



**Economic Development Committee  
Committee Meeting Agenda  
November 16, 2017  
8:00 AM  
City Council Chamber**

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of Minutes**
  - 1. Approval of October 19, 2017 Economic Development Committee Meeting Minutes**
- 4. Unfinished Business**
  - A. Action Items FY18***
    - i. Business Survey**
    - ii. Business Awards**
  - B. Sign Code Amendment Update***
- 5. New Business**
- 6. Business from Members**
- 7. Business from Staff Liaison**
  - A. Development Update***
    - i. HBE**
    - ii. 39 North**
- 8. Next Meeting Jan. 18, 2018, 8 AM**
- 9. Adjourn**



**Economic Development Committee  
Committee Meeting Minutes  
October 19, 2017  
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**1. Call to Order**

**2. Roll Call**

Kent Skornia	Member	
Mark Manlin	Member	
Deborah Matson	Member	
Mark Gorski	Vice-Chair	
Stephen Bisch	Member	
Robert Bockserman	Member	
Sekhar Prabhakar	Chair	(Absent)
John Meek	Member	
Vinh Tran	Member	
Charlotte D'Alfonso	Councilman	
Barry Glantz	Mayor	
Mark Perkins	City Administrator	
Sharon Stott	Assistant City Administrator	

A quorum was present.

**3. Approval of Agenda**

John Meek moved, seconded by Mark Gorski to approve the agenda. Motion passed unanimously.

**4. Approval of Minutes**

**1. Approval of August 17, 2017 Economic Development Committee Meeting Minutes**

John Meek moved, seconded by Mark Gorski to approve the meeting minutes from August 17, 2017. Motion passed unanimously.

<b>RESULT:</b>	<b>ACCEPTED [UNANIMOUS]</b>
<b>AYES:</b>	Skornia, Manlin, Matson, Gorski, Bisch, Bockserman, Meek, Tran
<b>ABSENT:</b>	Prabhakar

**5. Unfinished Business**

**A. Sign Code Amendment Update**

Mark Perkins stated Creve Coeur property owners requested the City modify the sign code to make it less restrictive. The property owners were not entirely satisfied with the initial draft presented by staff.

A second draft text amendment is scheduled to be presented at a public hearing of the Planning & Zoning Commission on Monday, October 23, 2017 at 6:30 p.m. The second draft is generally more responsive to the requests of the property owners. Mr. Perkins encouraged interested EDC members to attend the meeting for more information and stated it was possible the amendment



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recommendation may have already made it through City Council before the next EDC meeting in November.

Committee discussed the role of EDC in addressing more specific concerns of business owners such as the sign code text revision, and how the EDC might consider looking at more community-wide concerns such as walkability, establishing a downtown area, development of east Olive Boulevard and traffic congestion.

Mr. Perkins stated there will be a joint work session of the City Council and Planning and Zoning Commission on Monday, October 30 at 6:00 p.m. to discuss implementation of the Comprehensive Plan 2030. EDC members are encouraged to attend to learn more about implementation strategies.

EDC members discussed the importance of business development while being consistent with applications and overall look within the commercial districts.

***B. Election of Vice-Chair***

Sharon Stott stated Mark Gorski was eligible for reappointment as Vice-Chair. Committee discussed the role of Vice-Chair and the responsibility of leading meetings when the Chair is absent.

Stephen Bisch moved, seconded by Mark Gorski to nominate John Meek as Vice-Chair. Motion passed unanimously.

***C. Subcommittee Action Plan Update***

Charlotte D'Alfonso discussed the action items developed by the EDC Subcommittee in July including, but not limited to: promoting the PGA Championship 2018, inviting commercial property owners to discuss sign code amendments, conducting the Business Awards 2018, and conducting a Triennial Business Survey in 2017.

Since the subcommittee meeting was held, progress has been made on the initial four action items.

Committee discussed use of social media to promote the PGA. Sharon Stott stated initial articles have already been included in the October resident and business newsletters. The item will be a recurring EDC agenda item for discussion.

Committee discussed reason for moving up the date of the Business Awards so that requests for nominations could be included in the business license renewal letters. Discussion included encouraging recipients to share the nomination with other employees and promoting with flyers in local restaurants/businesses. Charlotte D'Alfonso reminded EDC members they can also nominate businesses.

Committee met with one applicant recommending the sign code text amendments at the August 17 meeting.

Discussion about the Business Survey is under New Business.

**6. New Business**



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**A. 39 North Branding & Marketing**

Mr. Perkins referenced the documents sent by email to the EDC regarding the 39 North Plan. City Council recently approved a cooperative agreement between and among the City of Creve Coeur, St. Louis County, and the St. Louis Economic Development Partnership regarding the development of a plan for the Old Olive Street in the 39 North Innovation District for a cost to the City of \$50,000.

Additionally, City Council also recently approved a memorandum of understating with the St. Louis Economic Development Partnership and Donald Danforth Plant Science Center to develop a marketing/branding strategy for the approximate 600-acre 39 North Innovation District for an initial cost to the City of \$5,000. Plan will include strategies for building location awareness of 39 North District such as use of street banners and water towers. Committee discussed ease and focused marketing with use of social media such as Facebook.

Staff updates regarding the 39 North District will be a recurring item for discussion on EDC meeting agendas.

**B. Business Survey FY18**

Sharon Stott shared draft questions for the Triennial Business Survey as part of the EDC action items for FY18 previously discussed under Old Business.

Committee discussed the purpose of survey. Ms. Stott suggested members review the draft questions and submit recommendations or changes to her before the next EDC meeting on November 16, 2017 to ensure there is enough time to include the promotion for the online survey in the business permit renewal notices sent in December should the EDC agrees to proceed with the survey.

**7. Business from Members**

No business from members was discussed.

**8. Business from Staff Liaison**

Mr. Perkins stated the public hearing regarding the proposed rezoning of the HBE site located at 11318 Olive Boulevard to a hotel with a free standing restaurant will be held at the Planning and Zoning Commission on Monday, October 23, 2017. Interested EDC members are encouraged to attend for more information.

**A. Biennial Ethics Training Follow Up**

Sharon Stott reminded EDC members that the required Biennial Ethics Training for elected and appointed officials must be reviewed by those members unable to attend the training on October 9, 2017. Members should submit in writing to Ms. Stott once they have completed the training by November 1, 2017.

**9. Next Meeting Nov 16, 2017 8:00 AM**

**10. Adjourn**

Meeting adjourned at 9:10 a.m.

Minutes Acceptance: Minutes of Oct 19, 2017 8:00 AM (Approval of Minutes)