

# Business Development Commission

## MEETING MINUTES

APPROVED

MEETING DATE: Thursday, January 28, 2016  
LOCATION: City Hall  
CALLED TO ORDER: 8:07 AM  
MEETING ADJOURNED: 9:13 AM  
NEXT MEETING: Thursday, February 25, 2016

Name	Present	Absent
Pat Richards, Chair	X	
William Alverson	X	
Tim Eichholz		X
Pam Neihaus	X	
Rebecca Now	X	
Chalegne O'Brien		X
Mike Pincus	X	
Nicole Roach	X	
Vacancy		
Mayor Gerry Welch, Council Liaison	X	
Mara Perry, Staff Liaison	X	
Joan Jadali, Staff Liaison		X

Also in attendance:  
Fran Sudekum – Administrative Support

### APPROVAL OF MINUTES

Motion to approve the October minutes was made by Mike Pincus, seconded by Pam Neihaus, unanimously approved.

### PR Sub-Committee Update

The PR Sub-Committee will be meeting next week and is looking for feedback on the 2015 holiday season and recommendations for the 2016 season

- The holiday mailer went out late due to a vendor problem.
- WG received great coverage on Fox2News.
- No wreaths were sold.
- Santas on the Loose was very successful; had 400 runners this year and 30 kids for the 100 yard dash. Residents along the race route seemed to really get into the race this year.
- Small Business Saturday went well.
- Most businesses remarked it was a good holiday season.
- The Webster Groves High School luminaries project was very moving; almost 1,000 luminaries lined both sides of Lockwood from Mason to Rock Hill; many expressed a hope to do it again next year.
- It would be great if more store fronts would light up their windows with holiday lights next year.

## **Opening a WG Business Sub-Committee**

The Sub-Committee is working on the project; will have more to report next month.

## **Shop Local – Shop Small – Shop Webster**

- “Shop Local - Shop Small - Shop Webster Groves” over-the-street banners will be up throughout the year when other banners are not in place.
- What can be added to the Shop Local campaign?
  - Have small “Shop Local” window clings matching the over-the-street banners for all stores, not just retail; could be included in the new business packets.
  - Every time a business opens, celebrate it as a city.
  - Tie the Shop Local theme upcoming/spring events:
    - The Arts Foundation event - Paint Webster
    - National Record Day which Euclid Records makes a big weekend event out of it.
    - Hwy 61 Roadhouse is having a barbeque competition at the end of the month; the Freeze-Que. Commission members were not aware of the event; a communications person would be a good idea to connect everyone in all the business districts with events and happenings.
    - The Chamber is having a spring event on April 16 in the Luhr Library; “Fun Fest 63119.” A family-friendly event with music, food, and activities; a table event for Chamber members.
    - Webster University could get involved in events in March or April while students are still on campus.

## **WG/WebU/WGSD Collaboration Initiative**

- A survey went out to some business owners gaging their interest in participating in the Initiative. A dinner was also held. Joe Roberts at Webster University is the lead contact on the project. Nicole Roach will have more information at the next meeting.

## **Store-Front Historical Plaques**

Marilynne Bradley, Historical Society, has put together historical walking tours so some information is already available. Questions on the cost of plaques and whether it would be a city expense were discussed. Path Richards offered to check with her business neighbor (M. Loesch Engraving) on possible plaque costs.

## **Vibrancy of Retail in the Business Districts**

Commission members are very concerned about the vibrancy of retail in the business districts.

- How do we attract retail businesses to our business districts?
- How do we reach brick and mortar businesses that are looking?
- How can we incent business to open in our business districts?
- How can we take advantage of the decline of the big box stores?
- How do we proactively fill the vacant spaces in our business districts?
- Can we get a part-time business liaison person to help? Gerry Welch will propose this role to the council once again.

## **ADJOURNED**

Meeting adjourned at 9:05 AM.

## **NEXT MEETING**

The next meeting will be held on Thursday, February 25, 2016 at 8:00 AM – City Hall.