

Economic Development Retail Sales Tax Board
Minutes
October 18, 2013
4:00 p.m.

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 18, 2013. The meeting commenced at 4:01 p.m.

Voting Members Present

Barbara Sydnor (Chairperson)
Tom Peters
Jackie Wellington
Robert Kuhlman, Jr.

Voting Members Absent

Mark Winer (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
Lisa Peck, Economic Development Manager

Approval of Minutes

The minutes of the October 10, 2013 meeting were reviewed and approved by a vote of 4-0. Mr. Peters questioned whether Ms. Wellington should be noted as Secretary for the minutes, when she was actually absent from the October 10 meeting. It was noted that staff prepares the minutes for Ms. Wellington's submittal. Future minutes will reflect the preparer of the minutes, and if necessary the draft By-laws can be revised to reflect that protocol.

Old Business

- a. Chamber of Commerce funding application

Ms. Riganti provided an overview of the original request from the Chamber of Commerce and the revised application. She explained that the original request was for administrative funds to support a staff person for the Chamber. She explained that the City obtained a legal opinion on that matter and was advised that the only staff that can be directly supported by the economic development retail sales tax is City staff. Any other administrative costs must be either contract employees of the City or included in a project based request. The revised application from the Chamber is in the amount of \$33,600 for project related costs. A budget sheet was created for the Chamber application and will be required for all funding requests in the future.

Ms. Riganti then recapped staff and Board concerns with the previous Chamber applications. She indicated that the revised application addresses these concerns and is in keeping with the statutory use of the funds.

Ms. Ellen Bern, University City Chamber of Commerce Executive Director, was introduced to provide

additional information about the request. Ms. Bern described the projects which are: building leadership on Olive Boulevard, assisting in the creation of a database of available properties on Olive Boulevard, the Taste of U City and other events, conducting small business workshops with the City, and partnering with the Library to expand computer skills of local business leaders and residents.

Board members asked staff to confirm that indirect costs were allowable; staff indicated that they were allowable costs. The Board asked Ms. Bern if the Taste of U City was a onetime event or an annual event, noting that although the Loop Ice Carnival annual event was approved, they would like to move away from funding these types of activities. Ms. Bern responded the event was a direct benefit for businesses and for the image of the community. The Board asked Ms. Bern if businesses that were unable to afford Chamber membership still benefitted from Chamber initiatives. Ms. Bern responded that all Chamber activities are open to any University City business, regardless of Chamber membership status. Also, all programming, events and marketing opportunities are open to all businesses, though Chamber members do receive discounted pricing.

Additional questions regarding the Chamber request included whether the Taste of U City could be held on Olive Boulevard – Ms. Bern responded yes; and will the Chamber marketing materials be related to the City economic development marketing materials – Ms. Riganti responded yes, that the Chamber’s campaign will be part of a cohesive, inclusive marketing strategy.

There being no further questions, Ms. Wellington moved to approve the Chamber request, seconded by Mr. Peters. The motion passed unanimously.

New Business-NONE

Other Business

a. Public Comments –

Elsie Glickert, 6712 Etzel inquired about the status of the City-owned property at Olive and Midland. Ms. Riganti replied that it remains vacant until public input, staff input and City Council evaluates various options and provides direction. She noted that there are development challenges with the properties including environmental issues, shallow depth and more. Ms. Glickert stated that she was critical of the condition of Olive Street Road the last time she came before the Board, but wanted to note the progress on environmental issues. Ms. Glickert also inquired about the status of the City owned property at Olive and North and South. Ms. Riganti replied that the City has solicited the services of a commercial broker and those responses are being reviewed. Finally, Ms. Glickert objected to the 3 minute time limit on each speaker from the public wishing to address the Board. Ms. Riganti responded that for consistency, all Board and Commissions have the same time limits on speakers, however the Chair may set aside the time limits at his/her discretion.

Reports

a. Council Liaison Report – Mayor Welsch relayed that the City Council unanimously approved the Bike and Walk Plan.

There being no further business, the meeting adjourned at 4:25 p.m.

Respectfully submitted,

Jackie Wellington
EDRSTB Secretary

Prepared by: Lisa Peck, Manager of Economic Development