



**Economic Development Retail Sales Tax Board**

6801 Delmar Boulevard • University City, Missouri 63130 • 314-505-8500 • Fax: 314-862-3168

MEETING OF THE ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD  
**VIA VIDEOCONFERENCE**  
Thursday, May 19, 2022  
6:30 p.m.

**IMPORTANT NOTICE REGARDING  
PUBLIC ACCESS TO THE EDRSTB MEETING & PARTICIPATION**

**EDRSTB will Meet Virtually on May 19, 2022**

On March 20, 2020, City Manager Gregory Rose declared a State of Emergency for the City of University City due to the COVID-19 Pandemic. Due to the current order restricting gatherings of people and the ongoing efforts to limit the spread of the COVID-19 virus, the May 19, 2022 meeting will be conducted via videoconference.

**Observe and/or Listen to the Meeting** (your options to join the meeting are below):

**Webinar** via the link below:

<https://us02web.zoom.us/j/88978165229?pwd=VmFCNnRuS1E0WE9yZncwTUhJNWlzd09>

Passcode: 711881

**Audio Only Call**

One tap mobile:

US: +13126266799,,88978165229#,,,,\*711881# or +19292056099,,88978165229#,,,,\*711881#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 312 626 6799 or +1 929 205 6099 or +1 301 715 8592 or +1 346 248 7799 or +1 669 900 6833 or +1 253 215 8782 or 888 788 0099 (Toll Free) or 877 853 5247 (Toll Free)

Webinar ID: 889 7816 5229

Passcode: 711881

**Citizen Participation**

Those who wish to provide a comment during the “Public Comments” portion as indicated on the EDRSTB agenda: may provide written comments to the Deputy City Manager ahead of the meeting.

ALL written comments must be received **no later than 12:00 p.m. the day of the meeting.** Comments may be sent via email to: [bsmith@ucitymo.org](mailto:bsmith@ucitymo.org) or mailed to the City Hall – 6801 Delmar Blvd. – Attention Brooke A. Smith, Deputy City Manager. Such comments will be provided to the EDRST Board prior to the meeting. Comments will be made a part of the official record and made accessible to the public online following the meeting.

Please note, when submitting your comments, a **name and address must be provided**. Please also note if your comment is on an agenda or non-agenda item, and a name and address are not provided, the provided comment will not be recorded in the official record.

The City apologizes for any inconvenience the meeting format change may pose to individuals, but it is extremely important that extra measures be taken to protect employees, residents board/commission members and elected officials during these challenging times.

## **AGENDA**

### **ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD**

1. Roll Call
2. Public Comments – (Limited to 3 minutes for individual’s comments, 5 minutes for representatives of groups or organizations.)

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3. Mayor Comments
4. Old Business
  - i. Administrative Cost Allocation
  - ii. Funding of Positions
5. New Business
  - i. Expansion of Municipal Lot #4
6. Board Member Comments
7. Next Meeting Date – July 7, 2022 at 6:30 p.m. (Tentative)
8. Adjourn



**OFFICE OF THE CITY MANAGER**

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 505-8531

**M E M O R A N D U M**

TO: Members of the Economic Development Retail Sales Tax Board

FROM: Brooke A. Smith, Deputy City Manager/Dir. of Economic Development

DATE: May 16, 2022

SUBJECT: Administrative Cost Allocation

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The purpose of this memorandum is to address the issue of whether the 25% of the allocation for administrative costs should be calculated using the fund balance or annual revenues.

During our last EDRST Board meeting, the question was brought forward as to whether the 25% allocation for administrative costs should be calculated using the fund balance or the annual revenue. Per our City Attorney, the allotment for administrative costs should be calculated based on the **annual revenues**. Based on this information, the amount available for administrative costs in FY23 based on the projected annual revenue of would be approximately \$188,175. The 20% commitment to Long-term Economic Development planning would be reduced to \$150,540 for FY23.

**Recommendation: No action needed on this item.**

Please do not hesitate to contact me with any questions.



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**M E M O R A N D U M**

TO: Members of the Economic Development Retail Sales Tax Board

FROM: Brooke A. Smith, Deputy City Manager/Dir. of Economic Development

DATE: May 16, 2022

SUBJECT: Funding of 2 Positions

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The purpose of this memorandum is to request the funding of two (2) positions to assist in creating and administering EDRST programs, and implementing the Economic Development Strategy.

Attached you will find an outline as created by the City Manager that details how the workload will be divided between the Director (myself) and the two (2) additional employees that are being requested in FY23. Upon approval of the positions, titles and detailed job descriptions will be created for the City Manager's review and approval.

Staff conducted research to determine the base annual salary for similar positions in other municipalities. Based on this information, staff has concluded that the Total Salary and Benefits to fund two (2) positions would be approximately **\$180,000**.

Because the positions are not being funded using administrative funds, the EDRST Board will make a recommendation to the Mayor and Council each year relative to the funding of these positions.

The Director position is being funded using administrative funding, so the EDRST Board is not required to take any action for funding the position.

**Recommendation: Staff recommends the EDRST approve the allocation of \$180,000 from the reserves to fund two (2) positions to assist in creating and administering EDRST programs and implementing the Economic Development Strategy.**

Please do not hesitate to contact me with any questions.

# ECONOMIC DEVELOPMENT WORK PLAN- FY2023

Director

- Create Housing Program
- Develop Strategy to Encourage Investment in Distressed Housing
- Develop 3<sup>rd</sup> Ward Revitalization Program
- Develop Minority and Women Entrepreneur Program

Business Retention

- Create Loop CIP
- Create Olive CIP
- Develop Shop Local Plan
- Initiate Retail Focus Group
- Manage EDRST Grant Program
- Develop/Manage Business Visit Program
- Promote Tourism
- Manage Facade Replacement Program
- Develop Jobs Training Program

Business Expansion/Recruitment

- Property Inventory
- External Marketing
- Office Study
- Cunningham Industrial Park Expansion
- Cunningham Industrial Park Infrastructure Need
- Maintain Economic Development Website
- High Tech Business Recruitment
- Develop and Manage Small Business Assistance Program
- Branding Olive Boulevard



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**M E M O R A N D U M**

TO: Members of the Economic Development Retail Sales Tax Board

FROM: Brooke A. Smith, Deputy City Manager/Dir. of Economic Development

DATE: May 16, 2022

SUBJECT: Expansion of Municipal Lot #4

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This item asks the EDRST Board to receive a presentation on the proposed expansion of parking lot #4. An expansion is required to address the additional parking spaces needed for existing businesses and new developments in the Loop. Public Works Director Sinan Alpaslan will provide you with information on the proposed expansion and associated costs at the meeting on Thursday.

**Recommendation: The City Manager is recommending use of EDRST Infrastructure Funds to cover the costs for this project.**

Please do not hesitate to contact me with any questions.