

**Economic Development Retail Sales Tax Board**  
**Minutes**  
**October 10, 2013**  
**4:00 p.m.**  
**(Approved 10/18/2013)**

The Economic Development Retail Sales Tax Board (EDRSTB) held a meeting at the Heman Park Community Center located at 975 Pennsylvania, University City, Missouri on October 10, 2013. The meeting commenced at 4:00 p.m.

**Voting Members Present**

Barbara Sydnor (Chairperson)  
Tom Peters  
Mark Winer  
Robert Kuhlman, Jr.

**Voting Members Absent**

Jackie Wellington (excused)

**Non-Voting Ex-Officio Members Present**

Shelley Welsch, Mayor

**Non-Voting Ex-Officio Members Absent**

Joe Edwards (excused)

**Staff Present**

Andrea Riganti, Director of Community Development  
Ray Lai, Deputy Director of Economic and Community Development  
Lisa Peck, Economic Development Manager

**Approval of Minutes**

The minutes of the August 29, 2013 meeting were reviewed and approved by a vote of 3-0.

**Old Business**

- a. Chamber of Commerce funding application

Ms. Riganti provided an overview of the original request and the direction of the Board to revise the application for funding. She explained that the Chamber calendar year does not coincide with the City's fiscal year, so the revised application is for January to June of 2014. The application in the amount of \$32,325 is for administrative and project related costs. She noted that the Chamber's request includes administrative costs of \$50 per hour for salary, overhead and contingency at a total of 900 hours or 43% of the director's time.

Ms. Ellen Bern, University City Chamber of Commerce Executive Director, described the projects involved in the request for funds. These include building leadership on Olive Boulevard, creating and maintaining a database of available properties, marketing for the Taste of U City and other, training to include Small Business Workshops and partnering with the Library to reach the business community and expand computer skills of local business leaders and residents.

Board members inquired about what comprised implementation costs, and the response was salary and personnel costs related to events and projects. The Board also inquired about the growth and financial support for the Chamber, and when it would be self-sufficient and how much of the current request for funds will go toward infrastructure versus salary? The Board also expressed concern about duplication in some of the activities, alignment with long-term goals of the Board, that the Chamber is a 501c6, the precedent set by granting the request, and the implementation costs. Ms. Bern reiterated that the staff person would be concentrating on building leadership on Olive.

Ms. Riganti expressed concern with the hourly rate and compliance with the City's procurement procedures.

Mr. Kuhlman made a motion to table the request. No second was offered. Mr. Winer asked staff if the City needed a partner to assist with projects. Ms. Riganti stated that the City did, particularly with regard to Olive Boulevard. The Mayor reminded the Board that when the Chamber came before the Board in August, they made it clear that the funding was to be for a maximum of 3-5 years. Ms. Bern agreed that was the goal.

Mr. Peters expressed concern with the request and although he thought there had been progress on answering concerns, still felt uncomfortable voting at this meeting. He suggested Ms. Bern consult with staff to work out remaining concerns and bring the request back to the Board.

Mr. Kuhlman asked Ms. Bern if the request could be delayed until the November meeting, as the hiring would not take place until the first of the year. Ms. Bern responded that it would be preferable to have the request included in the budget amendment on the Council Agenda for October 28.

Mr. Winer stated that there has not been much improvement on Olive and the Chamber was a good partner. Mr. Winer made a motion to fund the request. There was no second.

Ms. Sydnor provided some historical background and explained that staff and other initiatives or projects on Olive were frequently voted down by previous Boards. In the current budget, there are several projects on Olive Boulevard.

Mayor Welsch asked if the request would have to wait to the November meeting or if a special meeting could be called. Ms. Riganti stated it could be if the Board was agreeable to scheduling such.

It was decided that a special meeting could be held on Friday, October 18 at 4:00 p.m. at the Heman Park Community Center to reconsider the Chamber request.

Ms. Bern asked City Staff to get information on the national main street centers and relay that information to the Board so that they could educate themselves.

Mr. Winer withdrew his motion to approve the request and made a motion to table the item until October 18<sup>th</sup>. Mr. Peters seconded the motion. Motion carried.

**Public Comments:**

Ed McCarthy, 7101 Princeton Ave, supported Chamber request and stated the request should be voted on at the current meeting.

Nova Felton, 8031 Noel Ct., inquired about the use of the sales tax funds, particularly along Olive Boulevard. Ms. Riganti responded the funds were used as match for grants on Olive and the Olive Design Guidelines and planning and infrastructure projects and money has been placed in reserves. Ms. Felton also inquired about the Chamber funding sources.

Gregory Pace, 7171 Westmoreland, stated the Board funds administration in the amount of \$100,000 already. He also questioned the economic benefit of some funded projects such as Olive Boulevard streetscape.

Quentin Williams, 6200 Olive, Cintas Corporation, stated that his concern is the Board is not comfortable with the request because they have never had one like it before. He urged them to educate themselves so that they could be in a position to evaluate the Chamber's request and grant the Chamber's request.

Mr. Peters stated the Board would send their concerns to Ms. Riganti so that she could represent them to the Chamber.

b. Review of Economic Development Retail Sales Tax Procedures and Workplan  
Staff presented the revised EDRST application and request for funds.

Staff also discussed two documents to be used for tracking and reporting purposes and updates to the bylaws. Action on the by-laws will be deferred until a subsequent meeting. The Workplan for the Economic Development staff and the job description for the economic development manager were also distributed. The Workplan documents may be updated with the Comprehensive Plan update, once economic development priorities are identified.

### **New Business**

New meeting dates were distributed to the Board and public. Future meetings are scheduled for November 21, 2013; February 20, 2014; May 15, 2014; August 21, 2014 and November 20, 2014.

### **Other Business**

a. Public Comments –

Paulette Carr, 7901 Gannon Ave, inquired about the sidebar conversation held by the Board during the meeting. Board members indicated to Ms. Carr that they were trying to review their schedules to determine when a special meeting could be held to reconsider the Chamber request. Ms. Carr indicated that polling for votes during a sidebar conversation is not permissible under the Sunshine Law, but discussing issues is acceptable as long as there is not a quorum.

Ed McCarthy, 7101 Princeton Ave, discussed the EDRST financial information and requested that they be presented to the Board throughout the year and be made public.

Mr. Gregory Pace, 7171 Westmoreland, stated that he was not opposed to money spent on Olive, just on streetscaping when people drive the corridor. He believes the cap on EDRST administrative funds only applies to the City. He addressed the sidebar conversation amongst the Board, and indicated that all discussions at an open meeting should be public.

b. Study Session Request

Ms. Riganti clarified that there would not be a special or separate study session. A Board member requested additional information regarding the Parking Lot #4 project, and staff would discuss this in detail within the context of the project update to the Board. This would occur at the November

meeting.

**Reports**

a. Council Liaison Report – Mayor Welsch reminded everyone about Make a Difference Day on October 26, 2013.

b. Department Report - flyers on Make a Difference Day and the Open House for Physician's Choice Wellness (October 17) are available on the sign-in table.

There being no further business, the meeting adjourned at 6:25 p.m.

Respectfully submitted,

Jackie Wellington  
EDRSTB Secretary

Prepared by: Lisa Peck