

# Business Development Commission

## MEETING MINUTES

### APPROVED

MEETING DATE: Thursday, April 28, 2016  
LOCATION: City Hall  
CALLED TO ORDER: 8:10 AM  
MEETING ADJOURNED: 9:08 AM  
NEXT MEETING: Thursday, May 26, 2016

Name	Present	Absent
Pat Richards, Chair	X	
William Alverson	X	
Tim Eichholz		X
Pam Neihaus	X	
Rebecca Now	X	
Chalgne O'Brien	X	
Mike Pincus	X	
Nicole Roach	X	
Jon Spiesman	X	
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 March minutes was made by Mike Pincus, seconded by William Alverson, unanimously approved.

### Opening a WG Business Brochure

Gerry Welch handed out the content of the new brochure on opening a business in Webster Groves. The next step is to produce the brochure and make it available. Rebecca Now made a motion to approve the content and get it into production; the motion was seconded by Jon Spiesman and unanimously approved.

### PR Sub-Committee Update

Pam Neihaus shared the latest from the recent PR Sub-Committee meeting:

- Insight PR St. Louis will push out information of happenings taking place in Webster Groves aggregating data from multiple sources. They will put together a master list of these sources
- Gerry Welch will help Joan Jadali with items for the WG Explore website.
- Insight PR St. Louis will start posting on the WG Explore Facebook page.
- The committee discussed the need for a city-wide shopping and dining brochure for visitors to Webster Groves, especially out-of-town visitors. This needs to be worked on right away as there are many events coming up that would be good opportunities to distribute such a brochure. Insight PR St. Louis can work on this project.

### Focus Groups

The logistics of establishing business focus groups was discussed: what questions would be asked, who would be part of the focus group, online vs. in-person, the size of the group/s, when would the

first group meet, who would be the facilitator, what is the scope of these groups, and what result would hope to be accomplished. Several potential questions was put forth; Jon Spiesman offered to work up some questions (see Appendix A).

A date and time was established for the first group to meet: May 18<sup>th</sup> at 8:30 AM in the City Hall Conference Room. Pat Richards and Gerry Welch will compose an invitation and get it out on April 29<sup>th</sup>. Thirteen individuals were identified to be invited to participate in the first group:

1. Jessica Phillips, The Exercise Coach
2. Chris Westmeyer, Digital Strike
3. Amanda McClanahan, Naturally Pure Salon
4. Jessica Kester, Verde Kids
5. Mark Hinkle Olive + Oak
6. Dan Warner, landlord
7. Lee Moss, Lee Moss Hair Salon
8. Charlie Downs, Cyrano's
9. Tim Brennan, Cravings
10. Holland Saltsman, The Novel Neighbor
11. Jean Scholtes, Kind Soap Company
12. Christi Johanningmeyer, Architextures
13. Kelly Ruesing, Studio Rue

#### **ADJOURNED**

Meeting adjourned at 9:10 AM.

#### **NEXT MEETING**

The next meeting will be held on Thursday, May 26, 2016 at 8:00 AM – City Hall.

## Appendix A

### Webster Groves Business Development Focus Group:

#### Agenda:

1. Introduction
2. Purpose of Focus Group
3. Focus Group Feedback Questions

#### Introduction:

##### Webster Groves Business Development Commission–

- Represents all Webster including all Business Districts – Old Webster, Old Orchard, Crossroads
- Made up of Business Owners, Citizens at-large, Mayor, City Planning
- Example activities of BDC –
  - ‘How to Open a Business in Webster Groves’ brochure
  - PR Committee publicizes Webster business activities – Shop Small, Shop Local campaign
- The BDC objectives are to:
  - Attract new businesses to Webster Groves
  - Retain and help established businesses thrive
  - Manage turnover in commercially zoned areas strategically

#### Purpose:

The Webster Groves BDC wants to get your feedback to enhance our effectiveness. We want to get a clear view of what makes Webster Groves a destination of choice for businesses and where we have opportunities to improve. We will use your feedback and experiences from doing business in Webster Groves to ensure we create the right strategy and environment for business growth.

#### Focus Group Feedback Questions:

1. Why did you choose Webster Groves when you opened your business?
2. What do you believe is Webster Groves biggest strength?
3. If you had 1-2 words to describe Webster Groves’ brand TODAY, what would they be?
4. If you had 1-2 words to describe what you think Webster’s brand SHOULD BE, what would they be?
5. What is single biggest thing Webster could do to:
  - a. Attract new businesses?
  - b. Help a new business thrive?
  - c. Help your business succeed?
6. What is the biggest issue or threat you see for your business in Webster Groves?
7. If you had one piece of advice for a prospective business owner coming to Webster, what would it be?
8. If you have done business elsewhere, please compare Webster to other places you have operated (Better/Same/Worse, and why?)