

Business Development Commission (BDC)

MEETING MINUTES

APPROVED

MEETING DATE: Thursday, April 26, 2018
LOCATION: City Hall
CALLED TO ORDER: 8:04 AM
MEETING ADJOURNED: 9:02 AM
NEXT MEETING: Thursday, May 24, 2018

Name	Present	Absent
Jon Spiesman (Citizen at Large), Chair	X	
Mike Pincus (Citizen at Large)	X	
Pam Neihaus, Vice Chair (Citizen at Large)	X	
Robin McNabb (Yorkshire Business)	X	
Jennifer Starkey (Business Owner Rep.)	X	
Rebecca Now (Chamber of Commerce)	X	
Pam Bliss (Citizen at Large)	X	
Tim Delanty (Old Webster)	X	
Vacancy		
Mayor Gerry Welch, Council Liaison	X	
Joan Jadali, City Manager Designee	X	
Mara Perry, Staff Liaison	X	

Also in Attendance

Pat Richards – Embroider the Occasion, Former BDC Chair
Mary Jane Armstrong – Crossroads Commission Member
Bud Bellomo – Council Member, City of Webster Groves
Laura Arnold – Council Member, City of Webster Groves
Pam Bliss – Council Member, City of Webster Groves
Fran Sudekum – Administrative Support

APPROVAL OF MINUTES

Motion to approve the April minutes was made by Mike Pincus, seconded by Robin McNabb and unanimously approved.

RECOGNITION

The BDC recognized and thanked Pat Richards, former BDC Chair, for her service.

BDC COMMISSION MEMBERS

The BDC welcomed one newly appointed Commission Member and one soon-to-be appointed Commission Member:

1. Tim Delanty, owner of Zoey's Attic, Old Webster Special Business District Commission Member, and newly elected President of the Old Webster Trade Association
2. Mary Jane Armstrong, owner of Artistic Tailoring and Old Orchard Special Business District Commission Member.

These two new members provide representation on the commission from two of the three special business districts leaving the Crossroads District unrepresented. There is now one remaining vacancy on the commission, which the BDC will pursue filling that slot with a representative from Crossroads.

BDC STRATEGIC DRAFT PROPOSAL

Commission Members reviewed the draft proposal, “Webster Groves Business Development Commission Draft Vision and Plan” previously put forth (see Appendix A for draft proposal). Each section of the proposal was discussed, modified in some cases, and then agreement was voted on.

MOTION: Robin McNabb made a motion to add “social media marketing plan” to Objective A, #1-How section, the motion was seconded by Mike Pincus and unanimously approved.

MOTION: Mike Pincus made a motion to add “starting a” to Objective B, #1-How section, the motion was seconded by Robin McNabb and unanimously approved.

MOTION: Jennifer Starkey made a motion to change the wording from “Development Foundation Plan (DFP)” to “appropriate plans” to Objective B, #2-How section, add “(sidewalks, parking, lighting, etc.)” to Objective B, #2-Why section, the motion was seconded by Rebecca Now and unanimously approved.

MOTION: Jennifer Starkey made a motion to add “Seek and” to Objective B, #3, “City Council” to Objective B, #3-Responsible section, “among Businesses, the” to Objective B, #3-How section, and “minimum three times per year” to Objective B, #3-Metrics/Success Measures section, the motion was seconded by Robin McNabb and unanimously approved.

MOTION: Jon Spiesman made a motion to approve the entire document as amended, the motion was seconded by Jennifer Starkey and unanimously approved.

Next Steps & Timeline

- The amended proposal will be presented by Gerry Welch to City Council as part of her BDC update report at their next work session.
- The amended proposal will be submitted to City Staff so they can add details, definitions, and more specifics on how the objectives will be accomplished and by who; including how the new Communications Coordinator role discussed will fit into the plan, how the City’s Comprehensive and Development Foundation Plans may possibly be incorporated into the plan, and any possible changes to the plan they’d like to propose.
- City Staff will meet with the City Manager to review their augmented proposal plan and gain his approval and then bring it back to the BDC for final review at their May meeting.
- After final review at the May BDC meeting, the plan will then be submitted to City Council at their first meeting in June. Presentation to City Council at that time allows potential budgetary funding items to still be addressed prior to the final budget approval which takes place at the second City Council meeting in June.

NEW BUSINESS

- May is very active around Webster and is a good time for Commission Members to connect with groups, businesses, and organizations.
- Creative Entourage is continuing to post activities and articles about Webster to our Explore Webster Groves Facebook page.
- Various upcoming activities, events, openings, and Giving STL Day were discussed.

NEXT MEETING

May 24th at 8:00 AM at City Hall.

APPENDIX A

Draft Proposal

Jon Spiesman – 3/17/2018

The document below is a draft proposal for a plan and actions supporting one of the Webster Groves City Council goals regarding the BDC and Business Community.

The contents are solely the work of the author and is intended to spark ideas and dialogue toward the ultimate goal of a Business Development Plan approved by the Webster Groves City Council with a supporting implementation plans. This plan is not intended to be final or all inclusive at this point.

I am unclear on the official process of approval and adoption, but after some consultation with City staff, Mayor, and Council members I anticipate something like the following steps and timing:

- Introduction at BDC – March BDC meeting
- Review, revision, and approval at BDC – April BDC meeting
- City Staff review of proposal by applicable departments. Create options for how objectives could be achieved, timelines, cost, resources, etc. – April/May
- Review City Proposal for implementation at BDC – approve final recommendation – May
- Propose at City Council for Support/Approval – early June

Inspiration was provided by review of a variety of other City Planning documents and Visions. Plagiarism was frequent and shameless. A couple of great quotes provide a good idea of the driving force behind this proposal:

"If you don't know where you are going, you are certain to end up somewhere else." - Yogi Berra

"If we could first know where we are and whither we are tending, we could better judge what to do and how to do it." - Abraham Lincoln

A few examples are linked to separately that were used as resources and examples

City Planning references – Webster Groves BDC

http://www.centralpointoregon.gov/sites/default/files/fileattachments/administration/page/352/07_strategic_plan_final.pdf

<http://www.ci.independence.mo.us/UserDocs/CityCouncil/IndepForAllStrategicPlan2017-2021.pdf>

<http://www.ci.independence.mo.us/CityCouncil/PerformanceDashboard/Measure?CategoryID=1>

<http://www.kirkwoodmo.org/mm/files/MISCELLANEOUS/2017/2017StrategicPlan.pdf>

<http://www.sugarlandtx.gov/DocumentCenter/View/11506>

Webster Groves Business Development Commission Draft Vision and Plan

Context:

The Webster Groves City Council approved on 12/20/2016 a set of six goals including “Foster a Strong Business Community.”

Webster Groves city code, Article X creates the Business Development Commission (BDC) for the following purpose (Section 4.6.10): There is hereby created a Business Development Commission of the City of Webster Groves. The purpose of the BDC is to bring various business-related interests together to foster policies and programs that will create a welcoming, dynamic, and prosperous business community in Webster Groves.

The City of Webster Groves contains three formal business districts:

1. Old Webster Business District
2. Old Orchard Business District
3. Crossroads Business District

There are also business corridors or areas of commerce not included in these business districts but within the city of Webster Groves. These include but are not limited to: Yorkshire – Watson Rd corridor and the Kirkham/Brentwood corridor.

Each Business district is an independent financial entity with taxing authority and annual budgets on top of normal sales taxes, fees, and utility rates. Businesses outside formal Business Districts contribute only through sales tax, fees, and utilities.

BDC Vision and Plan Discernment

Throughout 2017, the BDC underwent a process of determining a vision and goals. This process began with a city wide business survey, follow-up meetings with business owners and at individual Business District meetings, a facilitator led BDC visioning process, and discussion in several BDC meetings. This process culminated with a January 25, 2018 review of that Vision and key goal areas with the BDC and representatives of the community and all Business Districts. This document attempts to tie together this BDC Vision to the Webster Groves City Council Goals and create a Business Development Plan for City Council consideration to guide the City and BDC priorities going forward.

Webster Groves City Council Goal:

Foster a Strong Business Community

BDC Vision Statement:

Unify the business community to create thriving and growing businesses with an authentic and sustainable community character.

Objective A: Market the City of Webster Groves

Initiatives and Actions:

1. Create a year-round City marketing and communications plan and a calendar of community/business events
Responsible: City Manager/Staff
How: Leverage existing Business District, Chamber of Commerce, and new or other activities to create a plan and evergreen calendar. Define communication/promotion plan, gain budget approval/agreement from City and Business Districts, and inform BDC and Business Districts.
Why: Magnify efforts of individual businesses and business districts and make Webster a more attractive business community. Create an image of Webster’s business community consistent with its community character.
When: October 2018 for first plan with new plans annually according to budget cycle.
Metrics/Success Measures: Approved Plan, publication of calendar

Objective B: Sustain a Thriving Business Community and Attract New Businesses

Initiatives and Actions:

1. Maintain healthy vacancy rates, identify and solve stubborn commercial vacancies
Responsible: City Planner, City Staff
How: Simple and transparent processes for businesses, connect landlords and business prospects, coordinate planning/zoning with business development.
Why: Make Webster attractive to new businesses, maintain thriving business community, increase attractiveness to new investment/development.
When: Ongoing
Metrics/Success Measures: Vacancy rate, Revenue collection, resolving stubborn vacancies

2. Integrate current and future development planning
Responsible: City Planner
How: Review and update the Development Foundation Plan (DFP). Coordinate planning and zoning plans with DFP and incorporate the aims of the DFP into business development activities. Identify options to address major business barriers or issues such as parking and other infrastructure through creating a long-range plan.
Why: Ensure consistency of business planning and development with overall community development planning to maintain Webster community character. Increase attractiveness to development and new business by creating an infrastructure plan.
When: 2019
Metrics/Success Measures: Refreshed DFP, long range investment/infrastructure plan

3. Listen to the Voice of Businesses and the Community
Responsible: BDC, City Staff
How: Effective communication and collaboration between Business Districts, BDC, and City Council. BDC activities and oversight aligned with City Council Goals and Strategic objectives. BDC is well connected to and represents the Business Districts and the community at-large.
Why: Maintain the unique character of each business district while collaborating and communicating to elevate all efforts.
When: Ongoing
Metrics/Success Measures: BDC report annually to City Council on key measures, successes, opportunities, and barriers.