



**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, April 3, 2025  
6:30 p.m.

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

**EDRSTB will Meet Virtually on Thursday, April 3, 2025**

**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/85281579735?pwd=JU3WDfCyMsrOVQPllrR3gtNeyuWRjh.1>

Passcode: 088377

**Audio Only Call**

Phone one-tap:

+13126266799,,85281579735#,,,,\*088377# US (Chicago)+16469313860,,85281579735#,,,,\*088377# US

Join via audio:

+1 312 626 6799 US (Chicago) +1 646 931 3860 US +1 929 205 6099 US (New York)  
+1 301 715 8592 US (Washington DC) +1 305 224 1968 US +1 309 205 3325 US +1 253 205 0468 US  
+1 253 215 8782 US (Tacoma) +1 346 248 7799 US (Houston) +1 360 209 5623 US  
+1 386 347 5053 US +1 507 473 4847 US +1 564 217 2000 US +1 669 444 9171 US  
+1 669 900 6833 US (San Jose) +1 689 278 1000 US +1 719 359 4580 US

Webinar ID: 852 8157 9735

Passcode: 088377

International numbers available: <https://us02web.zoom.us/j/85281579735?pwd=JU3WDfCyMsrOVQPllrR3gtNeyuWRjh.1>

**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 - Development 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. Sharp, 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.

# AGENDA

## ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD

1. Roll Call
2. Minutes – October 10, 2024; January 30, 2025
3. Public Comments – (Limited to 3 minutes for individual's comments, 5 minutes for representatives of groups or organizations.)

*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.*

4. Mayor's Comments
5. Old Business
  - i. LSBDD – FY24 Award for Expanded Outdoor Dining  
**Vote Required**
6. New Business
  - i. FY2026 EDRST Budget  
**Vote Required**
  - ii. Façade Improvement Applications – FY25  
**Vote Required**
7. Board Member Comments
8. Next Meeting Date – July 10, 2025 at 6:30 p.m. (Tentative)
9. Adjourn

**Economic Development Retail Sales Tax Board**  
**Minutes**  
**October 3, 2024**  
**6:30 p.m.**

The Economic Development Retail Sales Tax (EDRST) Board held a meeting on Thursday, October 3, 2024 at the Heman Park Community Center. The meeting commenced at 6:30 pm and adjourned at 7:03 pm.

**Voting Members Present:**

Chair Kathleen Sorkin  
Brendan O'Brien  
Bobette Patton  
Cynthia Martin  
Byron Price  
Brandon Bradshaw  
Dr. Monica Stewart

**Voting Members Absent:**

Karen Bernstein

**Council Liaison:**

Mayor Terry Crow

**Staff Present:**

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

**Others attending:**

None

**Minutes**

There were no minutes to approve.

**Public Comments**

There were none received.

**Mayor's Comments**

Mayor Crow stated that there was one piece of land left at the Market at Olive development and it is likely to be taken by the end of the year. He said that all land will be transferred by the end of the year, which means it is done. He discussed the development and its success and noted that it was moving along fast. He discussed the issue with Seafood City and that a lot of city money was spent to clean the building. He noted that an RFP was issued for the land and the owners paid us in full for the money expended to clean the building. He said we continue to have expressions of interest in the site. He noted that Royal Banks will be added on Olive across from Costco and Raising Cane's. Mayor Crow stated that the city received the money for the Subtext Development to purchase a new fire truck for the city. He discussed that development, which is located in the Loop. He discussed the old Jordan site at Delmar and Hanley, noting that it will be a new coffee shop and restaurant. He noted that the owner has multiple restaurants and lives in U City. Mayor Crow also discussed the

vacancies in the Loop and he said that the fund does not need to keep growing and we do not want to misspend any of the money, but noted that there are a lot of challenges for the Loop and conversations need to be had. He discussed the lack of activity in the Loop and he noted that Wash U has been willing to have conversations since they own commercial space in the Loop. Discussion was also had about the vacant restaurant spaces in the Loop and the rehab of the old Cicero's building and the residential spaces above. Chair Kathy Sorkin stated that the Loop does not look good, noting that the outdoor dining looks bad. Discussion was had about the appearance of the Loop. Mayor Crow also noted that the 4/20 Fest was the largest event in the Loop the previous year. Discussion was also had about a coffee shot coming to the Market at Olive Development.

## **New Business**

- i. Release of funds for FY25 – UCIB, Farmers Market, The Mannequins Project, and LSBD*

Deputy City Manager Brooke Smith provided updates on the four entities that receive funding each year from EDRST without application. She provided updates on each entity, discussed their proposed projects and activities, and answered any questions that were asked.

Motioned by Bobette Patton, seconded by Monica Stewart and carried by voice vote to recommend disbursement of funds to U City in Bloom for fiscal year 2025, not to exceed \$54,945.

Motioned by Cynthia Martin, seconded by Monica Stewart and carried by voice vote to recommend disbursement of funds to Farmers Market for fiscal year 2025, not to exceed \$46,000.

Motioned by Bobette Patton, seconded by Monica Stewart and carried by voice vote to recommend disbursement of funds to The Mannequins Project for fiscal year 2025, not to exceed \$25,000.

Motioned by Byron Price, seconded by Cynthia Martin and carried by voice vote to recommend disbursement of funds to the Loop Special Business District for fiscal year 2025, not to exceed \$275,000.

## **Board Member Comments**

Mayor Crow mentioned Frank & Helen's and noted that staff and Council had been talking to the owners since learning of their plan to close and he stated that he believed they were done and did not want to go into debt, but he wanted to make sure it was noted that the city had done all it could to assist. Further discussion was had and it was noted that they would close on December 8<sup>th</sup>.

Byron Price asked about the Seafood City space and whether the city had ever tried to acquire it. Mayor Crow explained that the city did "threaten" to take the property and the owners were now working on a redevelopment plan. Mayor Crow mentioned the last study session with MSD and the new stormwater plans which includes boring a hole from



Shrewsbury, six miles to Heman Park, which will give us downspouts for water. He also discussed the detention basin and noted that the hope was to prevent future flooding issues.

Christina Dancy asked if Royal Banks would demolish their old building. The Mayor said he was unsure, but he was confident they were not staying at their current location.

**Next Meeting Date – January 9, 2025**

**Adjourn**

Motioned by Bobette Patton, seconded by Dr. Monica Stewart and carried by voice vote.

The meeting adjourned at 7:03 p.m.

DRAFT



**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. Sharp, Deputy City Manager - Development

DATE: April 1, 2025

SUBJECT: Agenda Item 5i – LSBF FY24 Award – Expanded Outdoor Dining - **Vote Required**

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This agenda item asks the Board to reallocate the FY24 EDRST award to LSBF for Expanded Outdoor Dining.

In fiscal year 2024, the Loop Special Business District (LSBD) was awarded \$25,000 for Expanded Outdoor Dining. This award was intended to reimburse those businesses that chose to do buildouts for the Expanded Outdoor Dining initiative. Since that time, the LSBF has voted to eliminate the Expanded Outdoor Dining initiative and has requested that all Expanded Outdoor Dining buildouts be removed.

Staff is working to inform the businesses of this change and to give them a timeframe to remove the buildouts. LSBF has requested that the \$25,000 award be reallocated for use by the city to reimburse any costs it may incur in trying to remove the concrete barriers and buildouts. This would only occur if the businesses do not remove the items by a specified date.

**Recommendation:** Motioned to recommend the reallocation of the \$25,000 awarded to LSBF in fiscal year 2024 to cover any costs associated with removal of the expanded outdoor dining buildouts.

Attachments: None



## OFFICE OF THE CITY MANAGER

6801 Delmar Boulevard, University City, MO 63130 – Phone: 314-505-8531

To: Members of the Economic Development Retail Sales Tax Board

From: Brooke A. Sharp, Deputy City Manager – Development

Date: April 1, 2025

Re: Agenda Item 6i – FY2026 EDRST Budget – ***Vote Required***

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This agenda item asks the Board to review and approve the FY26 Proposed Budget for EDRST Funds.

Attached you will find a copy of the FY26 Proposed Budget for EDRST Funds. This budget includes the following:

**Personnel:** Staff is requesting the funding for the two (2) full-time Economic Development Positions; Economic Development Specialist and Economic Development Manager. There may be a nominal increase included to account for any COLA and/or step increases that occur annually with performance evaluations. The amount these positions is less than the 25% cap for administrative costs.

**Professional Services:** This covers the cost of the city's contract with Jessica Bueler, the city's contract with Dr. Wash Wizard for trash pickup in the business districts along Olive and in the Loop, and the CoStar software.

**Events and Receptions:** This item covers the funding for the four entities that receive EDRST Funding each year. The LSBDD has requested \$275,000 from EDRST for their events in the Loop. The Farmers Markets allocation is \$46,000, which covers their Wednesday and Saturday markets plus winter advertising. U City in Bloom allocation is \$54,945 and the Mannequins Project allocation is \$25,000. Funds will not be reimbursed to these entities until they present end-of-year reports for FY25 to this board in July.

**Professional Development:** This line item covers professional development for the Economic Development team. City Manager approval will be required prior to funds being expended for this line item.

**Façade Improvement:** Staff has requested \$150,000 be budgeted for the FY25 round of Façade Improvement.

Staff may request additional funding for new initiatives as part of our Business Retention and Expansion Efforts. Any new programming will be presented to this Board for consideration prior to funding being allocated.

Projected revenues are still under review but are anticipated to exceed \$1,000,000 in FY26. The reserves remain healthy with a fund balance exceeding \$4,000,000 after the current year's EDRST awards.

Please do not hesitate to contact me directly with any questions.

**Recommendation: Motion to recommend to Council the approval of the FY26 Proposed Budget for EDRST.**

Attachments:           FY26 Proposed Budget for EDRST

Please do not hesitate to contact me with any questions.

EDRST FY26 Budget

Expense	FY26 Projected Budget
Salaries - Full Time	\$275,365.00
Salaries - Part Time/Temp	\$0.00
Workers Comp	\$1,000.00
Medical Insurance	\$18,900.00
Social Security	\$17,075.00
Pension	\$16,285.00
Medicare	\$3,995.00
Professional Services	\$67,920.00
Events and Receptions	\$398,090.00
Maintenance Contracts	\$0.00
Professional Development	\$10,000.00
Advertising and Public Notices	\$4,000.00
Marketing and Promotional	\$5,000.00
Printing Services	\$2,500.00
Office Equipment Maintenance	\$1,000.00
Memberships and Certifications	\$5,000.00
Small Business Assistance Loans	\$0.00
Office Supplies	\$1,000.00
Façade Improvement Program	\$150,000.00

Entered by Finance



## OFFICE OF THE CITY MANAGER

6801 Delmar Boulevard, University City, MO 63130 – Phone: 314-505-8531

To: Members of the Economic Development Retail Sales Tax Board

From: Brooke A. Sharp, Deputy City Manager – Development

Date: April 1, 2025

Re: Agenda Item 6ii – Façade Improvement Applications – ***Vote Required***

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This agenda item asks the Board to review and approve the FY25 Façade Improvement Applications.

The FY25 budget allocated \$150,000 to the Façade Improvement Program. Staff received six (5) applications from local businesses during the application period. The total amount of funding requested is \$62,882.47.

Attached to this memorandum is a copy of the presentation that will be given by Montez Miles, Economic Development Specialist.

**Recommendation: Reserved for Meeting**

Attachments: PowerPoint Presentation

Please do not hesitate to contact me with any questions.

# Facade Improvement Program 2025

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CITY OF UNIVERSITY CITY

ECONOMIC DEVELOPMENT





# FACADE IMPROVEMENT PROGRAM

## Key Goals

This program is designed to facilitate private sector investment in making these desired exterior improvements. The program offers financial assistance, in the form of a matching grant up to \$15,000, to commercial property owners or business owners seeking to rehabilitate commercial building facades in any of the City's commercial areas.



To strengthen and expand the commercial base of University City.

To improve the architectural and aesthetic appearance of the City's commercial corridors.

To increase business by making commercial area and individual businesses more attractive.



**KUHLMANN & LEAVITT INC.** 7400 Pershing Avenue

TOTAL PROJECT COST- \$18,800

AMOUNT REQUESTED- \$9,400

**Improvements**

- **Exterior Painting (walls, trims, soffit, lintels).**

CURRENT EXTERIOR





**ELANTIS, LLC**

**6951 Olive Boulevard.**

TOTAL PROJECT COST- \$21,147

AMOUNT REQUESTED- \$10,000

### Improvements

- Updated Signage (building and parking lot)
- Landscaping
- New Exterior Building Paint
- Repaint Parking Lot lines

CURRENT EXTERIOR





# Tivoli Building Association

**6358 Delmar Blvd.**

TOTAL PROJECT COST- \$45,000

AMOUNT REQUESTED- \$15,000

## Improvements

- Exterior Painting
- Powering washing
- New exterior lighting

## CURRENT EXTERIOR





# Hartmann's Towing

6615 Olive Blvd.

TOTAL PROJECT COST- \$26,964.95

AMOUNT REQUESTED- \$13,482.47

## Improvements

- **New Fence Replacement**

CURRENT FENCE





**6307-6309 Delmar LLC**

**6307-6309 Delmar Blvd.**

PROJECT TOTAL COST- \$30,000

REQUESTED AMOUNT- \$15,000

### Improvements

- **New Lighting**
- **Security Cameras**
- **Bottom Floor exterior windows**
- **Repairs around roofing facade**

6309 Delmar Blvd

6307 Delmar Blvd

Front

CURRENT EXTERIOR

Front



# Facade Improvement Program 2025

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CITY OF UNIVERSITY CITY

ECONOMIC DEVELOPMENT

