the Closing date, time, and location and shall provide Seller with not less than five days’ prior notice of the date, time, and location of the Closing. Seller shall give Buyer possession of the Properties as of the Closing.

At the Closing, Seller shall convey the Properties to Buyer free and clear of the Existing Deed of Trust and all other loans, liens, or other similar encumbrances. Seller shall convey the Properties by a general warranty deed in a form acceptable to Buyer in exchange for the purchase price. In the event the legal descriptions of the Properties as described in the title commitment differ from the legal descriptions of the Properties set forth in Section 2 of this Sale Contract, the legal descriptions on the title commitment will control.

6. TITLE AND SURVEY

Buyer may order a title commitment and boundary survey of the Properties prior to the Closing. If, prior to the Closing, Buyer (i) discovers any title or survey defect (including, without limitation, a title encumbrance, survey encroachment, or boundary discrepancy) which is unacceptable to Buyer, or (ii) discovers that Buyer is unable to obtain an appropriate owner's title insurance policy for the Properties in the latest ALTA form, Buyer may:

- a) remedy such defect and proceed with the Closing, in which case Seller shall fully cooperate with Buyer to resolve the defect at issue to Buyer's reasonable satisfaction; or
- b) terminate this Sale Contract, in which case Buyer shall have no further obligations under this Sale Contract.

7. RISK OF LOSS OR MATERIAL ADVERSE CHANGE

If, from and after the date of this Sale Contract to and including the date of the Closing, (i) any loss, or (ii) any material adverse change occurs to any portion of the Properties, Buyer may:

- a) require Seller to repair any damage to the Properties, at Seller's cost, and proceed with the Closing; or
- b) receive any insurance proceeds payable to Seller as a result of the damage, and proceed with the Closing; or
- c) terminate this Sale Contract, in which case Buyer shall have no further obligations under this Sale Contract.

8. BROKERS

Seller represents and warrants that it is not represented by a broker in this transaction and that no real estate commissions or similar fees are due to any third party as a result of this transaction.

9. ASSIGNABILITY OF CONTRACT

This Sale Contract is not assignable by Seller except with the written consent of Buyer. Any permitted assignment of this Sale Contract does not relieve Seller from its obligations under this Sale Contract.

10. TIME IS OF THE ESSENCE

Time is of the essence in the performance of the obligations of the parties. All references to a specified time mean Central Time.

11. PERFORMANCE BUYBACK:

In the event that the buyer is unable to obtain funding or proceed with the development of the proposed single family residence, within 18 months of this the contract date, then the buyer will return the ownership of the property to the seller within 30 days of default. Any mortgage liens, outstanding on the property, shall be discharged by the buyer. Current real property taxes and installments of special assessments, obtained during the buyer ownership, shall be paid by the buyer. The costs of closing and title shall be paid by the buyer.

12. BINDING EFFECT

This Sale Contract is binding on and for the benefit of the parties and their respective heirs, personal representatives, executors, administrators or assigns.

13. GOVERNING LAW

This Sale Contract is a contract for the sale of real property governed by Missouri law, including the requirement to act in good faith, without regard to choice or conflict of laws rules.

14. ENTIRE AGREEMENT

This Sale Contract constitutes the entire agreement between the parties and there are no other understandings, written or oral, relating to the subject matter of this Sale Contract. This Sale Contract may not be changed, modified or amended, in whole or in part, except in writing signed by both parties.

15. COUNTERPARTS AND ELECTRONIC EXECUTION

This Sale Contract may be executed by the parties on any number of separate counterparts, and all such counterparts constitute one agreement binding on both parties notwithstanding that both parties are not signatories to the same counterpart. For purposes of this Sale Contract, a document (or its signature page) signed and transmitted by facsimile machine or e-mail is to be treated as an original document, and the signature is to be treated as an original signature. The document transmitted is to be considered to have the same binding effect as an original signature on an original document. At the request of any party, any facsimile or e-mail document is to be re-executed in original

form by the parties who executed the facsimile or e-mail document. No party may raise the use of a facsimile machine or e-mail or the fact that any signature was transmitted through the use of facsimile or e-mail as a defense to the enforcement of this Sale Contract.

16. CONSTRUCTION AND SEVERABILITY

Words and phrases shall be construed as in the singular or plural number, and as masculine, feminine or neuter gender, according to the context. Any provision of this Sale Contract which is prohibited, unenforceable or not authorized is ineffective to the extent of any such prohibition, unenforceability or non-authorization without invalidating the remaining provisions, unless the ineffectiveness of such provision would result in such a material change as to cause completion of the transaction contemplated by this Sale Contract to be unreasonable.

17. NOTICES

All notices under this Sale Contract must be in writing and are deemed to have been given (i) when delivered (if in person), or (ii) when deposited in the mail (whether by overnight carrier or United States mail, first class postage prepaid), in each case addressed to the receiving party using the address listed on the first page of this Sale Contract or to such other address as any party may designate by notice to the other party in accordance with the terms of this Section.

18. WAIVER

Any waiver of any provision of this Sale Contract and any consent to any departure from the terms of any provision of this Sale Contract is to be effective only in the specific instance and for the specific purpose for which given.

The parties have executed this Sale Contract as of the last day and year noted below.

BUYER:

HABITAT FOR HUMANITY ST. LOUIS
3763 Forest Park Ave.
St. Louis, MO 63108

SELLER:

CITY OF UNIVERSITY CITY, MISSOURI
6801 Delmar Boulevard
University City, MO 63130

By: _____

By: _____

Name: Kyle Hunsberger

Name: Gregory Rose

Title: Director of Construction

Title: City Manager

Date: _____

Date: _____

***This document has legal consequences. If you do not understand it, consult your attorney.*

RESIDENTIAL SALE CONTRACT

1. PARTIES

The City of University City, Missouri, whose address is 6801 Delmar Boulevard., University City, Missouri (“Seller”), agrees to sell and convey to **Habitat for Humanity Saint Louis**, a Missouri non-profit corporation, whose address is 3763 Forest Park Avenue, St. Louis, Missouri 63108 (“Buyer”), and Buyer agrees to purchase **AS IS** from Seller, the properties described in Section 2.

2. PROPERTY

Seller hereby agrees to sell and Buyer hereby agrees to purchase, upon the terms, stipulations and conditions set forth in this Sale Contract, the following parcel of real property in University City, commonly referred to as **6526 Plymouth Avenue**, St. Louis, Missouri, together with all existing improvements, appurtenances, fixtures, and equipment (the “Properties”). The Property is more specifically described as follows:

Lot 13 of DeSoto Place, according to the plat thereof recorded in Plat Book 8 Page 31 of the St. Louis County Records.

Seller represents and warrants that (i) it is the sole owner of the Property; (ii) it owns the Properties free and clear of all loans, liens, or other similar encumbrances; and (iii) the Properties are unoccupied.

3. PURCHASE PRICE

\$1.00 is the total sale price of the Property. Buyer shall pay the total purchase price to Seller at the time of the Closing. No earnest money deposit is due from Buyer to Seller in connection with this Sale Contract.

Buyer shall pay all closing costs at or before the time of Closing.

4. TAXES

Seller represents and warrants that it has paid or will cause to be paid all property taxes for the Properties, through and including all such taxes due as of the date of the Closing.

5. CLOSING AND POSSESSION

The closing of the purchase and sale described in this Sale Contract (the “Closing”) is to occur on or before November 15, 2019. Buyer shall determine the Closing date, time, and location and shall provide Seller with not less than five days’ prior notice of the date, time, and location of the Closing. Seller shall give Buyer possession of the Properties as of the Closing.

At the Closing, Seller shall convey the Properties to Buyer free and clear of the Existing Deed of Trust and all other loans, liens, or other similar encumbrances. Seller shall convey the Properties by a general warranty deed in a form acceptable to Buyer in exchange for the purchase price. In the event the legal descriptions of the Properties as described in the title commitment differ from the legal descriptions of the Properties set forth in Section 2 of this Sale Contract, the legal descriptions on the title commitment will control.

6. TITLE AND SURVEY

Buyer may order a title commitment and boundary survey of the Properties prior to the Closing. If, prior to the Closing, Buyer (i) discovers any title or survey defect (including, without limitation, a title encumbrance, survey encroachment, or boundary discrepancy) which is unacceptable to Buyer, or (ii) discovers that Buyer is unable to obtain an appropriate owner's title insurance policy for the Properties in the latest ALTA form, Buyer may:

- a) remedy such defect and proceed with the Closing, in which case Seller shall fully cooperate with Buyer to resolve the defect at issue to Buyer's reasonable satisfaction; or
- b) terminate this Sale Contract, in which case Buyer shall have no further obligations under this Sale Contract.

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By: _____

By: _____

Name: Kyle Hunsberger

Name: Gregory Rose

Title: Director of Construction

Title: City Manager

Date: _____

Date: _____

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3763 Forest Park Ave.
St. Louis, MO 63108

SELLER:

CITY OF UNIVERSITY CITY, MISSOURI
6801 Delmar Boulevard
University City, MO 63130

By: _____

By: _____

Name: Kyle Hunsberger

Name: Gregory Rose

Title: Director of Construction

Title: City Manager

Date: _____

Date: _____



Council Agenda Item Cover

MEETING DATE: October 28, 2019

AGENDA ITEM TITLE: EDRST Funding Recommendations-Fall Applications

AGENDA SECTION: City Manager's Report

CAN THIS ITEM BE RESCHEDULED? : Yes

BACKGROUND REVIEW:

At the October 15 meeting of the Economic Development Retail Sales Tax Board (EDRST), the following requests were approved to recommend to City Council for final approval during the FY 20 funding period:

- Loop Special Business District – Lighting Study (Kingsland to Limit) - \$19,000
- Loop Special Business District – Brochures & Illuminated Directory Signs - \$14,000
- Loop Special Business District – STL Visitor's Guide ad and promotions - \$14,000
- Loop Special Business District – Special Events \$85,000
- Mannequins on the Loop – Public Art Project with Recyclables \$21,000
- WINCO Windows-Automation Equipment Upgrade - \$175,000 in the form of a no interest loan for \$150,000 and a forgivable loan for \$25,000 if the stated jobs are created. City Staff will work on the terms of the agreements.

The total of these projects is \$328,000. Budgeted funding available is \$224,091 with available fund reserves totaling \$1,194,401.

RECOMMENDATION:

The City Manager concurs with the recommendations of the EDRST Board.

ATTACHMENTS:

- EDRST Funding Applications for all projects submitted.



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8533

**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX
FUNDS-FALL ROUND
FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)**

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate "n/a" for not applicable. Please refer to "Economic Development Retail Sales Tax Board Funding Priority Guidelines" for guidance. Applications should be submitted by **September 6, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or . For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: **Sept 6, 2019**

Project Title: **Medical Supplies**

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: **H&B Supplies**

Contact Person and Title: **Dioni Hatfill**

Mailing Address: **7819 Olive Blvd. St. Louis, MO. 63130**

Phone Number: **314-776-9066**

E-mail Address: **Supplieshb@gmail.com**

Website: **HandBSpplles.org**

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status):

- a. Rose Boothe 7819 Olive Blvd. St. Louis, MO. 63130 (314)397-0905
- b. Dioni Hatfill 7819 Olive Blvd. St. Louis, MO. 63130 (314)537-6768
- c. RaNisha Thomas 7819 Olive Blvd. St. Louis, MO. 63130 (314)397-0331

Type of Entity:

- Sole-Proprietorship
- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government

501(c) 3:

- Yes No If no, list type of entity:

Minority Business Enterprise (MBE) or Women Business Enterprise (WBE):

- Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

H & B Supplies provide an array of medical and household supplies to families or individuals that cannot afford to purchase it themselves. Our organization understands the cost associated with medical needs, while on a fixed income. H & B Supplies relieves financial stress for families or individuals knowing that there is help with receiving medical supplies. The organization was created by two ladies that started a Home Healthcare company. H & B Supplies started receiving donations of medical supplies from different people and organizations. The company would then donate those same supplies to the clients that were in need. The organization soon realized that this program was needed for both the donators and the people that was receiving the donations. H & B Supplies provide supplies for your peace of mind.

Describe the applicant/organization programs and activities:

H & B Supplies donates supplies to families and individuals that are on a fixed or low income. Our organization will have a system designed that will allow individual and or families to qualify for different equipment or supplies. We want the public to know that H & B Supplies is here to serve the community. The organization believes in making a difference in the low to medium income communities. H & B Supplies will help an array of people from all walks of life and now need assistant with different medical supplies. H & B Supplies will have outreach across America and partner with different food banks and other organizations to help all that is in need. With the assistance from grants, donators and volunteers. H & B Supplies will be a top non-profit organization in the state of Missouri.

If the request is from an organization, please provide proof of organizational support for the application (i.e. letter from organization on official letterhead, meeting minutes, etc.).

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies.

H & B Supplies provides medical and household supplies to families or individuals that cannot afford to purchase it themselves. We relieve financial stress for families or individuals knowing that there is help with receiving medical supplies. Some supplies that provided are medical beds, wheelchairs, canes, sofas and even food. H & B Supplies is here to service the single elderly women or man who may need a Hoyer lift due to illness. The young man that is disabled and can't work and now needs a scooter. The organization is here for the middle-income family that has fallen short on income and now must get a medical bed. H & B Supplies will help an array of people from all walks of life and now need assistance with different medical supplies. The average person or persons undergo financial stress or mental stress because they can't afford the supplies that are needed such as a sling, insulin shots, help with doctor authorized prescriptions, etc. Their condition does not get better in fact it gets worse or stays the same, but if they know that there is a company such as H & B Supplies hopefully that stress will decrease. H & B Supplies is a non-profit business in University City here to serve the needs of the elderly, disabled and low-income families.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

There will be a total of 6 jobs created. The wages for all the part-time employees will be \$114,000.00 for the year.

Define the expected outcomes of the project, milestones and how the project success will be measured.

The expected outcome would be to reach 25 - 40 thousand individuals or families in St. Louis City, St. Louis County, St. Charles County, Franklin County, Jefferson County, Illinois, Madison County and in St. Clair County.

Program or Project Location (Attach photos of location or site, if appropriate):

**Our main office will be 7819 Olive Blvd. St. Louis, MO. 63130.
We will store all our supplies in a Storage Unit within the city limits of University City.
Location (TBD)**

Program or Project Timetable:

This will be an indefinite program.

Type of Funding Request (check all that apply):

Project

Program

Other (such as marketing, legal, professional services, grants or loans to companies for job training)

Total Budget: **\$238,266.00**

Amount of funding requested from EDRST: **\$212,346.00**

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

This will be a multi-year request. We expect to receive monetary donations and itemized donations for the next year to help with the cost to run the organization.

Complete and attach form EDRST B-1 with budget cost summary.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

H & B Supplies

Name of Applicant Organization


Authorized Signature


Date

EDRST B-1

City of University City
 Economic Development Retail Sales Tax
 FY19 Request for Funds: Budget Cost Summary

Applicant: H & B Supplies
 Project

Amount of Request: \$212,346.00

Provide a listing of each project or program proposed and the associated cost allocation.

	Total EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Project Total
I. Project or Program Direct Costs*					
Supplies	\$ 75,000				\$ 75,000
Sales & Marketing	\$ 12,000	3000			\$ 15,000
Salaries	\$ 114,000				\$ 114,000
Lease Expenses		18120			\$ 18,120
Utilities		4800			\$ 4,800
Total Direct Costs	\$ 201,000				\$ 226,920
II. Indirect Costs**					
Operations	\$ 11,346				\$ 11,346
BUDGET TOTAL - ALL ACTIVITIES	\$ 212,346				\$ 238,266

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies and equipment that are tied to a particular cost objective such as a project or program. Consultation with City staff is advised to assist in defining direct costs.

**Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

STATE OF MISSOURI



**John R. Ashcroft
Secretary of State**

CERTIFICATE OF INCORPORATION

WHEREAS, Articles of Incorporation of

H & B Supplies
N000703942

have been received and filed in the Office of the Secretary of State, which Articles, in all respects, comply with the requirements of Missouri Nonprofit Corporation Law:

NOW, THEREFORE, I, JOHN R. ASHCROFT, Secretary of State of the State of Missouri, do by virtue of the authority vested in me by law, do hereby certify and declare this entity a body corporate, duly organized this date and that it is entitled to all rights and privileges granted corporations organized under the Missouri Nonprofit Corporation Law.

IN TESTIMONY WHEREOF, I hereunto set my hand and cause to be affixed the GREAT SEAL of the State of Missouri. Done at the City of Jefferson, this 17th day of January, 2017.


Secretary of State





Economic Development Retail Sales Tax Board
6801 Delmar Boulevard • University City, Missouri 63130 • 314-505-8533

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate "n/a" for not applicable. Please refer to "Economic Development Retail Sales Tax Board Funding Priority Guidelines" for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: **MAY 28, 2019**

Project Title: New Loop lighting for ambience and impact from Kingsland to Limit.
(study underway)

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: University City Loop Special Business District

Contact Person and Title: Joe Edwards, Chair

Mailing Address: 6504 Delmar, University City, MO 63130

Phone Number: 314-727-0110

E-mail Address: loopbizonly@gmail.com

Website: VisitTheLoop.com

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status): Already on file at U. City Hall

- a. Joe Edwards, 6504 Delmar, 63130, 314-727-0110, loopbizonly@gmail.com
- b. Michael Alter, Fitz's, 6605 Delmar, 726-9555, Michael1@FitzsRootBeer.com
- c. Tom Schmidt, Salt + Smoke, 6525 Delmar, 727-0100, Tom@SaltandSmokeSTL.com

Type of Entity:

Sole-Proprietorship

- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government
- Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

- Yes No If no, list type of entity: sales tax exempt - political subdivision of State of Missouri

Minority Business Enterprise (MBE) or Women Business Enterprise (WBE):

- Yes No Although many members ARE.

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

This political subdivision of the State of Missouri was formed Oct. 20, 1980 to improve the environment and promote business in the area.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to locate in The Loop by emphasizing diversity, by implementing infrastructure improvements, and by planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements, cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, newsletters for good communication, website, social media, co-promotions.

If the request is from an organization, please provide proof of organizational support for the application (i.e. letter from organization on official letterhead, meeting minutes, etc.).

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties at the April and May 2019 general meetings and board meetings. Chair Joe Edwards agreed to submit the applications.=

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies.

Loop Lighting for ambience and impact from Kingsland to Limit (study already underway).

A study has already been funded by the Loop SBD. Randy Burkett (internationally known – he is the one who “lit” the Arch in St. Louis) is close to delivering his recommendations to the Board.

It is very important that The Loop implement better lighting, both for safety and for ambience. This project will have a positive effect on visitors and residents/merchants alike. It can help change the perception of the area by making it lighter, more cheerful and more inviting.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

The number of jobs is hard to quantify. There will be design and contractor jobs on a short-term basis, of course. Long-term, with high-quality merchants and office businesses perceiving The Loop to be an attractive option as they expand or move or innovate, this project meets the City's plans.

Define the expected outcomes of the project, milestones and how the project success will be measured.

The project's success will be determined by the response of visitors, residents, merchants and media alike. This is for the long-term good of Delmar and University City. Image is important.

Program or Project Location (Attach photos of location or site, if appropriate):

Along Delmar from Kingsland to Limit Ave.

Program or Project Timetable:

Fall and early winter 2019.

Type of Funding Request (check all that apply):

- Project
- Program
- Other (such as marketing, legal, professional services, grants or loans to companies for job training) fighting experts

Total Budget: \$82,500

Amount of funding requested from EDRST: \$80,000

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

Fall and early winter 2019 for the first \$80,000 phase.

In 2020, we hope to implement the remainder of the recommendations upon Council approval.

Complete and attach form EDRST B-1 with budget cost summary.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

University City Loop Special Business District

Name of Applicant Organization

Joe Edwards

Authorized Signature Joe Edwards, Chair

Date 5-28-19



Economic Development Retail Sales Tax Board
 6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8533

**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
 FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)**

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate "n/a" for not applicable. Please refer to "Economic Development Retail Sales Tax Board Funding Priority Guidelines" for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: **MAY 28, 2019**

Project Title: **50,000 full-color Loop Brochures/Directories and Illuminated Directories**

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: **University City Loop Special Business District**

Contact Person and Title: **Joe Edwards, Chair**

Mailing Address: **6504 Delmar, University City, MO 63130**

Phone Number: **314-727-0110**

E-mail Address: **loopbizonly@gmail.com**

Website: **visitTheLoop.com**

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status): **Already on file at U. City Hall**

- a. **Joe Edwards, 6504 Delmar, 63130, 314-727-0110, loopbizonly@gmail.com**
- b. **Michael Alter, Fitz's, 6605 Delmar, 726-9555, Michael1@FitzsRootBeer.com**
- c. **Tom Schmidt, Salt + Smoke, 6525 Delmar, 727-0100, Tom@SaltandSmokeSTL.com**

Type of Entity:

Sole-Proprietorship

- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government
- Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

- Yes No If no, list type of entity: sales tax exempt - political subdivision of State of Missouri

Minority Business Enterprise (MBE) or Women Business Enterprise (WBE):

- Yes No Although many members ARE.

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

This political subdivision of the State of Missouri was formed Oct. 20, 1980 to improve the environment and promote business in the area.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to locate in The Loop by emphasizing diversity, by implementing infrastructure improvements, and by planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements, cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, newsletters for good communication, website, social media, co-promotions.

If the request is from an organization, please provide proof of organizational support for the application (i.e. letter from organization on official letterhead, meeting minutes, etc.).

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties at the April and May 2019 general meetings and board meetings. Chair Joe Edwards agreed to submit the applications.=

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies.

Print and distribute 50,000 full-color Loop brochures/directories and update listings/maps on the illuminated, free-standing info kiosks.

This is The Loop's most important print piece that we distribute ourselves. All info is replicated on our website. The brochures are available at Loop businesses, six visitors' centers downtown, the convention center and via mail. They are in "Welcome" packets at U. City Hall when families move to U. City.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

As The Loop competes with other districts in the area, it's important that we attract new people moving to St. Louis as well as those already here.

When new businesses are drawn to The Loop and more media coverage occurs because of these brochures, new jobs will be created as storefronts are filled. Just as important are the jobs retained and the businesses that succeed. This time-intensive project is worth the effort.

Define the expected outcomes of the project, milestones and how the project success will be measured.

The fact that Explore St. Louis (Convention & Visitors Commission) docents call us when they run low on Loop brochures is a wonderful sign. Visitors who have read about The Loop in national publications or airline magazines actually ask for these brochures.

Because of the well-organized wealth of information contained in the brochures media producers and writers keep them as a reference tool. Info about businesses includes name, address, website, description and year opened. All Walk of Fame honorees with location address and facts about The Loop are included for reference.

Program or Project Location (Attach photos of location or site, if appropriate):

The Loop (brochure included with application)

Program or Project Timetable:

All-year distribution. New printings/updates each year.

Type of Funding Request (check all that apply):

Project

Program

Other (such as marketing, legal, professional services, grants or loans to companies for job training) graphic design

Total Budget: \$23,000

Amount of funding requested from EDRST: \$14,000

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

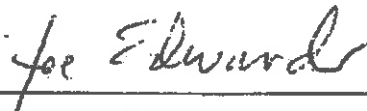
This is an important annual project.

Complete and attach form EDRST B-1 with budget cost summary.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

University City Loop Special Business District

Name of Applicant Organization



Authorized Signature

Joe Edwards, Chair

5-28-19

Date

City of University City
 Economic Development Retail Sales Tax
 FY19 Request for Funds: Budget Cost Summary

Applicant: University City Loop Special Business District
 Amount of Request: \$14,000

Provide a listing of each project or program proposed and the associated cost allocation.

	EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Total
I. Project or Program Direct Costs *	14,000	1,500	2,000	5,500	23,000
II. Indirect Costs **					
BUDGET TOTAL - ALL ACTIVITIES	14,000	1,500	2,000	5,500	23,000

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies, and equipment that are tied to a particular cost objective such as a project or program. Consultation with City staff is advised in defining direct costs.

**Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

**PLEASE SEE THE
DELMAR LOOP BROCHURE**



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard -University City, Missouri 63130 -314-505-8533

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate "n/a" for not applicable. Please refer to "Economic Development Retail Sales Tax Board Funding Priority Guidelines" for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: **MAY 28, 2019**

Project Title: **Official St. Louis Visitors Guide ad/memberships/promotions**

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: **University City Loop Special Business District**

Contact Person and Title: **Joe Edwards, Chair**

Mailing Address: **6504 Delmar, University City, MO 63130**

Phone Number: **314-727-0110**

E-mail Address: **loopbizonly@gmail.com**

Website: **VisitTheLoop.com**

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of Incorporation and letter or status): **Already on file at U. City Hall**

- a. **Joe Edwards, 6504 Delmar, 63130, 314-727-0110, loopbizonly@gmail.com**
- b. **Michael Alter, Fitz's, 6605 Delmar, 726-9555, Michael1@FitzsRootBeer.com**
- c. **Tom Schmitt, Salt + Smoke, 6525 Delmar, 727-0100, Tom@SaltandSmokeSTL.com**

Type of Entity:

Sole-Proprietorship

- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government
- Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

- Yes No If no, list type of entity: sales tax exempt - political subdivision of State of Missouri

Minority Business Enterprise (MBE) or Women Business Enterprise (WBE):

- Yes No Although many members ARE.

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

This political subdivision of the State of Missouri was formed Oct. 20, 1980 to improve the environment and promote business in the area.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to locate in The Loop by emphasizing diversity, by implementing infrastructure improvements, and by planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements/. cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, newsletters for good communication, website, social media, co-promotions.

If the request is from an organization, please provide proof of organizational support for the application (i.e. letter from organization on official letterhead, meeting minutes, etc.).

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties at the April and May 2019 general meetings and board meetings. Chair Joe Edwards agreed to submit the applications.=

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies.

The Official St. Louis Visitors Guide – 350,000 printed/distributed year-round in St. Louis hotels, visitors centers state-wide, the St. Louis Convention Center, Loop businesses and the Explore St. Louis website (one of the most-visited websites in the Midwest).

Sent to students, families, visitors who request them – the only guide people receive before they move to St. Louis. It enhances the odds they'll look at University City for housing, etc.

The Loop is featured on 29 out of 96 pages! (See attached list.) Plus a lot of well-deserved editorial. Also, The Loop is prominently represented (*the best of any neighborhood*) in the Official Visitors Map of St. Louis (quick reference pocket guide). Please review attached statistics sheet.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

Job creation predictions are always difficult. What is very meaningful follows:

It's important that The Loop remains one of the top three or four St. Louis districts featured in travel and business publications around the United States and St. Louis.

When visitors and decision makers are drawn to The Loop because of these two guides, new jobs will be created as storefronts are filled. Equally important are the jobs and businesses that are retained and gain midwestern and nationwide reputations. This time-intensive project is worth the effort.

Define the expected outcomes of the project, milestones and how the project success will be measured.

Success has been shown year after year, especially in the spring and summer when things used to slow down on Delmar.

Travel writers and local media now urge visitors and locals to check out the independent shops and restaurants in The Loop. Attached are the two guides – please take a look.

One excellent example of the impact comes from Componere Gallery (a Loop stalwart for 33 years). Owner Eleanor Ruder tracks sales (not just visitors, but visitors who actually purchase art) and confirms that 50% of her summer sales come from visitors who read about her gallery in the Visitors Guide at the Moonrise Hotel or hotels in Clayton or downtown.

Program or Project Location (Attach photos of location or site, if appropriate):

See above.

Program or Project Timetable:

Annual

Type of Funding Request (check all that apply):

Project

Program

Other (such as marketing, legal, professional services, grants or loans to companies for job training) graphic/layout

Total Budget: \$38,000

Amount of funding requested from EDRST: 14,600

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

Annual

Complete and attach form EDRST B-1 with budget cost summary.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

University City Loop Special Business District

Name of Applicant Organization

Joe Edwards

5-28-19

Authorized Signature Joe Edwards

Date

**City of University City
 Economic Development Retail Sales Tax
 FY19 Request for Funds: Budget Cost Summary**

Applicant University City Loop Special Business District
Amount of Request \$14,000

Provide a listing of each project or program proposed and the associated cost allocation.

	EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Total
I. Project or Program Direct Costs *	14,000	2,500	5,000 research & layout	17,500	38,000
II. Indirect Costs **					
BUDGET TOTAL - ALL ACTIVITIES	14,000	2,500	5,000	17,500	38,000

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies, and equipment that are tied to a particular cost objective such as a project or program. Consultation with City staff is advised to assist in defining direct costs.

**Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

Official St. Louis Visitors Guide 2019

Loop listings/photos on 29 out of 96 pages!

350,000 copies are printed/distributed year-round in St. Louis hotels, visitors centers state-wide, the convention center, Loop businesses, City Hall and the Explore St. Louis website (one of the most-visited websites in the Midwest)

- Page 10 Tivoli Theatre – St. Louis International Film Festival.
- Page 14 Neighborhoods of St. Louis: The Loop/U. City on graphic map, Moonrise Hotel, Loop Trolley, Vintage Vinyl, Tivoli Theatre, music.
- Page 16 The Loop/ U. City with Moonrise Hotel rooftop photo.
- Pages 32,33,34 Loop triple page spread.
- Page 37 LGBTQIA three-page feature with Tivoli Theatre photograph. Description of The Loop featuring Tivoli Theatre, The Pageant and Delmar Hall.
- Page 50 Attractions, Arts & Culture – Chuck Berry Statue.
- Page 52 Attractions, Arts & Culture – Blueberry Hill with photo of exterior and sidewalk seating and a second listing of the Chuck Berry Statue.
- Page 54 Attractions, Arts & Culture – Delmar Loop Planet Walk.
- Page 55 Attractions, Arts & Culture – Fitz’s with photo of a float.
- Page 58 Attractions, Arts & Culture – The Loop with four photos: Blueberry Hill, Loop Trolley, Moonrise Hotel and The Pageant.
- Page 59 Attractions, Arts & Culture – Peacock Loop Diner with photo of Peacock sign, Pin-Up Bowl with photo of exterior and sign, Red Herring Escape Rooms.
- Page 60 Attractions, Arts & Culture – St. Louis Walk of Fame with photo of star and informational plaque.
- Page 64 Shopping – Coffee Shops: Blueprint Coffee, Galleries: Componere and Craft Alliance.
- Page 66 Shopping – The Loop has 22 listings!
- Page 67 Music, Dance, Theatre – Tivoli Theatre.
- Page 69 Nightlife – Pin-Up Bowl with photo, Moonrise Hotel’s Rooftop Twilight Room and photo.
- Page 70 Nightlife: Live Music – Blueberry Hill with three photos, Delmar Hall, The Loop with three photos, The Pageant.
- Page 70 Nightlife: Nightclubs – The Pageant.
- Page 73 Dining: Tempt the Tastebuds – Blueberry Hill and photo, Moonrise Hotel’s Eclipse Restaurant with photo, Fitz’s Bottling Co. and photo, Peacock Diner with photo, Pin-Up Bowl and photo.
- Pages 78,79,80 Dining: Tempt the Tastebuds – The Loop has 34 listings!
- Page 85 Hotels – Moonrise ½ page with two photos.
- Page 87 Hotels – Moonrise listing.
- Pages 90, 91 Attractions Map and Listings – Blueberry Hill, Chuck Berry Statue, Delmar Loop Planet Walk, Fitz’s, The Loop, The Pageant, Peacock Diner, Pin-Up Bowl, Red Herring Escape Rooms, Regional Arts Commission, Saint Louis Story Stitchers Artists Collective, St. Louis Walk of Fame, Tivoli Theatre.

2019 Official Visitors Map St. Louis

Quick Reference Pocket Guide

Loop listings/photos

200,000 copies are printed/distributed year-round in St. Louis hotels, visitors centers state-wide, the convention center, St. Louis City Hall and the Explore St. Louis website (one of the most-visited websites in the Midwest)

Central Corridor Attractions & Map: 15 Loop listings! (the Central West End has 7)

Accommodations: Moonrise Hotel.

Wayfinding Signage: example includes The Loop.

Shopping Guide: The Loop has 22 listings!

For reference:

Downtown St. Louis 6
Cherokee Antique Row 9
Central West End 4
Maplewood 9
South Grand 4
Webster Groves 9
Eureka 6

Dining & Drink: The Loop has 34 listings!

For reference:

Laclede's Landing 7
Grand Center 3
Soulard 17
Lafayette Square 5
Midtown 13
The Hill 10
Central West End 9
South Grand 7
Clayton 13
Maplewood 7
Webster Groves 13

**PLEASE SEE THE
2019 OFFICIAL VISITORS MAP ST. LOUIS
AND
2019 OFFICIAL VISITORS GUIDE ST. LOUIS**



Economic Development Retail Sales Tax Board
 6801 Delmar Boulevard •University City, Missouri 63130 •314-505-8533

**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
 FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)**

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate "n/a" for not applicable. Please refer to "Economic Development Retail Sales Tax Board Funding Priority Guidelines" for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or tucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: **MAY 28, 2019**

Project Title: **Special Events (including Loop Ice Carnival, Delmar Loop Week, Shop Local)**

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: **University City Loop Special Business District**

Contact Person and Title: **Joe Edwards, Chair**

Mailing Address: **6504 Delmar, University City, MO 63130**

Phone Number: **314-727-0110**

E-mail Address: **loopbizonly@gmail.com**

Website: **visitTheLoop.com**

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status): **Already on file at U. City Hall**

- a. **Joe Edwards, 6504 Delmar, 63130, 314-727-0110, loopbizonly@gmail.com**
- b. **Michael Alter, Fitz's, 6605 Delmar, 726-9555, Michael1@FitzsRootBeer.com**
- c. **Tom Schmidt, Salt + Smoke, 6525 Delmar, 727-0100, Tom@SaltandSmokeSTL.com**

Type of Entity:

Sole-Proprietorship

- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government
- Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

- Yes No If no, list type of entity: sales tax exempt - political subdivision of State of Missouri

Minority Business Enterprise (MBE) or Women Business Enterprise (WBE):

- Yes No Although many members ARE.

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

This political subdivision of the State of Missouri was formed Oct. 20, 1980 to improve the environment and promote business in the area.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to locate in The Loop by emphasizing diversity, by implementing infrastructure improvements, and by planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements, cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, newsletters for good communication, website, social media, co-promotions.

If the request is from an organization, please provide proof of organizational support for the application (i.e. letter from organization on official letterhead, meeting minutes, etc.).

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties at the April and May 2019 general meetings and board meetings. Chair Joe Edwards agreed to submit the applications.=

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies.

Special Events (Loop Ice Carnival in January, Back-To-School in the fall, Delmar Loop Week in June, Shop Local in November, Holiday Celebrations and Sales Promotions throughout the year) encourage people from all over the region to visit The Loop. These "happenings" bring much-needed positive media coverage. They also attract business owners to look seriously at opening a new store in this exciting area (always exciting during events). Example: The Loop Ice Carnival is a family-friendly phenomenon that has evolved into a signature event for The Loop and the entire St. Louis region. It is projected that 14,000+ people will enjoy it and the area in 2020. As you will see below, the positive media coverage is extensive and lets everyone know this area is safe and welcoming. Additional development/tenants will follow.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

It is estimated that eight part-time jobs that range from \$15 to \$25 per hour will be created during the various special events. Promotion specialists also are hired short-term for specific events. Their fees might be several thousand dollars, but they also bring in substantial sponsorship funds from suppliers of Loop businesses. They're supplemented by board volunteers and shop owners who volunteer their time. Most importantly, these events help retain jobs and keep businesses in the area.

Define the expected outcomes of the project, milestones and how the project success will be measured.

Great media coverage, great people-in-the-area exposure, great day-of sales.

Great sharing of pictures on social media platforms by thousands of visitors and residents.

Using the Loop Ice Carnival as an example: In January 2019, there were 41 TV/radio news features that garnered a 1,373,760 Nielsen audience and \$112,410 in publicity value. In addition, there were excellent print media articles as well as pre-event coverage in December. These are documented results.

Program or Project Location (Attach photos of location or site, if appropriate):

The Loop

Program or Project Timetable: Loop Ice Carnival: January 17,18,19, 2020
Delmar Loop Week: June 2020
Back-To-School: August 2019
Shop Local: November 2019
Holiday Events: (Tree Lighting, Menorah Lighting, Kwanzaa Celebration) December 2019
Plus other events such as Style In The Loop, Chalk The Loop and more.

Type of Funding Request (check all that apply):

- Project
- Program
- Other (such as marketing, legal, professional services, grants or loans to companies for job training)

Total Budget: \$145,000

Amount of funding requested from EDRST: \$85,000

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

Request is for upcoming year, but we want to continue for years to come.

Complete and attach form EDRST B-1 with budget cost summary.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

University City Loop Special Business District

Name of Applicant Organization

Joe Edwards

Authorized Signature Joe Edwards, Chair

Date 5-28-19



THE LOOP SPECIAL BUSINESS DISTRICTS
6504 DELMAR IN THE LOOP
ST. LOUIS, MO 63130
(314) 727-0110 PHONE
(314) 727-1288 FAX

From: Joe Edwards, Chair, The Loop SBD
Loop Liaison and ex-officio board member of EDRST

May 28, 2019

To: Libbey Tucker, Director of Economic Development, University City

Requests for 2019-2020 EDRST budget from The Loop SBD

1. Several major events per year plus several smaller ones themed around the winter holidays, Delmar Loop Week, Taste The Loop, Back to School, Shop Local, etc.
Major Winter Event: Loop Ice Carnival. This family-friendly event has evolved into a great event for The Loop and one of the signature events for St. Louis in January. It's the biggest sales and media weekend of the year. **\$85,000**
 2. Print and distribute 50,000 full-color Loop brochures/directories.
This is The Loop's most important promotional print piece.
It also includes updating the illuminated directories. **\$14,000**
 3. Ad in the Official St. Louis Visitors Guide. 350,000 copies are printed each year. They're in every hotel and visitors center in St. Louis year-round. It's the only publication about St. Louis that visitors receive ahead of time. (+ pocket guide+ website!) Encouraging Loop businesses to be members of Explore St. Louis also is key. **\$14,000**
 4. Paint electrical boxes along Delmar with artistic designs. A design competition will be open to artists, students and residents. **\$4,000**
- Total of proposed projects from this year's funds: \$117,000**

- * "Welcome to The Loop" illuminated sign (with four electronic "message boards" to highlight special Loop events to 22,000 cars per day - perhaps 35,000+ people) across Delmar near Kingsland.

It will pay dividends for decades and help overcome the perception people have of The Loop after the unrest and broken windows.

This design incorporates the Loop logo, trolley imagery, stars alluding to the well-visited Walk of Fame, the phrase "One of the 10 Great Streets in America" and it begins with the wonderful, inviting word "Welcome."

It will be the best photo-marketing image for The Loop nationwide. **\$120,000**

- * Implement some of the lighting recommendations that will come as a result of the lighting study that is already underway. Huge for perception *and* ambience. **\$80,000**

Total of proposed projects from reserve funds: \$200,000

City of University City
Economic Development Retail Sales Tax
FY19 Request for Funds: Budget Cost Summary

Applicant University City Loop Special Business District
Amount of Request \$85,000

Provide a listing of each project or program proposed and the associated cost allocation.

	EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Total
I. Project or Program Direct Costs *	85,000	4,000	21,000	35,000	145,000
			sponsors \$ plus		
			volunteer & in-kind		
II. Indirect Costs **					
BUDGET TOTAL - ALL ACTIVITIES	85,000	4,000	21,000	35,000	145,000

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies, and equipment that are tied to a particular cost objective such as a project or program. Consultation with City staff is advised to assist in defining direct costs.

**Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

DELMAR LOOP WEEK

Celebrate the
Kick-off to Summer
in St. Louis

Saturday,
June 15
to Saturday,
June 22

and enjoy a week of events and happenings!

Saturday, June 15
**Juneteenth
Celebration**

Wednesday, June 19
Yappy Hour

Sunday, June 16
Sweet Loop Tour

Thursday, June 20
PRIDE Day

Monday, June 17
**Game Night
in the Loop**

Friday, June 21
Make Music Day

Tuesday, June 18
Taco Tuesday

Saturday, June 22
Loop Arts Fest

Food, fun and
entertainment along
the Delmar Loop



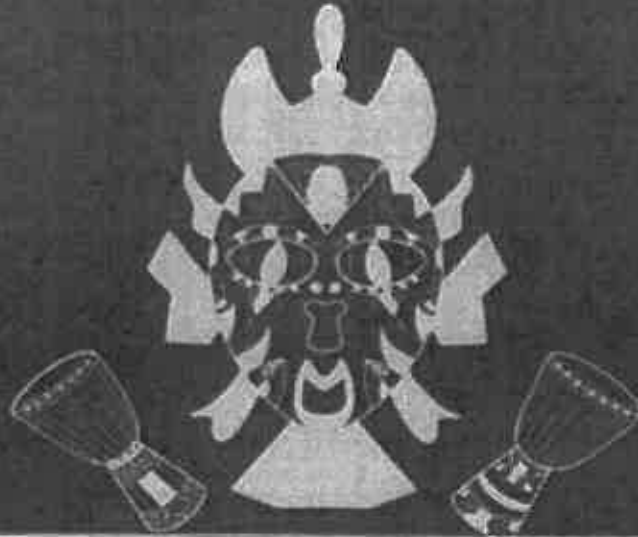
Information and
Details at
VisitTheLoop.com

DELMAR LOOP WEEK

June 15 - June 22

Kick-off Delmar Loop Week with Juneteenth

**SAT JUNE 15
12PM - 5PM
DELMAR LOOP
HAMILTON & DELMAR**



JUNETEENTH

Celebrate every day to the Loop Arts Fest grand finale

*Make Music
Day*

Friday, June 21



*Loop
Arts Fest*

Saturday, June 22

VisitTheLoop.com

THE LOOP ICE CARNIVAL

2019

Fri. Jan. 18 Snow Ball
Jan. 19-20 Ice Carnival

Ice Carving Demos



MOONRISE



Carnival Games



Ice Slides

Ice Sculptures



Zipline



Photo Opps



Skateboarding Demos



Insta Photo Hunt

VisitTheLoop.com



MOONRISE
Hotel



K-2-37

Friday, January 18

Snow Ball Party with DJ at Moonrise Hotel 8pm-midnight
A truly unique party to benefit our friends at Operation Food Search. Featuring DJs, signature cocktails and more. We ask that each patron bring a canned good or \$5 donation, good for one free cocktail.

Sat. & Sun. Jan. 19-20

Wacky Trike Races Take on your friends in this one-of-a-kind race.

5K+ 10K Frozen Buns Run Sat. 10am
Races start and awards given out at Blueberry Hill. Registration: stloustricclub.com/get-active/frozen-buns-run/

Ice Slides from 11am
Great family fun next to Blueberry Hill!



Frozen Turkey Bowling
Vegetarian turkeys. Delmar at Limit Ave.

Carnival Rides 10am-4:30pm
Rides \$3 • Free for kids under 5

Event Key

- I** Ice Sculptures From 11am
- \$** **\$1,000 in Ice Cubes Give Away** From 11am. Collect ice cubes from 7 stores throughout The Loop. 1,000 different cubes will have a dollar coin inside and 9,000+ cubes will have chocolate coins.
- TT** **Temporary Tattoo Scavenger Hunt** From 11am. Collect 13 free tattoos at stores, then pick up your prize at Suite 100 at The Pageant.
- PP** **Putt-Putt Pub Crawl** Noon-4pm 5pm winners announced. 8 wild & crazy holes of golf. Golf attire optional. Get scorecards and start at any of the 8 locations.
- UE** **Unique Event** Check out various unique events taking place inside and outside Loop businesses

Trolley Stop

University City Library **I**
Kingsland

North **▶**

The Melting Pot **I** **S** **PP**
Seoul Taco **I**
Market In The Loop
W Karaoke
Enigma Tattoos **I** **PP**
Corner 17 **TT**

Street Performers Noon-6pm
Walking the Carnival Streets

Zip Flyte Rides \$10 • 10am-4:30pm
The longest, tallest mobile zipline in the world! 350 feet long x 32 feet tall

Ice Carving Demonstrations by Ice Visions noon-4pm Fitz's parking lot

Information Igloo Directions, fliers, and step-in snow globe for photos

Leland
Fitz's **I** **PP** **S**
Chuck Berry Statue
Centennial Greenway

Salt + Smoke BBQ **I**
Componere Gallery
Artisans In The Loop **I** **S**
Westgate

Ice Visions

Blue Ocean **PP** **S** **UE**
Three Dog Bakery **I** **TT**
OSO: A Style Lab **I** **TT**
HopCat **I** **PP** **S** **UE**
Iron Age **I**
Three Kings Public House **I** **TT** **PP** **S**
Sunshine Daydream **I**
Subterranean Books **I**

Whimsical Photo Opp Cut-Outs, Stiltwalkers & Characters
Throughout The Loop for photo opps



Trolley Stop
Peacock Diner **I** **TT** **S**
Mews
Eastgate
Mission Taco Joint **I** **TT** **S**

Skateboards in The Sky with DJ
Noon-4pm. Unique ramp on Moonrise Rooftop by No Coast Skateboarders. Live demos by regional talent. Open to all with a waiver

Skinker

Skinker

Piccione Pastry **I** **TT**
Pin-Up Bowl **I** **TT** **PP** **UE** **S**
Savvi Formalwear **I**
Moonrise Hotel **I** **TT** **PP** **UE**
Halo Bar **I**
at The Pageant
Suite 100 **UE**
at The Pageant

Cosmonauts on Ice 1pm-4pm
Smirnoff vodka cocktail sampling stations on the Moonrise Hotel Rooftop. Ice luge

Ice Breaker from noon
Test your strength - two swings with sledge hammer at ice block

Crown Royal Bar Games: Hop from Bar to Bar taking on carnival games. Play against your friends for the lowest score and redeem your score card for prizes
Schlafly Scavenger Hunt: Find the clues on our Insta Stories, track down the targets. Post to your Instagram with #LoopIceCarnival and win up to \$250

Trolley Stop

Pi Pizzeria **I** **PP** **UE**
Baked Bear **S** **I**
Gorilla Street Food **S** **TT** **I**

Rosedale

Des Peres

Trolley Stop



STL Grills **I** **I** **S**
Krab Kingz **I** **S**



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard -University City, Missouri 63130 -314-505-8533

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate "n/a" for not applicable. Please refer to "Economic Development Retail Sales Tax Board Funding Priority Guidelines" for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: **MAY 28, 2019**

Project Title: **Paint electric/traffic boxes with artistic designs**

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: **University City Loop Special Business District**

Contact Person and Title: **Joe Edwards, Chair**

Mailing Address: **6504 Delmar, University City, MO 63130**

Phone Number: **314-727-0110**

E-mail Address: **loopbizonly@gmail.com**

Website: **VisitTheLoop.com**

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of Incorporation and letter or status): **Already on file at U. City Hall**

- a. **Joe Edwards, 6504 Delmar, 63130, 314-727-0110, loopbizonly@gmail.com**
- b. **Michael Alter, Fitz's, 6605 Delmar, 726-9555, Michael1@FitzsRootBear.com**
- c. **Tom Schmidt, Salt + Smoke, 6525 Delmar, 727-0100, Tom@SaltandSmokeSTL.com**

Type of Entity:

Sole-Proprietorship

- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government
- Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

- Yes No If no, list type of entity: sales tax exempt - political subdivision of State of Missouri

Minority Business Enterprise (MBE) or Women Business Enterprise (WBE):

- Yes No Although many members ARE.

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

This political subdivision of the State of Missouri was formed Oct. 20, 1980 to improve the environment and promote business in the area.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to locate in The Loop by emphasizing diversity, by implementing infrastructure improvements, and by planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements, cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, newsletters for good communication, website, social media, co-promotions.

If the request is from an organization, please provide proof of organizational support for the application (i.e. letter from organization on official letterhead, meeting minutes, etc.).

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties at the April and May 2019 general meetings and board meetings. Chair Joe Edwards agreed to submit the applications.=

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies.

Commission local artists to submit designs and then paint them on electric/traffic light boxes. A Loop sub-committee will work with the U. City Arts & Letters Commission.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

Artists' fees would probably be in the \$300 to \$500 range per stainless traffic box.

Define the expected outcomes of the project, milestones and how the project success will be measured.

Similar to the ones on Olive Blvd., it will add another art element to The Loop and make Delmar more desirable to visitors, residents and potential future businesses.

Program or Project Location (Attach photos of location or site, if appropriate):

The Loop

Program or Project Timetable:

Fall 2019 or Spring 2020

Type of Funding Request (check all that apply):

Project

Program

Other (such as marketing, legal, professional services, grants or loans to companies for job training)

Total Budget: \$4,000

Amount of funding requested from EDRST: \$3,000

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

Possibly a one-time request. Last year's \$1,000 was less than needed.

Complete and attach form EDRST B-1 with budget cost summary.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

University City Loop Special Business District

Name of Applicant Organization

Joe Edwards

Authorized Signature Joe Edwards, Chair

Date 5-28-19



Economic Development Retail Sales Tax Board
 6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8533

**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX
 FUNDS-FALL ROUND
 FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)**

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate "n/a" for not applicable. Please refer to "Economic Development Retail Sales Tax Board Funding Priority Guidelines" for guidance. Applications should be submitted by **September 6, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: *9-6-19*

Project Title: *Mannequins on the Loop*

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: *Audrey Jones/Mannequins on The Loop*

Contact Person and Title: *Audrey Jones/owner*

Mailing Address: *904 Morehouse Ln*

Phone Number: *314-527-3093*

E-mail Address: *figure8designsLLC@gmail.com*

Website: *www.mannequins on the loop.com*

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status):

a. *Dorothy Davis 904 Morehouse Ln 314-726-0537*

b. *dorothywindsdavis@gmail.com*

c.

Type of Entity:

- Sole-Proprietorship
- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government

501(c) 3:

- Yes No If no, list type of entity:

Minority Business Enterprise (MBE) or Women Business Enterprise (WBE):

- Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

see attached

Describe the applicant/organization programs and activities:

see attached

If the request is from an organization, please provide proof of organizational support for the application (i.e. letter from organization on official letterhead, meeting minutes, etc.).

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies.

see attached

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

see attached

Define the expected outcomes of the project, milestones and how the project success will be measured.

see attached

Program or Project Location (Attach photos of location or site, if appropriate):

see attached

Program or Project Timetable:

Type of Funding Request (check all that apply):

Project

Program

Other (such as marketing, legal, professional services, grants or loans to companies for job training)

Total Budget: \$44,717

Amount of funding requested from EDRST: \$29,417

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

One time

Complete and attach form EDRST B-1 with budget cost summary.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

Mannequins on The Loop
Name of Applicant Organization

Audrey Jon
Authorized Signature

9/6/19
Date

City of University City
 Economic Development Retail Sales Tax
 FY19 Request for Funds: Budget Cost Summary

Applicant Audrey Jones / Dorothy Davis
 Project Mannequins on The Loop
 Amount of Request \$29,467

Provide a listing of each project or program proposed and the associated cost allocation.

	Total EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Project Total
I. Project or Program Direct Costs*	\$29,417	\$5,250	Sponsors/Volunteers \$10,000		\$44,717
Advertising /Marketing					
Scholarship					
Signage					
Monetary Cash Prizes					
Printing					
T-Shirts					
Materials/photographer					
Total Direct Costs	\$ -				\$ -
II. Indirect Costs**	\$29,417				\$ -
Operations	\$ -				\$ -
BUDGET TOTAL - ALL ACTIVITIES	\$ 29,417				\$ 44,717

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies and equipment that are tied to a particular cost objective such as a project or program. Consultation with City staff is advised in defining direct costs.

**Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

#2 Applicant /Organization background

Describe the applicant/organization history and mission:

Mission: To bring awareness about the importance of recycling, to provide a pathway to the arts through self-expression, exposure, growth, guidance, and education.

History: The Mannequins on The Loop was created in 2009 to bring awareness of going GREEN! Artists and designers compete by using recyclable and sustainable materials aligned on the streets of the Delmar Loop. Founders Audrey Jones and Dorothy Davis vision and goals behind this project is to help market the Loop businesses, expose artists and designers of their artistic talents, beautify our community, increase visitors to our city, and to educate future generations. In the past, a portion of our proceeds and donations solicited from various merchants and private donors have been donated to several art organizations, such as COCA, RAC, Loop Trolley, Craft Alliance, and University City High School Art Department. In 2018, The Mannequins on The Loop created the Dorothy Davis Art/Fashion Scholarship which awarded four graduating seniors from University City High School pursuing studies in Art/Fashion. This annual project receives support from Loop Special Business District, Arts and Letters Commission, and University City Public Library and the entire community.

Describe the Applicant Program/Activities: The Mannequins on The Loop annual project have over 20 mannequins aligned on the streets of the Delmar Loop for 3 weeks kicking off the **SUMMER HOLIDAYS!** Application to adorn/sustain mannequin (guidance)

Informational Session-Service - Professional speaker to educate contestants on clean recycling and awareness

Informational Session-Service - Pre and post sessions with students

Informational Session-Service - Preparing students for interviews, selecting college courses, dress attire, early registration preparation - DD Scholarship class

Travel to various art venues to seek new talent (art venues/local and out-of-state)

Seek Loop merchants to participate

Provide benefits to participate/recycling awareness/phone/in-person interviews/emails/follow-up

Locate mannequins (travel to retail outlets)

Locate and secure locations for kickoff/finale events

Recruit and interview judges

Meet with Arts and Letters Commission (project approval)

Meet and obtain city compliance (Right-Of-Way approval)

Trolley Approval

Press Release (All news venues)

Contact various news outlets (Fox, NBC, ABC, KPRL, and STLTV)

Social Media (Website, Instagram, Facebook, Contestants Q & A)

Loop Business Bucks (Contestants and merchants promote businesses through social media)

Support from the Organizations: Letters of Recommendation from University City Public Library, Patrick Wall, Which-Wich Superior Sandwiches on the Delmar Loop, Neelam Khurana, and Garrie Burr, President of Arts and Letters Commission

#3 Programs or Project Summary/description of the Program or Project: Mannequins on The Loop is an annual competition that seeks talented artists and designers to team up with local merchants to adorn a mannequin using recyclable materials to be displayed for 3 weeks on the Delmar Loop. The call for artists/designers begins in November of the prior year through various forms of advertising and marketing, such as Critical Mass, Social Media, (Facebook, Instagram and email), print etc. We travel to various art venues such as colleges, universities, museums, art galleries, art fairs, and art exhibits to seek new talents. Artists/designers are interviewed and required to submit their artwork for review. New merchants in the Delmar Loop are recruited annually for this project. The recruitment efforts involves, walking the Loop, meeting with individual store owners, talking about the benefits of participating, phone calls, emails, follow-up and sign-up. We travel to various retail outlets to replenish our inventory. We seek qualified judges are recruited from local colleges, universities, and museums that have the knowledge and expertise in the field of art/fashion. **Mannequins Kick-Off:** This is a very unique and important part of the process. The mannequins are delivered and assembled where they are visually displayed for the public to see on the Delmar Loop! Artists/designers have the opportunity to meet other contestants. An informational session (Q A) is held to help educate everyone on how to obtain, apply, and sustain recyclables during the adorning process. Refreshments are served. Artists/designers have the opportunity to select their mannequin for the competition. **Mannequins Display:** Artists/designers are given an assigned time and location to have their mannequin displayed on the Delmar Loop. Each mannequin must be assembled and secured in the proper location. This generally takes the right precision and construction tools. **Mannequins Finale:** Mannequins are disassembled and moved from their assigned location, and re-assembled for the public viewing and the finale event. The finale is a Red Carpet Event that includes personal interviews by local TV personality to be shown on STLTV. First Place, Second Place, Audience Favorite (public voting), and Loop Business Bucks (est. 2019) will be announced. The Loop Business Bucks (public voting) is a social media contest for artists/designers to solicit votes from the public for their favorite Loop businesses. The Loop Business Bucks winners are required to support the businesses in the Delmar Loop. The other important component of the **Mannequins Finale** is related to the Dorothy Davis Art/Fashion Scholarship awarded to three University City High School students. We host an informational session to educate students/family members on the importance of receiving a scholarship, how to meet their educational goals, dress attire, how to be interviewed on TV, photo-ops,

We need EDRST funds to advertise and market both regionally and nationally to bring more diverse and talented artists/designers to participate in this annual competition and to bring awareness of going GREEN! The diversity of our contestants (Kirkwood, Webster Groves, Wildwood, Chesterfield, St. Charles, Memphis, Kansas City, and Las Vegas) is important to our entire community. This project generates awareness of who we are and what our community represents a Neighborhood to the World! Therefore, as we broaden our scope in our mission, educating the next generation is very important to us. Providing three scholarships to students graduating from University City High School is a commitment to giving back.

Goal: Provide awareness on going Green, using recyclables in a responsible manner, help market the loop merchants, expose artists and designers, beautify our community, educate our generation, and increase visitors to our city.

Objective: Seek artists and designers through advertising and social media; provide the benefits to new and participating merchants; adorn over 20 mannequins to be aligned on the streets of Delmar for 3 weeks; increase exposure and visibility through each participating contestant; Audience Favorite and Loop Business Bucks Awards generate increase social media exposure for the merchants. Provide three \$2,500 scholarships to graduating University City High School students, pursuing a major in Art/Fashion.

Project Meets City Plans: This annual project continues to help expose, enhance and support the Loop businesses in University City:

Attract artistic talent from regional and national sources

Social media exposure from all stakeholders (contestants, merchants, and community) to highlight and bring awareness to support The Loop

Businesses are associated with each contestant

Advertising and marketing will highlight the Loop businesses (brochures, banners, flyers, tee-shirts, social media, magazines, newspapers, signage, backdrop, and television)

***Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.**

Create 10 part-time jobs with the average wage of \$25.00 per hour

Define the expected outcome of this project, milestones and how the project success will be measured.

Each year our goal is to continue to educate the broader community on going GREEN! This project continues to seek talented artists/designers to participate in this competition to adorn mannequins out of recyclable materials that will provide the utmost artistic and competitive edge. This will be the 12th year for this project, involving artists/designers from various and unique backgrounds such as fashion, sculptures, set-designers, production artists, painting, fine arts, etc. The goal of the project is to seek 50 artists/designers to compete for First Place, Second Place, Audience Favorite Competition (public voting), and Loop Business Bucks (public voting). The Loop Business Bucks was implemented in 2019 to help support businesses in the Loop. Winners are required to spend their winnings at the participating businesses. We have reached over 150,000 local and out-of-town visitors through social media, advertising and marketing efforts, such as (STL Magazine, St. Louis American, and STLTv). This project educates the artists/designers, UCHS students, and the entire community on the importance of recycling and sustainability to decrease land-fill waste. Arts and Letters Commission approved the Mannequins on The Loop Project to be featured in the University City Calendar in 2020! Every household in University City will see the amazing mannequins and the message of **going GREEN and SAVING MOTHER EARTH and eventually having a plastic bag free community. UNIVERSITY CITY CAN DO THIS!**

The kick-off for this event is held around Earth Day! A day to remember what our responsibilities are to Mother Earth!

UNIVERSITY CITY HISTORY OF RECYCLABLES/GOING GREEN

University City has been on the cutting edge of recycling. Over 25 years, our community has been finding ways to conserve energy, to be responsible citizens and good steward to Mother Earth. We have gone from eliminating plastic bags to having reusable dumpsters, from collecting magazines and newspapers in a small plastic bend, to having a dumpster to collect all recyclable materials, collecting fall leaves and converting them to compose! University City is now offering a bi-annual Recycling Day Program! And now we have a Trolley that will travel from University City to the History Museum which will provide the clean air and eliminate emission fumes and odors!

Global Responsibility

1. Community Awareness
2. Community Responsibility
3. Community Recyclable and Art = Mannequins on The Loop Project

Project Location: Provide 50 mannequins to be aligned on the streets of Delmar Blvd.

Project Timetable:

November January - Recruit new contestants

April - Kickoff for artists/designers at a participating restaurant

May - Mannequins mantle for street display - 7 a.m. - 7 p.m.

June - Finale Red Carpet Event hosting at a participating business

Total Budget: \$44,717

Amount of funding requested from EDRST: \$29,467

Recommend: Multi-Year

<u>Direct Cost:</u>	<u>EDRST Funds</u>	<u>Applicant's Cash Funds</u>	<u>Applicant's Non-cash Funds</u>	<u>Total</u>
Advertising/Marketing	\$29,467	\$5,250	Sponsors/Volunteers \$10,000	\$44,717
Scholarships				
Education Programs				
Signage				
Monetary Cash Prizes				
Photographer				
Printing				
Tee-Shirts				
Materials				

Indirect Cost:

General Office Expenses
Update contracts
Business Insurance
Secure Judges

Other Funds:

***Create 10 part-time jobs with the average wage of \$25.00 per hour for 20+ Mannequins**

- Preparing Mannequins for **Kick-Off**: Paint, assemble and re-assemble, drop-off mannequins for contestants to pick-up
- Build and paint platforms
- Deliver platforms and concrete blocks to each mannequin location on the Loop for installation
- Mantle mannequin to platform (screw/nail/wire)
- Attached Contestant Signage
- Monitor each mannequin 3 x per day for 3 weeks (63 days of overseeing mannequins) for public viewing
- Preparing Mannequins for **Finale**: Dis-assemble, and transport each mannequin to the finale location and re-assemble each mannequin for public view
- Set-up, refreshments, prepare certificates of awardees, clean-up
- Dis-mantle mannequins to sort and dispose recyclables to University City Recycling Center
- Load and dis-assemble platforms for storage
- Re-assemble mannequins for storage
- Red Carpet/Backdrop set-up and breakdown

Information In-Service Scholarship Recipient Interview Preparation:

- Meet with scholarship recipients and parents at University City Library
- Prepare students for interviewing Q & A on the Red Carpet
- Dress attire preparation -Students and Family Member(s)
- Follow-up with scholarship recipients and University City School District to make up funds have been distributed to their appropriate institutions.

Delmar Loop Store Merchants Participation:

Avalon Exchange-10 years
Blueberry Hill-10 Years
Craft Alliance-9 Years
Fitz's - 1 Year
Moonrise Hotel-10 Years
Pin-Bowl -1 year
Plowsharing Crafts-10 Years
Salt & Smoke - 3 Years
Subterranean Books-10 Years
University City Library -8 Years
Vintage Vinyl-10 Years







MANNEQUINS ON THE LOOP

Mannequins Adorned out of Recyclable Material
2019 Winners



1st Place Christine A. Hoff Representing Recycle-It First	2nd Place Katie Schenk Representing P&L	Juror's Favorite Aileen Thomas Representing P&L
--	--	--

Local Business Battle Winners

1st Place An-Up Box	2nd Place JMKC Work	3rd Place P&L
------------------------	------------------------	------------------

Dorothy Davis Art/Fashion Scholarship
University City High School Class of 2019



Erin Smith Courtney Taylor Autumn White

Call for Artists & Designers 2020
For more information about this project, or if you want
to be a sponsor, please contact:
Audrey Jones/Dorothy Davis
www.mannequinsontheloop.com
audrey@designerfirst.com
www.mannequinsontheloop.com
#Mannequinsontheloop

BEST DOCTORS



2019 Winner

MANNEQUINS ON THE LOOP

Mannequins Adorned out of Recyclable Material
2019 Winners



1st Place Christine A. Hoff Representing Recycle-It First	2nd Place Katie Schenk Representing P&L	Juror's Favorite Aileen Thomas Representing P&L
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Local Business Battle Winners

1st Place An-Up Box	2nd Place JMKC Work	3rd Place P&L
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Quarter 4 2019
11th ANNUAL MANNEQUINS ON THE LOOF
 Mannequins - Advanced Art or Affordable? Mannequin.

2019 Winners



1st Place: **Harmon, J. 100%**, **Harmoning Model Plus**
 2nd Place: **John Williams, Harmonizing Plus**
 3rd Place: **John Williams, Harmonizing Plus**

Loop Business Bucks Winners



Art Place For U by Best Art Place Wash Work 3rd Winner Plus A

Dorothy Davis Art/Fashion Scholarship University City High School 2019 Recipients



2019 Winner: **422001** **Customer Taylor 422001** **Amount \$1,000**

Call for Address & Coupons 2020!

www.mannequinsontheloof.com
 kgumbauy@icloud.com
 Instagram: @mannequinsontheloof
 Facebook: Mannequins on The Loof

ST. LOUIS AMERICAN

and jury missed in finer case
It's attorney vs. roles of prosecutor - judge

ACLU wins appeal over Ashcroft
With government's appeal, group is...



POP CULTURE & ENTERTAINMENT
SOME MUSIC



To Whom It May Concern:

The annual Mannequins on the Loop Project by Figure 8 Design continues to be a valuable part of University City's Delmar Loop. Not only does the event reflect the tradition of supporting the arts and artists for which our community is often noted but it also enhances the attraction of the Loop to visitors from all over the area.

The mannequins appearance is a seasonal and welcome surprise for visitors. A permanent exhibit can often fade into the environment after a period of time. The temporary nature of these pieces makes their up-time more precious and attractive.

Also important to the community is Figure 8's requirement of using recyclable materials for the designs. This not only helps educate our visitors and citizens on the need to 'be Green' but it also mirrors University City's own efforts to improve and expand the proper recycling of waste in our area.

Giving local artists a voice and a chance to show their sense of style is always a commendable effort which should be continually supported, but in the last few years it's been heartening to see the project also attract younger artists from the high school. Giving these students a platform ensures the art in University City will not just be something historical and in the past, but something that will continue on into the future.

As a member of the Municipal Commission on Arts & Letters of University City, president the last few years, and chair of the long-running Public Art collaboration between Washington University and University City, I can report that Figure 8's Audrey Jones has come to our organization every year for our permission and has always received a unanimous vote of 'Yes'. I hope that your group will do the same.

Sincerely,

Garrie Burr
750 Kingsland, 1-S
University City, MO 63130
grburr@gmail.com



To Whom It May Concern

This is to state that Which Wich superior sandwiches has participated in the Mannequins on The Loop Project for the past three years. It's a wonderful program for the Loop Business district as it not only brings increased traffic to the area during the time that the mannequins are displayed, it also helps the participating business to showcase themselves in a creative and artistic way through the eyes of our talented artists. We are thankful to Audrey Jones and Dorothy Davis for having started this unique art exhibit that brings the local artists, merchants, and the community in the Delmar Loop together and for working so hard to keep this annual program going for 12 years now. We fully support this program and hope that this will continue for years to come.

Neelam Khurana,
Owner, Which Wich Superior sandwiches,
6662 Delmar Blvd, U.City, 63130.
Ph: 314-899-0999

University City Public Library

9/4/2019

To the members of the Economic Development Retail Sales Tax Board,

The University City Public Library would like to write in support of the Figure 8 Designs' Mannequins on the Loop project. When the Mannequins on the Loop display is underway in May and June and the mannequins are on display throughout the Loop, Library staff field questions and hear comments from Library patrons and visitors about the mannequins. It has always seemed a positive display which draws people out to the Loop.

Additionally the Library has been very happy to host and display the winning mannequin each of the last several years. Our patrons enjoy having the winning mannequin here, and people do come here seeking it out. We believe this project benefits the Loop and University City as a whole.

Sincerely,



Patrick Wall
Library Director

6701 Delmar Blvd., University City, Missouri 63130, Phone (314) 727-3155
Fax (314) 727-6005



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8533

**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX
FUNDS-FALL ROUND
FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)**

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate "n/a" for not applicable. Please refer to "Economic Development Retail Sales Tax Board Funding Priority Guidelines" for guidance. Applications should be submitted by **September 6, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or . For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: Sept 6, 2019

Project Title: Priority One Adult Day Care

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: Priority One Adult Day Care

Contact Person and Title: Dioni Hatfill, Owner

Mailing Address: 7819 Olive Blvd. St. Louis, MO. 63130

Phone Number: 314-776-9086

E-mail Address:

Website: www.priorityonehealthcareservices.com

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status):

a. Rose Boothe 7819 Olive Blvd. St. Louis, MO. 63130

b. Dioni Hatfill 7819 Olive Blvd. St. Louis, MO. 63130

c.

Type of Entity:

- Sole-Proprietorship
- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government

501(c) 3:

- Yes No If no, list type of entity: **S-Corp**

Minority Business Enterprise (MBE) or Women Business Enterprise (WBE):

- Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

Priority One Healthcare Service was established in 2011. We are a home care agency contracted by the state of Missouri. Our contracts are Agency Model, Consumer Directed, Healthy Children & Youth & Private Duty Nursing and Private Pay Services. We pride ourselves on caring for others and making sure all our clients will remain comfortable in their own home. Our Mission is to Ensure we are providing our associates the necessary tools to perform their duties and for the clients to remain in their homes with the best care possible.

Describe the applicant/organization programs and activities:

Priority One Health Care Services programs are:

- Agency Model Program – Medicaid based program that provides quality and reliable home healthcare and respite care. Caregivers will assist the client with all there dressing/grooming, bathing, mobility, laundry, cleaning and meal preparation needs.**
- Consumer Directed Services – Medicaid based program that provides personal care assistant to you. The consumer(client) has the comfort to hire and train the attendant (caregiver) of their chose. Attendant will assist the consumer with housekeeping, laundry, bathing, showering, meal preparation and essential transportation.**
- Healthy Children and Youth – Medicaid based program that provides home healthcare for youth with medical and behavioral problems. We create a specialized care plan that meets your individual need. Our caregivers are highly qualified and trained for the needs of our behavioral youth.**
- Private Duty Nursing – provides skill nursing service by a registered nurse or a licensed practical nurse. Private Duty is one-on-one medial care with the clients. The client is usually a pediatric patient with long term care that requires the use of a ventilator, feeding tube and /or tracheostomy.**
- Private Pay Services – is a program designed for those who do not have Medicaid or insurance coverage. This program is tailored to your specific needs such as errands, personal care services, respite overnights and so much more.**

If the request is from an organization, please provide proof of organizational support for the application (i.e. letter from organization on official letterhead, meeting minutes, etc.).

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies.

Priority One Healthcare Service has been in the community for four years. We would like to grow and expand our services in University City by opening an Adult Day Care for the elderly and disabled. By enlarging our footprint in University City, our service will enable seniors to gather and socialize, enjoy planned activities, foster relationships and receive care. The day care will provide nutritional meals, assistance, and supervision during the day to give family members the sense that their relatives are well cared for and safe. Priority One Adult Day Care will like to partner with University City Parks and Recreational Centers, Local Businesses and Health & Wellness Centers.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

There will be a total of 4 full time jobs created. The wages for all full-time employees will be \$156,000.00 for the year.

Define the expected outcomes of the project, milestones and how the project success will be measured.

Priority One Adult Day Care success will be measured by the positive mental stability of our clients. The clients will be apart of the neighborhood and their community with the much-needed social interaction. Our milestones would be to grow the business to a larger location in University City to offer compassionate services in a community base group setting.

Program or Project Location (Attach photos of location or site, if appropriate):

Priority One Adult Day Care would be located at 7827 Olive Blvd. St. Louis, MO. 63130

Program or Project Timetable:

This will be an indefinite program

Type of Funding Request (check all that apply):

Project

Program

Other (such as marketing, legal, professional services, grants or loans to companies for job training)

Total Budget: **\$346,899.00**

Amount of funding requested from EDRST: **\$272,999.00**

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

This will be a multi-year request. It will allow us to continue to grow the program and have a larger outreach in the community.

Complete and attach form EDRST B-1 with budget cost summary.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

Priority One Adult Day Care

Name of Applicant Organization



Authorized Signature



Date

EDRST B-1

City of University City
 Economic Development Retail Sales Tax
 FY19 Request for Funds: Budget Cost Summary

Applicant: Priority One Adult Day Care
 Project

Amount of Request: \$269,304.00

Provide a listing of each project or program proposed and the associated cost allocation.

	Total EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Project Total
I. Project or Program Direct Costs*					
Salaries	\$ 156,000				\$ 156,000
Transportation Cost	\$ 40,000	8760			\$ 48,760
Meals & Nutrition	\$ 60,480	15120			\$ 75,600
Lease Expenses		20520			\$ 20,520
Utilities		9500			\$ 9,500
Construction/Equipment		20000			\$ 20,000
Total Direct Costs	\$ 256,480				\$ 330,380
II. Indirect Costs**					
Operations	\$ 16,519				\$ 16,519
BUDGET TOTAL - ALL ACTIVITIES	\$ 272,999				\$ 346,899

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies and equipment that are tied to a particular cost objective such as a project or program. Consultation with City staff is advised to assist in defining direct costs.

**Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

State of Missouri



Robin Carnahan
Secretary of State

CERTIFICATE OF INCORPORATION

WHEREAS, Articles of Incorporation of

Hatfill & Boothe Corp.
01151547

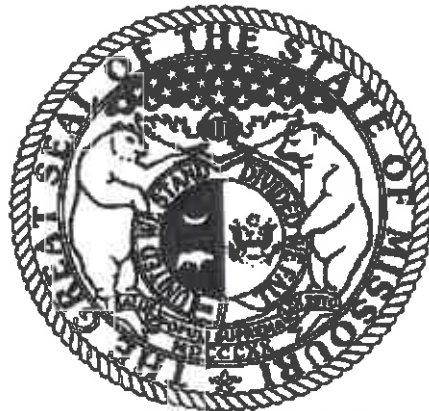
have been received and filed in the Office of the Secretary of State, which Articles, in all respects, comply with the requirements of General and Business Corporation Law.

NOW, THEREFORE, I, ROBIN CARNAHAN, Secretary of State of the State of Missouri, do by virtue of the authority vested in me by law, do hereby certify and declare this entity a body corporate, duly organized this date and that it is entitled to all rights and privileges granted corporations organized under the General and Business Corporation Law.

IN TESTIMONY WHEREOF, I hereunto
set my hand and cause to be affixed the
GREAT SEAL of the State of Missouri.
Done at the City of Jefferson, this
24th day of June, 2011.

Robin Carnahan

Secretary of State





Economic Development Retail Sales Tax Board
6801 Delmar Boulevard University City, Missouri 63130 314-505-8533

**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX
FUNDS-FALL ROUND
FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)**

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate “n/a” for not applicable. Please refer to “Economic Development Retail Sales Tax Board Funding Priority Guidelines” for guidance. Applications should be submitted by **September 6, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: 09/06/2019

Project Title: **Strength-Based Therapeutic Organized Education Workforce Development Program**

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: Strength-Based Therapeutic Organized Education (**STORGE**)

Contact Person and Title: Deja Scott / President/CEO

Mailing Address: 7604 Fairham Ave., University City, MO 63130

Phone Number: 314-475-4147

E-mail Address: deja@prorevmanagement.com

Website: www.storge.org

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status):

a. Deja Scott – President/CEO - 7604 Fairham Ave., University City, MO 63130 – (314) 475-4147 – deja@prorevmanagement.com

b. Florence Harris – Treasurer - 2058 Vallette Dr Apt 6., Saint Louis, MO 63136 – (314) 308-8055 – jjransom3@gmail.com

c. Patricia Pargo – Board of Director - 5915 Sheriton Dr., Saint Louis, MO 63125 – (314) 295-8368 – ppargo68@gmail.com

Type of Entity:

- Sole-Proprietorship
- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government

501(c) 3:

Yes No If no, list type of entity:

Minority Business Enterprise (MBE) or Women Business Enterprise (WBE):

- Yes No

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

STORGE was founded in 2017 after the founder's family experienced a traumatic loss of a child from Craniopharyngioma (a pediatric brain tumor). In the aftermath of this event, the family was left navigating the complex system of locating a mental health service provider along with determining a means to pay for them. It became clear that fragmented systems often made it challenging to identify, contact, and schedule appointments that met all of the service needs for the family. Additionally, access to culturally diverse providers was limited. Through this effort STORGE was developed. In October 2018, STORGE began to implement service plans for individuals experiencing mental health concerns in the region.

STORGE has taken the benefits of the owner's for-profit company, Professional Revenue Management, and integrated it into a non-profit that focuses on alleviating barriers with access to and retention in mental health mental health. This led to the development of the Talk Therapy Helpline, allowing people to make one phone call to complete an intake, identify initial needs, and connect them to a therapist and social supports immediately. Additional services have been added over time as needs of patients have been identified including no-cost child psychotherapy, benefit enrollment assistance, and workforce development. A provider network has expanded to 56 providers that are culturally diverse and that have agreed to meeting with patients at reduced rates who are uninsured and low-income.

Describe the applicant/organization programs and activities:

STORGE currently operates 4 programs to help address mental health well-being for low-income, uninsured/underinsured, and individuals of color. These programs include the following:

- 1) **Talk Therapy Helpline:** This helpline connects patients seeking mental health services to providers by easing access to care. Through a collaboration with Behavioral Health Response since October 2018, individuals can contact the helpline 24 hours a day to request support services. Individuals complete their initial intake over the phone and are matched with a network provider based on their income, insurance status, and mental health needs. An initial appointment is scheduled at the same time. This process helps to alleviate barriers to initial engagement in mental health services. The helpline has been the highest utilized program, servicing 109 individuals since implementation.

- 2) **No-cost Child Psychotherapy:** Utilizing provisionally licensed practitioners, STORGE connects children within daycare settings in north county and city with free therapeutic services. Services focus on alleviation of trauma symptoms and building of parent/child relationships and interactions. Practitioners use evidence-based mental health modalities to meet children and family's needs in school and home settings. Currently, two daycares participate in the program (The Learning Center and New Dai Education).

- 3) **Benefit Enrollment Assistance:** In an effort to increase access to eligible benefits, STORGE assists individuals with application completion, as well as education and support to accessing state benefits. Employees at STORGE are trained to connect people to health insurance (Medicaid, Medicare, and the Marketplace), food stamps, TANF, and other benefits that can alleviate stressors. Clients often report starting, but not completing the benefits enrollment process due to long wait times with state offices, not being able to understand applications, or lack of education around the process. STORGE helps to walk them through this process so that they can improve their overall access to care. STORGE has served 39 patients in the past 6 months in this program.

- 4) **Workforce Development Program:** As the most recently launched program, this program helps to promote diversity among healthcare professionals while simultaneously alleviating income stressors experienced by individuals with low-income. Individuals are trained as medical billing/coders through an entirely online, once a week class over the course of six months. They also connected to internship opportunities to develop hands-on experience in the field and job placement upon completion. Starting in July 2019, STORGE has enrolled 3 people into this program.

If the request is from an organization, please provide proof of organizational support for the application (i.e. letter from organization on official letterhead, meeting minutes, etc.).

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies.

In the current comprehensive plans for University City efforts have been made to focus on the changing demographics of the region and promote overall community well-being. This includes focused efforts on promotion of education and workforce options within the region. Currently, 16.5% of residents in University City experience poverty. Poverty often leads to decreased economic spending. By providing opportunities to build workforce and career development skills, individuals living in poverty are able to increase their incomes and the community well-being of the region will improve.

STORGE plans to open a healthcare administration simulation education and training program that will focus on workforce development. This will be done by providing both classroom and intern opportunities to help increase opportunities for future employment upon completion. In addition to providing the same training and education to provisionally licensed behavioral health clinicians seeking to grow the economy in which the community they reside in.

STORGE Workforce Development Program (SWFDP) Participants: (10 total)

Participants of SWFDP: Certified Medical Billing/Coding, will be trained in an environment where they experience hands-on training in the following areas:

- Charge Entry
- Claim Follow-Up
- Payment Posting/Refunds
- Customer Service/Patient Payments

Participants will then be exposed to the environment of a professional office and facility administrative setting where they will experience hands-on training in the following areas:

- Patient Intake/Check In
- Insurance Notifications
- Patient Call Management
- Document Management
- Practice/Facility Workflow

Upon completion, participants will earn national certification with the [National Healthcareer Association](#) as a Certified Billing/Coding Specialist.

For the STORGE Provisional Licensed Professionals Training Simulation Program: (5 total)

The professional office setting will be a live teaching facility for *provisionally licensed psychologists, professional counselors, and social workers*. They will accrue license hours for the patients that are seen within the facility with consent. Each professional is required to have an approved State Supervision Plan obtain from the Committee Board of Professional Registration of Social Work, Counseling and Psychology.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

For the STORGE Organizational Staff: Salaries will be paid to the staff of STORGE working directly with aspects of the program. Salaries are based on market averages for similar positions. Individual salaries that will be paid include:

- **Deja Scott, Executive Director (0.35 FTE) – \$58,450**
- **Florence Harris, Office Manager (0.5 FTE) -- \$28,500**
- **Stephanie Edwards, Program Coordinator (1.0 FTE) – \$67,000**
- **Program Clinical Supervisor (Licensed MH Professional) (1.0 FTE) --\$23,575**

SWFD Program Participants: (10) Stipend Positions --\$48,000

- Training and testing for with the [National Healthcareer Association](#) as a Certified Medical Billing/Coding Specialist
- Internship placement with our community partner Professional Revenue Management LLC
- Hands on experience within our simulation center for Revenue Cycle Management and Practice Facility Administration training.
- Paid stipend in the amount of \$400.00 per month for the duration of the program with good attendance.

For the STORGE Provisional Licensed Professionals Training Simulation Program: (5 total)

- Enrollees will accrue hours for licensure requirement, approved by the Board of Professional Registration of Social Work, Counseling and Psychology.
- Paid supervision provider and processing
- Hands-on experience in practice/facility setting and revenue cycle management as a servicing healthcare professional.

****Please note there are no payment expected for our provisional professional program participants.***

Define the expected outcomes of the project, milestones and how the project success will be measured.

Participants who complete the program will have increased work opportunities and increased income as a result of program completion. At least 90% of participants who complete the program will be connected to employment or will begin their own business upon completion.

Program or Project Location (Attach photos of location or site, if appropriate):

Location of proposed simulation program

Program or Project Timetable:

Nov 1, 2019 – move into program and complete hiring of new positions
Dec 2019 -- recruitment and marketing for clients and applicants
Dec 2020 -- enrollment processing for application
Jan 1, 2020 -- open simulation/office program
Jan 1, 2020 -- HIPAA Training for staff and participants and professionals
Feb 2020 -- begin first simulation cohort class
March 2020 – Community engagement presentation
April 2020 – initial quarterly review of progress/quality improvement meeting
May 2020 – End of cohort program for coding specialist programming
June 2020 – National testing of program participants
July 2020 – 2nd quarterly review of progress/quality improvement meeting
Aug 2020 – Internship Period Begins
Sep 2020 – HIPAA Training for staff and professionals
Oct 2020 – 3rd quarterly review of progress/quality improvement meeting
Nov 2020 – Internship Period Ends
Dec 2020 – Program Graduation
Jan 2020 – 4th quarterly review of progress/quality improvement meeting

Type of Funding Request (check all that apply):

Project

Program

Other (such as marketing, legal, professional services, grants or loans to companies for job training)

Total Budget: \$ 177,940

Amount of funding requested from EDRST: \$ 148,940

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

We are planning for this program to be a multi-year request. We are projecting to grow the program to reach more underserved community members and/or professionals in the industry of healthcare administration and patient care. We would like to be able to utilize our evaluation planning efforts to assist us in developing the most accurate requests and details for the future state of our program development.

Complete and attach form EDRST B-1 with budget cost summary.

Please see the attached budget summary document.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

Strength-Based Therapeutic Organized Education, Inc./Deja R. Scott

Name of Applicant Organization

X *Deja R. Scott* 09/06/2019

Authorized Signature Date

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **NOV 02 2018**

STRENGTH-BASED THERAPEUTIC
ORGANIZED EDUCATION
7604 FAIRHAM AVE
UNIVERSITY CITY, MO 63130-0000

Employer Identification Number:
82-3861901
DLN:
26053688006338
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
November 07, 2017
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947

STRENGTH-BASED THERAPEUTIC

Sincerely,

Stephen W. Martin

Director, Exempt Organizations
Rulings and Agreements

Letter 947



State of Missouri
John R. Ashcroft, Secretary of State
 Corporations Division
 PO Box 778 / 600 W. Main St., Rm. 322
 Jefferson City, MO 65102

N000707125
Date Filed: 12/30/2017
John R. Ashcroft
Missouri Secretary of State

Articles of Incorporation of a Nonprofit Corporation
(Submit with a filing fee of \$25.00)

The undersigned natural person(s) of the age of eighteen years or more for the purpose of forming a corporation under the Missouri Nonprofit Corporation Act adopt the following Articles of Incorporation:

STRENGTH-BASED THERAPEUTIC ORGANIZED EDUCATION

1. The name of the corporation is: _____

2. This corporation is a Public _____ Benefit Corporation.
Public or Mutual

Perpetual

3. The period of duration of the corporation is _____
"Perpetual" unless stated otherwise

4. The name and street address of the Registered Agent and Registered Office in Missouri is:
 7114 Vernon Ave

Deja Scott _____ University City MO 63130
Name Address City/State/Zip

5. The name(s) and address(es) of each incorporator:

Scott, Deja R _____ 7114 Vernon Ave
 _____ University City MO 63130

6. Will the corporation have members? YES NO

7. The assets of the corporation will be distributed on dissolution as follows
 Upon the dissolution of the corporation, the Board of Directors shall, after paying or making provision for the payment of all of the liabilities of the corporation, distribute all the assets of the corporation to one or more organizations then qualified under section 501(c)(3) of the Internal Revenue Code of 1986, as amended (or the corresponding provision of any future United States Internal Revenue Law) selected by the Board of Directors of the corporation. Any of such assets not so disposed of shall be disposed of by the Circuit Court of the city or county in which the principal office of the corporation is then located to such organization or organizations as said court shall determine and as are then qualified as exempt under section 501(c)(3) of the Internal Revenue Code of 1986, as amended (or the corresponding provision of any future United States Internal Revenue Law).

8. The corporation is formed for the following purpose(s):

The corporation is organized, and shall be operated, exclusively for charitable, scientific, literary and educational purposes within the meaning of section 501(c)(3) of the Internal Revenue Code of 1986, as amended (or the corresponding provision of any

Name and address to return filed document:	
Name:	<u>Deja Scott</u>
Address:	<u>Email: deja@prorevmanagement.com</u>
City, State, and Zip Code:	_____

future United States Internal Revenue Law).

9. The effective date of this document is the date it is filed by the Secretary of State of Missouri unless a future date is otherwise indicated: _____

(Date may not be more than 90 days after the filing date in this office)

(Please see next page)

Articles of Incorporation of a Nonprofit Corporation

In Affirmation thereof, the facts stated above are true and correct:

(The undersigned understands that false statements made in this filing are subject to the penalties provided under Section 575.040, RSMo)

Must be signed by all Incorporator(s):

Deja R Scott
Signature

DEJA R SCOTT
Printed Name

12/30/2017
Date of Signature



Missouri CGA - Project Budget (Required)

ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS

Strength-Based Therapeutic Organized Education, Inc.

	Total Project Expenses	Amount Requested from Funder
Salary and Benefits	\$ 110,640	\$ 110,640
Contract Services (consulting, professional, fundraising)	\$ 15,600	\$ 9,000
Occupancy (rent, utilities, maintenance)	\$ 24,000	\$ 12,000
Training & Professional Development	\$ 1,500	\$ 1,100
Insurance	\$ 1,400	\$ 1,400
Travel	\$ -	\$ -
Equipment	\$ 5,000	\$ 3,000
Supplies	\$ 3,000	\$ 1,500
Printing, Copying & Postage	\$ 3,000	\$ 1,500
Evaluation	\$ 7,800	\$ 7,800
Marketing	\$ 1,000	\$ 1,000
Conferences, meetings, etc.	\$ -	\$ -
Administration	\$ 5,000	\$ -
*Other - _____	\$ -	\$ -
*Other - _____	\$ -	\$ -
TOTAL EXPENSES	\$ 177,940	\$ 148,940
Revenues	Committed	Pending
Contributions, Gifts, Grants, & Earned Revenue		
Local Government	\$ -	\$ -
State Government	\$ -	\$ -
Federal Government	\$ -	\$ -
Individuals	\$ -	\$ -
*Foundation - _____	\$ -	\$ -
*Foundation - _____	\$ -	\$ -
*Foundation - _____	\$ -	\$ -
*Foundation - _____	\$ -	\$ -
*Corporation - _____	\$ -	\$ -
*Corporation - _____	\$ -	\$ -
*Corporation - _____	\$ -	\$ -
*Federation - _____	\$ -	\$ -
*Other - _____	\$ -	\$ -
Membership Income	\$ -	\$ -
Program Service Fees	\$ -	\$ 150
Products	\$ -	\$ -
Fundraising Events (net)	\$ -	\$ -
Investment Income	\$ -	\$ -
In-Kind Support	\$ -	\$ -
*Other - Additional Contributions by _____	\$ -	\$ -
TOTAL REVENUES	\$ -	\$ 150.00

*Please specify for contributions over \$1,000.

STATE OF MISSOURI



John R. Ashcroft
Secretary of State

CERTIFICATE OF INCORPORATION

WHEREAS, Articles of Incorporation of

STRENGTH-BASED THERAPEUTIC ORGANIZED EDUCATION
N000707125

have been received and filed in the Office of the Secretary of State, which Articles, in all respects, comply with the requirements of Missouri Nonprofit Corporation Law;

NOW, THEREFORE, I, JOHN R. ASHCROFT, Secretary of State of the State of Missouri, do by virtue of the authority vested in me by law, do hereby certify and declare this entity a body corporate, duly organized this date and that it is entitled to all rights and privileges granted corporations organized under the Missouri Nonprofit Corporation Law.

IN TESTIMONY WHEREOF, I hereunto set my hand and cause to be affixed the GREAT SEAL of the State of Missouri. Done at the City of Jefferson, this 30th day of December, 2017.


Secretary of State



Contact

PO BOX 300141
Saint Louis, MO 63114
636-444-99420 (Work)
deja@prorevmanagement.com

www.linkedin.com/in/dejascott
(LinkedIn)
www.prorevmanagement.com
(Company)
storge.org (Company)

Top Skills

Leadership
Process Improvement
Project Management

Languages

English

Certifications

CNA
Certified Medical Reimbursement
Specialist (CMRS)
CMT

Deja Scott

Entrepreneur | Founder & CEO of PRM & STORGÉ | EVP of
TruCircle | Philanthropist
Greater St. Louis Area

Summary

Professional Revenue Management LLC is a healthcare administration company that focuses on the health of a medical provider's revenue, ensuring the provider is reimbursed correctly after providing valuable care to patients.

In our son's honor, Strength-Based Therapeutic Organized Education operates as a non-profit community based organization that focuses on un-stigmatizing mental health care in underserved communities across the nation, providing resolution for both "sides of the couch".

With the development of both companies together, I have roadmapped a plethora of technology solutions to healthcare professionals while also connecting individuals in the community who are seeking mental health services directly with mental health professionals in their area. Through various partnerships I have merged the worlds of healthcare and technology, bringing resolution to both health professionals and patients.

-Deja R. Scott, Founder & CEO, CNA, CMT, CMRS, A.A.S

Experience

Professional Revenue Management LLC
Founder & CEO
August 2015 - Present
Nationwide

Creating a collaborative and positive billing experience for patients results in a financially solid bottom line, predictable cash flow, and increased net revenue without sacrificing customer satisfaction and precious time, money, and resources.

STORGE

Founder & CEO

November 2017 - Present

Nationwide

Mental health clinical simulation institute that was developed to help aid better mental healthcare in our community by building strategic partnerships with school districts, universities as well as our contracted community collaborators in health care to improve the delivery of mental healthcare for the populations we serve. STORGE provides psycho-social management services to people in a convenient manner while being co-located at the physical location of our community collaborators.

TruCircle

Executive Vice President

December 2018 - Present

Nationwide

BJC HealthCare

4 years

Insurance Reimbursement Specialist

December 2012 - October 2015 (2 years 11 months)

Town & Country

Responsible for successful resolution of unpaid physician claims. Analyzes and monitors account receivables, identifies and addresses the reason for unpaid insurance claims, submits appeals for denied claims.

Patient Service Representative

November 2011 - December 2012 (1 year 2 months)

Multiple Practices

Serves as a lead for front office activity. Directs the patient flow process at the physician office. Performs patient check-in and appointment scheduling as assigned. Supports Central Billing Office by maintaining patient financial records at the office. Provides closure to patient visit. May support office as switchboard operator as needed.

Education

Brown School at Washington University in St. Louis

Evaluation Planning · (2018 - 2018)

Saint Louis University

Bachelor's Degree, Organizational Leadership · (2013 - 2017)

Missouri College

Associate's Degree, Healthcare · (2011 - 2012)

South County Technical High School

High School, Health Occupation · (2004 - 2007)

Contact

jransom3@gmail.com

www.linkedin.com/in/florence-harris-4148aa18a (LinkedIn)

Florence Harris

Medical Billing at Professional Revenue Management LLC
Greater St. Louis Area

Experience

Professional Revenue Management LLC
Medical Billing
November 2015 - Present

Contact

www.linkedin.com/in/pat-pargo-70a56018 (LinkedIn)

Pat Pargo

ins follow up rep at BJC HealthCare
Greater St. Louis Area

Experience

BJC HealthCare
ins follow up rep

Contact

(314)243-0815 (Mobile)
tt914@yahoo.com

www.linkedin.com/in/stephanie-e-10b00763 (LinkedIn)

Top Skills

Advocacy

Life Coaching

Role Modeling

Stephanie Edwards, M.A.C

Adolescent Therapist
Greater St. Louis Area

Summary

I am building my professional network with individuals and organizations that promote a positive impact on our communities and the world!

Many thanks to all the individuals in my "connection circle" for your dedication and service!

I am a dedicated individual in the field of Adolescent and Family advocacy, targeted at the diverse & underserved communities to help encourage and motivate individuals and families to make healthy, positive interpersonal choices by exposing them to educational and enriching life experiences.

Experience

Logos School
Adolescent Therapist
October 2016 - Present
Greater St. Louis Area

I am a member of the adolescent crisis therapy T.E.A.M., I am also the coordinator for the Student Empowerment Center (SEC).

SEC is an extension of the behavior intervention program that provides support services for the student population when struggles (i.e. behavioral, emotional, and physiological) have been identified by the student, teacher, or therapist.

Working mainly from a CBT standpoint, I also incorporate strategies from DBT and Solution Focus Therapeutic approaches to help our students remain calm and stable so that they may return to the classroom setting.

Facilitated the Logos School Lions Club Parent Support Group. This is a school based support group for the parents and/or guardians of the students

who attend Logos School, a platform to allow parents to share and express ideas about parenting children.

I utilize the acronym T.E.A.M as it regards to the dedicated and inspiring individuals I am fortunate to work with!!!

(TEAM=Together Everyone Achieves More)

Logos School

School Counseling Intern

October 2015 - July 2016 (10 months)

Co-facilitated specialty group therapy sessions (specialized in high school anxiety & depression groups), created various forms for intern use such as safety contracts, intake assessments, clinical S.O.A.P notes for individuals and group documentation purposes, assisted with school functions such as "Lion's Lunch", supervision with class and site supervisor

Lindell Manor RCF

Medication Aide - Level 1

March 2015 - April 2016 (1 year 2 months)

Greater St. Louis Area

Assisted developmentally and mentally challenged Geriatric residents in a RCF (group home) with meds, meals and ADLs. Supervised social activities such as Bingo night with volunteers and seasonal events such as Thanksgiving dinner with friends.

Logos School

Practicum Student

August 2015 - October 2015 (3 months)

Greater St. Louis Area

Observed classroom operations (Middle/High School), group supervision with class, individual supervision with site supervisor, co-facilitated group therapy sessions.

Non-profit Agency

Therapeutic Preschool Teacher

March 2013 - August 2014 (1 year 6 months)

Greater St. Louis Area

Assist children in day treatment program with social-emotional learning skills utilizing the techniques from TF-CBT to help prepare them for transition to traditional or modified kindergarten.

**Central Residence RCF
Medication Aide-Level 1
January 2008 - August 2010 (2 years 8 months)
Greater St. Louis Area**

**Assisted developmentally challenged residents of a residential care facility
(formerly known as group homes) with meds, meals and ADLs**

Education

**Webster University
Master of Arts - (M.A.), Gerontology · (2016 - 2018)**

**Webster University
Master of Arts (M.A.), Community Mental Health Counseling · (2014 - 2016)**

**Webster University
Bachelor of Arts (B.A.), Psychology · (2011 - 2013)**

**St. Louis Community College
Associate of Arts and Sciences (A.A.S.), Criminal Justice/Law Enforcement
Administration · (2009 - 2011)**

**St Louis College of Health Careers-St Louis
Certificate of Study, Pharmacy Technician/Assistant · (1991 - 1992)**

C

Google Maps

St. Louis, Missouri

8606 Olive Street, University City, MO 63130

C

J



Image capture: Aug 2018 © 2019 Google



Street View - Aug 2018



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8533

**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS-
FALL ROUND
FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)**

Directions: Please complete all sections of the application. If a question does not apply to a project, please indicate "n/a" for not applicable. Please refer to "Economic Development Retail Sales Tax Board Funding Priority Guidelines" for guidance. Applications should be submitted by **September 6, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or tucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: September 5, 2019

Project Title: Automation equipment upgrade

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: WINCO Window Company, Inc./BMS Holdings, Inc.

Contact Person and Title: Bill Krenn, President

Mailing Address: 6200 Maple Avenue

Phone Number: (314) 725-8088

E-mail Address: BillKrenn@WINCOWindow.com

Website: www.WINCOWindow.com

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status):

- a. Gantt Miller III, Chairman
6200 Maple Avenue, Saint Louis, MO 63130 (314) 725-8088
GanttMiller@WINCOWINDOW.com
- b. Bill Krenn, President
6200 Maple Avenue, Saint Louis, MO 63130 (314) 725-8088
BillKrenn@WINCOWindow.com
- c. Woody Miller, Vice President
6200 Maple Avenue, Saint Louis, MO 63130 (314) 725-8088
woodybuilds@gmail.com

Type of Entity:

- Sole-Proprietorship
- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government

501(c) 3:

- Yes No If no, list type of entity:

Minority Business Enterprise (MBE) or Women Business Enterprise (WBE):

- Yes No Women owned, not federally certified.

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:
See attached. Appendix A.

Describe the applicant/organization programs and activities:

Manufacturing: Fabrication and assembly of architectural and heavy commercial aluminum window and door products. These windows are high performance products designed and built to protect buildings and occupants from thermal, air and water penetration, storm protection including hurricane and tornado, blast and forced entry. Our products also can be customized to replicate historically significant buildings. New applications provide visual barriers for buildings, temperature and solar protection and for occupant security in case of intruder threat. Additionally new applications include human protection for psychiatric facilities.

The company is vertically integrated to include metal forming and finishing and glass fabrication.

If the request is from an organization, please provide proof of organizational support for the application (i.e. letter from organization on official letterhead, meeting minutes, etc.).

See attached Appendix B

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies.

Automated thermal break application process to provide additional capabilities to increase throughput and access additional markets for products. Also purchase additional automated CNC equipment for frame and sash components, increasing accuracy and precision in cutting milling and inserting holes and access points for assembly and hardware application.

This acquisition will increase employment by bringing additional processing in-house rather than out sourcing to other manufacturers.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

The company estimates that the workforce will grow by an incremental 10% per year during this expansion. At our current employment of 185 that would equate to 18 full-time positions in 2020, 20 FTEs in 2021 and 23 FTEs in 2022.

The additional processing brought in-house will add an incremental 5 positions

Define the expected outcomes of the project, milestones and how the project success will be measured.

Expected outcomes include:

- Increased processing accuracy
- Increased throughput and reduced cycle time
- Increased efficiency in material movement

Capacity and efficiency increases will allow for:

- Increased production throughput to allow taking on the additional 20% growth per year
- Increased production capacity will allow for the additional hiring for workforce expansion

Program or Project Location (Attach photos of location or site, if appropriate):

6200 & 6315 Maple Avenue, current building locations.

Program or Project Timetable:

Early 2020

Type of Funding Request (check all that apply):

- X Project
- Program

Other (such as marketing, legal, professional services, grants or loans to companies for job training)

Total Budget: \$1,342,000

Amount of funding requested from EDRST: \$463,900

This amount when leveraged with the financing to be received from UMB Bank will allow us to realize the efficiencies and growth opportunities to be provided by this investment. In addition the savings that this grant will enable (\$42,000 per annum) can be applied to assisting in the hiring and onboarding of new employees required for staff this growth.

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

This is a one time request.

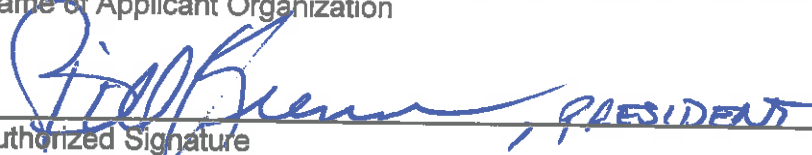
Complete and attach form EDRST B-1 with budget cost summary.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

WINCO WINDOW COMPANY, INC.

Name of Applicant Organization

Authorized Signature

 PRESIDENT

09/05/2019

Date

City of University City
 Economic Development Retail Sales Tax
 FY19 Request for Funds: Budget Cost Summary

Applicant: WINCO Window Company, Inc.
 Project: Automation equipment upgrade
 Amount of Request: \$ 150,000

Provide a listing of each project or program proposed and the associated cost allocation.

	Total EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Project Total
I. Project or Program Direct Costs*					
Automated thermal break application equipment	\$ 150,000	\$ 200,000	10,000	\$ 30,000	\$ 390,000
Automated CNC equipment					\$ -
Milling and material processing	\$ 100,000	\$ 100,000	8,000		\$ -
Automated saws	\$ 90,000	\$ 90,000	10,000		\$ 208,000
Programming software and automated links to engineering and production control, including equipment set-up and training	\$ 60,000	\$ 60,000	10,000	\$ 120,000	\$ 250,000
Automated Stockroom storage system	\$ -	\$ 200,000			\$ -
Total Direct Costs	\$ 400,000	\$ 650,000	38,000	\$ 190,000	\$ 1,278,000
II. Indirect Costs**					
Operations	\$ 63,900			100	\$ 64,000
BUDGET TOTAL - ALL ACTIVITIES	\$ 463,900	\$ 650,000	38,000	\$ 190,100	\$ 1,342,000

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies and equipment that are tied to a particular cost objective such as a project or program. Consultation with City staff is advised to assist in defining direct costs.

**Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

Throughout much of the 20th Century St. Louis was defined by its industrial sector. Although the region became part of the Rust Belt after the decline of American manufacturing, several industrial firms are still contributing to the region's economic fabric. Winco Windows, located in the Olive Link's Industrial District, is a perfect example of that fact.

Winco Windows was founded in 1915 by German immigrant Johann Otto Kubatzky. From its location on the north side of St. Louis, the company produced aluminum ventilators that were sold to builders in the City and surrounding vicinity. Johann ran the company for two decades before turning it over to his two sons, Theodore and Woodrow. By that time, Winco was offering a full line of ventilator windows and had started distributing its products all over the country. As the company's new owners, Theodore and Woodrow further expanded Winco's product line and advanced its business practices in order to keep up with an evolving market. In the 60s, the company began to use computerized order entry data in its manufacturing process. In same decade, it also became a charter member of the American Architectural Manufacturers Association (AAMA).

In 1980, Winco Windows experienced another change in ownership after the death of Woodrow Kubatzky. Woodrow's daughters, Karen Barnes, Kris Sherman and Kory Miller, became the third generation owners of the company, and Kory's husband, Gantt Miller, became chairman of the board. A transition in leadership wasn't the only major change at Winco Windows in the 80s. In 1984 the company left its North City location for 6200 Maplewood Avenue in University City. This new location was chosen for its large size, which could accommodate new operations and features, such as two AAMA-certified window testing chambers added in 1985 and 1992.

Over the next thirty years, Winco would continue to lead innovations in window manufacturing while adopting new technologies and reaching new markets across the United States.

Today, Winco supplies built-to-order windows to buyers concentrated in the Midwest, Northeast and Southeast, though they are expanding into the rapidly growing Western market as well.

Winco's products are defined by high resistance and performance that allow them to last for up to 50 years, versus 15 to 20 years for the average window. Thanks to its solid reputation, Winco has been involved in several restoration projects in recent years. These include the Ellis Island New Immigration Building in New York and the Kelly Cullen Building in San Francisco.

Additionally, Winco engineers have also continued the company's tradition of innovation by creating new products. Among these are the Psychiatric Window, which helps provide healing natural light to mental health inpatients, the Hurricane-resistant 3250 Steel Replica Window, which can resist winds above 150 mph and also provides ample protection from noise and water infiltration and our recently developed tornado resistant product used in FEMA Command Centers and safe room applications.

There's no denying that University City and the Greater St. Louis area benefit from having Winco Windows in their economic ranks, but the company itself benefits just as much from being located here. According to Bill Krenn, Winco's President and a former member of the University City Chamber of Commerce's board of directors, "St. Louis is centrally located in the country at large, and that helps with distribution." Bill specifically praises the Olive Link for providing unique advantages to the company due to its "central location in the County/City region, which makes it easy for employees and other parties to reach us via car, the Metro Link,

or the bus line.”

With its advantageous location, strong business model and quality products, not to mention its long history as a locally owned family business in its fourth generation, it's safe to say Winco Windows will continue to be a major player in the window industry. There's also no doubt that it will remain a crucial employer to our region's industrial workers. In fact, Winco is currently hiring production workers to help manage its very high backlog of projects. Seeing a locally owned company that has been growing and expanding since the Great Depression continue to rise is simply astounding, and Winco's innovations and involvement in restoration projects guarantee that it will continue to thrive for decades to come.

WINCO involvement in Community Activities

Gantt Miller served in various leadership positions including President of the board of Directors of American Architectural Manufacturers Association "AAMA" for over 20 years. AAMA is the industry trade association for the fenestration industry.

Gantt Miller involved in study group for the redevelopment of the Olive Boulevard corridor

Bill Krenn involved with the planning group on development of the Olive Boulevard Link and Streetscape Districts

Bill Krenn serves as Treasurer of the Board of Directors of the University City Chamber of Commerce

WINCO developed a zero energy demonstration structure "Crete House" in partnership with the School of Architecture and Engineering at Washington University in Saint Louis

WINCO provided office space that served as a temporary overnight shelter for the homeless during severe winter weather in liaison with Saint Louis Winter Outreach from 2011 through 2015

WINCO provided storage and parking for Saint Louis' Operation Food Search for their converted Metro Bus that provided fresh vegetables to food deserts in the Saint Louis area.

John Campbell is a founding member and served in various leadership positions, including President of the Board of Directors, of Monroe Actors Stage Company for over twenty years.

Bill Krenn served in several official positions on the Board of Directors for Places for People, Inc. including Treasurer and President for over 20 years. This not for profit organization serves homeless and indigent individuals in the Saint Louis area with housing and mental health services.

Bill Krenn serves as President of Assisi House, Inc. a not for profit housing development company serving the homeless of the Saint Louis area.

WINCO WINDOW COMPANY, INC.

RESOLUTION OF THE BOARD OF DIRECTORS

The meeting was called to order by Gantt Miller, Chairman. Attendance was taken. Gantt Miller, Chairman, Wilfred Krenn, President, Treasurer were in attendance.

Mr. Krenn proposed a motion in the form of a resolution, to authorize the Company to apply for these funds as offered by the City of University City for assistance in financing a capital equipment purchases totaling \$800,000. \$400,000 would be requested from the City of University City from a grant program available from the Economic Development Retail Sales Tax Fund of the City to incentivize the project.


The motion was seconded by Mr. Miller. All in attendance voted to approve the resolution.

There being no other business to come before the meeting, the same adjourned.

Resolution dated this 9th day of August, 2019.



Wilfred Krenn,
Director



Gantt Miller, Director



Council Agenda Item Cover

MEETING DATE: October 28, 2019

AGENDA ITEM TITLE: An Ordinance Relating to Pit Bull
Dogs **AGENDA SECTION:** Unfinished Business - Bills

CAN THIS ITEM BE RESCHEDULED? : Yes

BACKGROUND REVIEW:

This Bill repeals Municipal Code Section 210.280 on pit bull dogs. Section 210.280 was passed on February 7, 2000 (Ordinance No. 6229) and has not been amended. It imposes several restrictions on owning, possessing or keeping pit bull dogs in the City. They relate to licenses, registration, confinement, leashes and muzzles, warning signs on the premises, liability insurance, reporting bodily injury, reporting the removal or death of a dog, and reporting the birth of a dog and removing it from the City, and selling or transferring ownership of a dog.

Section 210.280 is a breed-specific dangerous or vicious dogs ordinance. It presumes that all pit bull dogs are dangerous or vicious. Unlike general dangerous or vicious dog ordinances, breed-specific ordinances have faced numerous court challenges from both dog owners and breed or humane organizations. These challenges include allegations of over-inclusiveness, under-inclusiveness, vagueness, violation of equal protection, and lack of rational basis. The American Bar Association approved Resolution 100 on August 6, 2012, calling for breed-neutral dangerous dog laws and the repeal of breed-discriminatory laws because such laws are inconsistent with traditional notions of due process in that fundamental principles of due process require that laws provide adequate notice to the public and to officers charged with their enforcement in order to prevent arbitrary and discriminatory application of the law.

The vast majority of local governments have addressed public safety by passing comprehensive breed-neutral dangerous and vicious dog ordinances that apply to dogs of all breeds. The City currently has ordinances regulating dangerous and vicious dogs of all breeds, including pit bulls. (See Municipal Code Chapter 210, Article II.) However, the definition of vicious dog in Municipal Code Section 210.005 explicitly includes all pit bull dogs, so consistent with an intent to not have a breed-specific ordinance, this Bill deletes that part of the definition, thereby regulating pit bull dogs the same as all other breeds.

RECOMMENDATION:

The City Manager recommends approval.

ATTACHMENTS:

- Bill 9394

INTRODUCED BY:

DATE: October 14, 2019

BILL NO.: 9394

ORDINANCE NO.:

AN ORDINANCE RELATING TO PIT BULL DOGS

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF UNIVERSITY CITY,
MISSOURI, AS FOLLOWS:

Section 1. Section 210.280 of the University City Municipal Code and Ordinance No. 6229, relating to pit bull dogs, are hereby repealed.

Section 2. Section 210.005 of the University City Municipal Code, relating to animals generally, definitions, is hereby amended by deleting "5. Pit bull dogs." from the definition of "Vicious Dog."

Section 3. This Ordinance shall take effect and be in force after its passage as provided by law.

PASSED this _____ day of October, 2019.

Mayor

ATTEST:

City Clerk

CERTIFIED TO BE CORRECT AS TO FORM:

City Attorney



Council Agenda Item Cover

MEETING DATE: October 28, 2019

- a. **AGENDA ITEM TITLE:** Zoning Code Text Amendment - Zoning Code Section 400.2130 of Article VII of Chapter 400 Relating to Off-Street Parking and Loading Requirements.

AGENDA SECTION: New Business

CAN THIS ITEM BE RESCHEDULED? : Yes

BACKGROUND REVIEW:

The following proposed amendment to the University City Zoning Code was reviewed by the Planning Commission along with City Staff. The Plan Commission reviewed the changes and made comments during their regularly scheduled meeting on October 23, 2019 at the Heman Park Community Center. The code revision is a proposed solution to address concerns to appropriately regulate new development parking requirements within the Core Commercial (CC) zoning district. The intent, of this proposed amendment, is to effectively address the negative impacts of excessive on street parking demands that result from new developments that do not provide the appropriate number of approved on-site or off-site parking spaces.

This agenda item requires a public hearing at the City Council level and passage of an ordinance. The first reading and introduction of the bill should take place on October ____, 2019. The Public Hearing and second and third readings, along with the passage of the ordinance, could occur at the subsequent November ____, 2019 meeting.

RECOMMENDATION:

City Manager recommends approval.

Attachments:

- 1: Transmittal Letter from Plan Commission
- 2: Memo
- 2: Draft Ordinance



Plan Commission

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 862-6767, Fax: (314) 862-3168

October 23, 2019

Ms. LaRette Reese
City Clerk
City of University City
6801 Delmar Boulevard
University City, MO 63130

RE: Zoning Code Text Amendment to Article VII - Off-Street Parking and Loading Requirements.

Dear Ms. Reese,

At its regular meeting on October 23, 2019 at 6:30 pm in the Heman Park Community Center, 975 Pennsylvania Avenue, University City, Missouri, 63130, the Plan Commission reviewed proposed changes to Chapter 400 Article VII - Off-Street Parking and Loading Requirements of the municipal code of the City of University City.

By a vote of 6 to 0, the Plan Commission recommended approval of the proposed text amendment to Article VII – Off-Street Parking and Loading Requirements.

Sincerely,

A handwritten signature in black ink that reads "Cirri Moran". The signature is fluid and cursive, with a large loop at the end.

Cirri Moran, Chairperson
University City Plan Commission



Department of Planning and Development

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 862-6767, Fax: (314) 862-3168

MEMORANDUM

TO: Gregory Rose, City Manager

FROM: Clifford Cross, Director of Planning & Development

DATE: October 24, 2019

SUBJECT: City Council meeting – Proposed Text Amendment relating to off-street parking requirements (*SECTION 400.2130 of Article VII of the Zoning Code – Off-Street Parking and Loading Requirements*)

CC: John Mulligan, City Attorney

At the upcoming City Council meeting, members will consider a bill introducing a text amendment to the zoning code pertaining to exceptions associated with off-street parking requirements *SECTION 400.2130 - Exceptions to minimum off-street parking and loading space*.

This code revision is a proposed solution to address concerns to appropriately regulate new development parking requirements within the Core Commercial zoning district. Specifically, the revision is intended to better meet the Zoning Code's intent that all new development, within the Core Commercial District, shall be required to meet on-site or shared parking requirements. The intent, of this proposed amendment, is to effectively address the negative impacts of excessive on street parking demands that result from new developments that do not provide the appropriate number of approved on-site or off-site parking spaces. Staff believes this amendment appropriately removes the current exception that could contribute to detrimental impacts associated with increased on-street parking resulting from new developments that do not provide an appropriate number of approved on-site or off-site parking. The proposed amendment was presented to the Planning Commission on October 23, 2019 and was recommended for approval by a 6-0 vote. The proposed amendment is as follows;

Summary of Amendment #1. The Zoning Code currently allows for an exception to meeting the current parking requirements identified within Section 400.2140 of the Code. This section eliminated the requirement to meet current parking requirements for new construction, re-construction or additions within the Core Commercial District. This proposed amendment eliminates that exception. The remaining amendments reorganize the letters associated with the "Exceptions" based upon removal of letter "A" in its entirety.

~~A. *Parking Exception For The "CC" District.* Division 4 of this Article shall not apply to any re-occupancy or redevelopment of existing buildings or structures, whether or not the new use is similar to the previously permitted use, when located within the "CC" Core Commercial District as indicated on the official Zoning Map of University City. For the purposes of this Section, the term "redevelopment" shall mean:~~

~~1. The construction of a new building, or~~

~~2. An addition to an existing building that increases the gross floor area of that building by more than ten percent (10%) of the original gross floor area.~~

INTRODUCED BY: _____

DATE: _____

BILL NO. _____

ORDINANCE NO. _____

AN ORDINANCE AMENDING CHAPTER 400 OF THE MUNICIPAL CODE OF THE CITY OF UNIVERSITY CITY, RELATING TO ZONING, BY AMENDING SECTION 400.2130 THEREOF, RELATING TO OFF-STREET PARKING AND LOADING REGULATIONS; CONTAINING A SAVINGS CLAUSE AND PROVIDING A PENALTY.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF UNIVERSITY CITY, MISSOURI AS FOLLOWS:

WHEREAS, Chapter 400 of the Municipal Code of the City of University City, Missouri divides the City into several zoning districts and regulates the uses and off-street parking on which the premises located therein may be put; and

WHEREAS, the City Plan Commission in a meeting held at the Heman Park Community Center located at 975 Pennsylvania Avenue, University City, Missouri on October 23, 2019, at 6:30 pm recommended an amendment of Section 400.2130 of the University City Zoning Code, and

WHEREAS, due notice of a public hearing to be held by the City Council in the 5th Floor City Council Chambers at City Hall at 6:30 pm, November ____, 2019, was duly published in the St. Louis Countian, a newspaper of general circulation within said City on October ____, 2019; and

WHEREAS, said public hearing was held at the time and place specified in said notice, and all suggestions or objections concerning said amendment of the Zoning Code were duly heard and considered by the City Council.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF UNIVERSITY CITY, MISSOURI, AS FOLLOWS:

Section 1. Chapter 400 of the Municipal Code of the City of University City, Missouri, relating to zoning, is hereby amended by amending Section 400.2130 – Off-Street Parking and Loading Regulations, which as so amended shall read as follows (where applicable, underlined text is added text and stricken text is removed):

Article 7, Division 4, Section 400.2130

Exceptions To The Minimum Off-Street Parking and Loading Space Requirements.

~~A. *Parking Exception For The "CC" District.* Division 4 of this Article shall not apply to any re-occupancy or redevelopment of existing buildings or structures, whether or not the new use is similar to the previously permitted use, when located within the "CC" Core Commercial District as indicated on the official Zoning Map of University City. For the purposes of this Section, the term "redevelopment" shall mean:~~

~~1. The construction of a new building, or~~

~~2. An addition to an existing building that increases the gross floor area of that building by more than ten percent (10%) of the original gross floor area.~~

~~*B. A. Exception For Places Of Worship.*~~ On-site parking facilities required for places of worship may be reduced by not more than fifty percent (50%) where such facilities are located in a non-residential district and within five hundred (500) feet of public or private parking lots having sufficient spaces to make up for the reduction. The use of an off-site public parking lot may only be authorized under the conditional use permit procedure (see Article XI). The use of an off-site private parking lot shall comply with Section 400.2010(B)(1), and be subject to the approval of the Zoning Administrator.

~~*B. Exception For Change Of Use Of Existing Commercial Buildings.*~~ A reduction in the number of required off-street parking and loading spaces for the re-use of a commercial building, existing prior to the effective date of this Chapter, may be authorized under the conditional use permit procedure (see Article XI), subject to the following conditions:

1. The reduction shall not exceed twenty-five percent (25%) of the off-street parking space requirements for the proposed use;

2. No reduction shall be made in the amount of existing available off-street parking spaces on-site;

3. The proposed use does not involve an expansion of the building that would result in additional parking or loading space requirements;

4. Notwithstanding compliance with other standards contained in this Article (e.g., setbacks and landscaping), any portion of the site that can be reasonably converted to off-street parking shall be so used to satisfy a portion of the parking requirement; and

5. The reduction shall not result in "spill-over" parking on adjacent or nearby properties. In making its determination, the Plan Commission and City Council shall consider information on the parking and loading demand associated with the proposed use as presented by the applicant and City staff.

~~*C. Exception Where Public Parking Is Allocated For Use.*~~ The City Council may allow a reduction in the number of on-site parking spaces required when the building served by such parking is located within five hundred (500) feet of a public parking facility or lot provided a fee is paid to the City for pro rata share of the cost of constructing and maintaining such facility or lot. [Ord. No. 6989 §1, 4-27-2015]

~~*D. Exception for Shared Parking Arrangements.*~~ Shared parking is an arrangement in which two or more uses with different peak parking periods (hours of operation) use the same off-street parking spaces to meet their off-street parking requirements. Up to 100% of the parking required for one use may be supplied by the off-street parking spaces provided for another use.

1. By conditional use permit, a reduction in the number of parking spaces may be authorized. In issuing a conditional use permit, the City will consider whether the uses;

- a. Are located within 500 (five hundred) feet as the crow flies of the shared parking as measured from the entrance of the use to the nearest point on the property;
- b. Have no substantial conflict in the principal operating hours of the uses for which the sharing of parking is proposed (see shared parking table in Section 400.2130.E.3 as a guide);
- c. Do not adversely affect surrounding neighborhoods;
- d. Do not adversely affect traffic congestion and circulation; and
- e. Have a positive effect on the economic viability or appearance of the project or on the environment.
- f. Relieved spaces or off-site shared parking spots cannot be located within the SR, LR, MR or HR Zoning Districts.

2. *Application Requirements for Shared Parking.* As a part of the application materials required for a conditional use permit, the applicant seeking shared parking shall submit to the Zoning Administrator the following information as a part of the conditional use permit application:

- a. Proof that the uses of the shared spaces will reflect different peak hours of operation at different times of the day, week, month or year (see shared parking table below);
- b. Proof of the size and types of proposed development or substantial changes, size and type of activities, composition of tenants, rate of turnover for parking spaces, and anticipated peak parking and traffic loads;
- c. Proof that the route from required ADA accessible spaces in shared parking area to the nearest ADA accessible entrance follows an accessible route as defined by the most recent ADA standards;
- d. An agreement providing for the shared use of parking areas, executed by the parties involved including owners of record, that shall include provisions for maintenance, snow removal, ownership, liability and duration of the agreement, and must be filed with the Department of Planning and Development in a form approved by the Planning and Development Director.

3. *Shared Parking Table.* The following table shall be used to determine peak hours of operation for proposed shared parking. Parking requirements shall be the cumulative requirements of the uses sharing the parking, except where different categories of uses (retail or service, employment, civic, or dwellings) are participating in the sharing agreement and are likely to generate distinctly different times of peak parking demand. Each use should provide a percentage of parking required by these regulations according to the shared parking table below. Whichever time period column requires the highest total parking spaces among the various uses should be the amount of parking provided subject to the shared parking agreement and Plan Commission review. Alternative parking allocations may be approved as a function of the conditional use permit based on industry data or other sufficient evidence and analysis of peak parking demands for specific uses.

Land Use	Percentage of Required Parking Spaces by Period				
	Monday-Thursday Day and Evening		Friday-Sunday Day and Evening		Nighttime
	6 AM to 5 PM	5 PM to 1 AM	6 AM to 5 PM	5 PM to 1 AM	1 AM to 6 AM
EMPLOYMENT	100%	10%	5%	5%	5%
RETAIL OR SERVICE	75%	75%	100%	90%	5%
RESTAURANT	50%	100%	75%	100%	25%
ENTERTAINMENT and RECREATION	30%	100%	75%	100%	5%
PLACE OF WORSHIP*	5%	25%	100%	50%	5%
SCHOOL	100%	10%	10%	10%	5%
DWELLING	25%	90%	50%	90%	100%
LODGING	50%	90%	75%	100%	100%

*Place of Worship parking needs will be considered on a case by case basis as different faiths gather at different days and times during the week.

4. *Duration of agreement.* Shared parking privileges will continue in effect only as long as the agreement, binding on all parties, remains in force. Agreements must guarantee long-term availability of the parking, commensurate with the use served by the parking.

5. *Recording of Agreement.* The agreements must be recorded with the County Recorder. If the uses of either party changes, the CUP is no longer valid unless the Zoning Administrator authorizes the new uses and determines there is compliance with the shared parking table (Section 400.2130.E.3). If a shared parking agreement lapses or is no longer valid, then parking must be provided as otherwise required by this article.

6. *Revocation of permits.* Failure to comply with the shared parking provisions of the shared parking plan shall constitute a violation of the Zoning Code and shall be cause for revocation of a certificate of zoning compliance and/or building permit.

~~F-E.~~ *Exception For Uses Located Near Transit Stations and Stops.* For uses located within five hundred (500) feet of a public transit station or stop, the off-street parking requirements may be reduced by ten percent (10%). The Loop Trolley stops and stations shall not be included in this exception.

Section 2. This ordinance shall not be construed to so as to relieve any person, firm or corporation from any penalty heretofore incurred by the violation of said Sections mentioned above, nor bar the prosecution for any such violation.

Section 3. Any person, firm or corporation violating any of the provisions of this ordinance, shall upon conviction thereof, be subject to the penalty provided in Section 100.190 of the Municipal Code of the City of University City.

Section 4. This ordinance shall take effect and be in force from and after its passage as provided by law.

PASSED this _____ day of _____, _____.

MAYOR

ATTEST:

CITY CLERK

CERTIFIED TO BE CORRECT AS TO FORM:

CITY ATTORNEY