



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, February 26, 2026
6:30 p.m.**

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

EDRSTB will Meet Virtually on Thursday, January 15, 2026

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/81851245976?pwd=xy9A7ilMrLaUSBbCMFEiDKuAbra8L5.1>

Passcode: 234368

Phone one-tap:

+16469313860,,81851245976# US

+19292056099,,81851245976# US (New York)

Join via audio:

+1 929 205 6099 US (New York) +1 301 715 8592 US (Washington DC) +1 305 224 1968 US +1
309 205 3325 US +1 312 626 6799 US (Chicago) +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 +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

Webinar ID: 818 5124 5976

Passcode: 234368

International numbers available: <https://us02web.zoom.us/j/81851245976?pwd=xy9A7ilMrLaUSBbCMFEiDKuAbra8L5.1>

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 Economic Development 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: bahlvin@ucitymo.org or mailed to the City Hall – 6801 Delmar Blvd. – Attention Becky Ahlvin, Economic Development 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. Approval of Agenda
3. Minutes
 - i. December 10, 2025
 - ii. January 15, 2026
4. 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: bahlvin@ucitymo.org or mailed to the City Hall – 6801 Delmar Blvd. – Attention Becky Ahlvin, Economic Development 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.*

5. Mayor’s Comments
6. Old Business
7. New Business
 - i. Facade Improvement Applications – FY26
Vote Required
8. Board Member Comments
9. Next Meeting Date –
 - a. April 2, 2026, at 6:30 p.m.
10. Adjourn

Economic Development Retail Sales Tax Board
Minutes
December 10, 2025
6:30 p.m.

The Economic Development Retail Sales Tax (EDRST) Board held a virtual meeting on Wednesday, December 10, 2025. The meeting commenced at 6:32 pm and adjourned at 7:14 pm.

Voting Members Present:

Cynthia Martin
Christina Dancy
Bobette Patton
Byron Price
Peggy Holly
Chair Brendan O'Brien

Voting Members Absent:

Kay Gage
Dr. Monica Stewart

Council Liaison:

Mayor Terry Crow

Staff Present:

Brooke A. Sharp, Deputy City Manager
Becky Ahlvin, Economic Development Manager

Others Attending:

Police Chief Larry Hampton
John Mulligan, City Attorney

Agenda: Motioned by Cynthia Martin, seconded by Byron Price and carried by voice vote.

Minutes: Peggy Holly motioned to approve October 2, 2025, minutes, seconded by Byron Price, and carried by voice vote.

Public Comments:

There were none received.

Mayor's Comments:

The Mayor announced staffing updates in City Hall, including the retirement of City Manager Gregory Rose and the appointment of Brooke A. Sharp as Interim City Manager, and noted the celebration of a new commemorative plaque honoring the Annex and Trinity Buildings.

Old Business:

Request for Funding – University City Police Department:

Police Chief Larry Hampton presented a request for funding for the Police Department. The request is for \$200,000 for license plate readers, criminal deterrent signs, and other equipment for University City’s business districts. Board members sought clarification regarding the amount of the request.

Motioned by Peggy Holly, seconded by Byron Price to recommend disbursement of funds not to exceed \$200,000 total for fiscal years 2026 and 2027.

Motion passed 6-0.

Request for Funding – C-17 Commissary:

WY Hospitality Group requests an EDRST grant of \$86,778 for their commissary kitchen project. Additionally, they are requesting Chapter 100 tax abatement and a Sales & Use Tax Exemption on Construction Materials.

The proposed project is a \$7.25 million mixed-use project. The project calls for the demolition of the existing bank building and the construction of the 13,275 square foot commissary kitchen and two retail spaces, expected to be about 3,500 square feet. The whole project will total approximately 16,775 square feet. Applicant WY Hospitality Group, LLC (C-17 team) currently owns two businesses in the University City Loop; Corner 17 and the W Karaoke Lounge.

Motioned by Byron Price, seconded by Christina Dancy, to recommend awarding an Economic Development Retail Sales Tax grant in the amount of \$86,778, to be distributed in three installments in 2028, 2029, and 2030, to WY Hospitality Group, LLC for the C-17 Commissary Kitchen project.

Motion passed 6-0.

New Business:

None.

Board Member Comments:

None.

Next Meeting Dates: January 15, 2026

Adjournment:

Motioned by Bobette Patton, seconded by Christina Dancy and carried by voice vote.

Meeting adjourned at 7:14 p.m.

Economic Development Retail Sales Tax Board
Minutes
January 15, 2026
6:30 p.m.

The Economic Development Retail Sales Tax (EDRST) Board held a virtual meeting on Thursday, January 15, 2026. The meeting commenced at 6:34 pm and adjourned at 7:20 pm.

Voting Members Present:

Cynthia Martin
Christina Dancy
Bobette Patton
Byron Price
Peggy Holly
Dr. Monica Stewart
Chair Brendan O'Brien

Voting Members Absent:

Kay Gage

Council Liaison:

Mayor Terry Crow- Absent

Staff Present:

Becky Ahlvin, Economic Development Manager
Juan Lewis, Economic Development Specialist

Others Attending:

None

Agenda: Motioned to amend the agenda by Cynthia Martin, seconded by Byron Price and carried by a voice vote.

Minutes:

There were no minutes presented for approval.

Public Comments:

There were none received.

Mayor's Comments:

The Mayor was absent. Becky Ahlvin, Economic Development Manager provided the following updates:

- Juan Lewis was introduced as the new Economic Development Specialist

- The City Council meeting held on Monday evening addressed the MSD Clear Water Project, a 6-mile tunnel from Shrewsberry to University City. The related presentation is available on YouTube.
- City Council approved EDRST Funding for UCPD- Public Safety Equipment.
- EDRST Funding for C-17 Commissary Kitchen Project will be on January 26, 2026, City Council agenda.

Old Business:

None.

New Business:

Election of 2026 Officers

Motioned by Cynthia Martin and seconded by Byron Price to nominate Brendon O'Brien as Chair and Peggy Holly as Vice Chair.

Motion passed 7 – 0.

Work Plan and Goals for 2026

Economic Development Manager Becky Ahlvin requested guidance from the board on priorities for the Economic Development department for 2026.

The board discussed prioritization of goals, including:

- Developing a transparent policy for municipal incentives
- Expanding support for new and small minority owned businesses
- Leveraging existing programs and funding opportunities to support entrepreneurs and new industries as top goals.

The board discussed increasing outreach and marketing to raise awareness of University City EDRST funding and tax incentives and how to spur development east of the Market at Olive development. Ms. Ahlvin reported that the department is working on implementing economic development software to help with business outreach.

No motions were made during this discussion.

Board Member Comments:

None.

Next Meeting Dates: February 26, 2026, and April 2, 2026

Adjournment:

Motioned by Byron Price, seconded by Dr. Monica Stewart and carried by voice vote.

The meeting adjourned at 7:20 p.m.



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: Becky Ahlvin, Economic Development Manager

Date: February 20, 2026

Re: Agenda Item 7i – Facade Improvement Applications – ***Vote Required***

This agenda item asks the Board to review and approve the FY26 Facade Improvement Applications.

The FY26 budget allocated \$150,000 to the Facade Improvement Program. Staff received three (3) applications from local businesses during the application period. The total amount of funding requested is \$45,000.00.

Attached to this memorandum is a copy of the presentation and the checklists for each application.

Recommendation: Reserved for Meeting

Attachments: PowerPoint Presentation
Application Checklists

Please do not hesitate to contact me with any questions.

Façade Improvement Program Application Review Checklist

Date Received: 1-11-2026

Project Address: 7200 Balson ave, Ucity, MD 63130

Business Name: Classic Coin Laundromat

Amount Requested: \$ 15,000 Total Project Cost: \$ 45,289.00

Demonstrated capacity to fund their share of the project? Yes NO

Property is free of judgment liens and all mortgage and tax obligations are current:
 Yes NO

Additional Submissions and Requirements

Color photographs of Current Façade	<input checked="" type="checkbox"/>
Summary of Proposed Improvements	<input checked="" type="checkbox"/>
Designs/Plans	<input checked="" type="checkbox"/>
Three Bids with Detailed Cost Estimates from Licensed Construction Professionals	<input checked="" type="checkbox"/>
Property Owner Approval	<input checked="" type="checkbox"/> (owner)
Current Occupancy Permit	<input checked="" type="checkbox"/>
Current Business License	<input checked="" type="checkbox"/>
Minority/Women/Veteran Owned	<input checked="" type="checkbox"/> (Veteran)
Eligible Improvements	<input checked="" type="checkbox"/>
Previous Funding	<input checked="" type="checkbox"/> (2019)
Proof of Property and Casual Insurance	<input checked="" type="checkbox"/>
W-9	<input checked="" type="checkbox"/>

Additional Comments: _____

Rec. Approval: Yes

Rec. Amount: \$ 15,000

Façade Improvement Program Application Review Checklist

Date Received: December 22, 2025

Project Address: 6307 Delmar Blvd

Business Name: 6307 Delmar LLC

Amount Requested: \$15,000 Total Project Cost: \$21,000

Demonstrated capacity to fund their share of the project? _____ Yes NO

Property is free of judgment liens and all mortgage and tax obligations are current:
 _____ Yes _____ NO

Additional Submissions and Requirements

Color photographs of Current Façade	✓
Summary of Proposed Improvements	NO
Designs/Plans	NO
Three Bids with Detailed Cost Estimates from Licensed Construction Professionals	NO
Property Owner Approval	✓ (owner)
Current Occupancy Permit	NO
Current Business License	NO
Minority/Women/Veteran Owned	NO
Eligible Improvements	undetermined
Previous Funding	Yes (2024, 2025)
Proof of Property and Casual Insurance	✓
W-9	NO

Additional Comments: _____

Incomplete Application.

Rec. Approval: NO

Rec. Amount: N/A

Façade Improvement Program Application Review Checklist

Date Received: December 22, 2025

Project Address: 6309 Delmar Blvd, Ucity, MO 63130

Business Name: 6309-A Delmar LLC.

Amount Requested: \$15,000 Total Project Cost: \$27,000

Demonstrated capacity to fund their share of the project? _____ Yes NO

Property is free of judgment liens and all mortgage and tax obligations are current:
 _____ Yes _____ NO

Additional Submissions and Requirements

Color photographs of Current Façade	✓ (Residential Mixed Use)
Summary of Proposed Improvements	NO
Designs/Plans	NO
Three Bids with Detailed Cost Estimates from Licensed Construction Professionals	NO
Property Owner Approval	✓
Current Occupancy Permit	NO
Current Business License	NO
Minority/Women/Veteran Owned	NO
Eligible Improvements	undetermined (Mixed-Use)
Previous Funding	✓ (2024, 2025)
Proof of Property and Casual Insurance	✓
W-9	NO

Additional Comments: _____

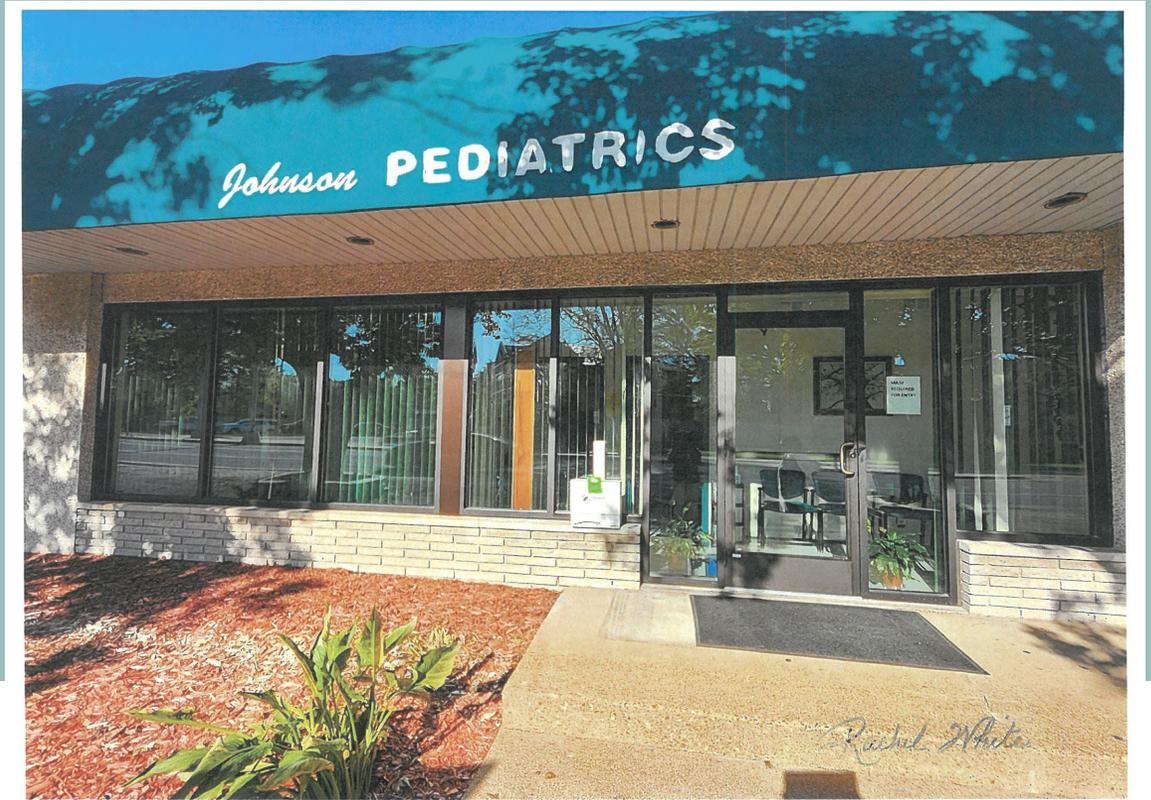
Incomplete Application.

Rec. Approval: NO

Rec. Amount: N/A

FACADE IMPROVEMENT PROGRAM FY 2027

City of University City
Economic Development



Facade Improvement Program



Overview

Grant Type: Matching grant

Maximum Award: Up to \$15,000

Eligible Areas: Commercial and industrial zoned properties

Award decisions are made at the discretion of the City's Department of Economic Development.

Goals

- Strengthen and expand the City's commercial base
- Improve architectural and aesthetic quality along commercial corridors
- Stimulate private investment and property revitalization
- Focus improvements on highly visible exterior elements
- Increase customer activity and business competitiveness

The Facade Improvement Program (FIP) supports private investment in exterior upgrades that enhance the appearance, vitality, and economic strength of University City's commercial districts.

Eligible Improvements

- Exterior painting, re-siding, professional cleaning
- Masonry repairs and tuck pointing
- Removal of materials
- Window and door replacement
- Cornice and flashing repair
- Canopies and awnings
- Business signage
- Exterior lighting
- Landscaping
- Security systems
- Trash and mechanical enclosures

Note: Certain improvements may require building permits.



Ineligible Improvements

- Projects started or completed before approval
- Routine maintenance
- Billboards
- Roofing
- HVAC/mechanical systems
- New construction
- Pylon, temporary, or roof signs
- Interior window displays
- Interior renovations
- Work by unlicensed contractors
- Non-compliant or out-of-area properties

CLASSIC COIN LAUNDRY — 7200 BALSON AVE

Total Project Cost: \$45,289
Amount Requested: \$15,000

Improvements:

- New signages (3), Front, L side, R side.
- Repairs to parking lot concrete

Current condition:

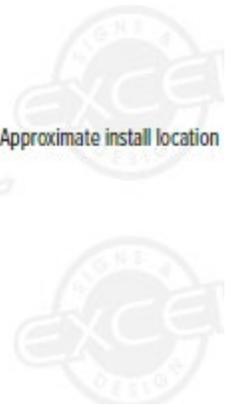
Business: Sadl's Laundromat
Front of Building - Sign 1 Need
Sign Text: Sadl's Laundromat



Proposed Improvements:



Approximate install location



6307 DELMAR LLC- 6307 DELMAR BLVD.

Total Project Cost: \$21,000
Amount Requested: \$15,000

Current condition:



Improvements:

- Awning installation
- Painting and residing
- Professional Cleaning
- Restoration of exterior finishes and materials

Proposed Improvements: No bids, plans, or designs submitted.

6309-A DELMAR LLC- 6309-A DELMAR BLVD.

Total Project Cost: \$27,000
Amount Requested: \$15,000

Current condition:



Improvements:

- Awning installation
- Window and Doors
- Painting and Residing
- Professional Cleaning
- Restoration of exterior finishes and materials

Proposed Improvements: No bids, plans, or designs submitted.