

**Business Development Commission (BDC)
MEETING MINUTES**

APPROVED

MEETING DATE: Thursday, August 22, 2019
 LOCATION: City Hall
 CALLED TO ORDER: 8:08 AM
 MEETING ADJOURNED: 8:56 AM2
 Thursday, September 26, 2019,
 NEXT MEETING: 2019

Name	Present	Absent
Jon Spiesman Chair (Citizen at Large)	X	
Mike Pincus (Citizen at Large)	X	
Pam Neihaus, Vice Chair (Citizen at Large)	X	
Jennifer Starkey (Webster University)	X	
Rebecca Now (Chamber of Commerce)	X	
Tim Delanty (Old Webster)	X	
Amanda Clark (Old Orchard)	X	
Vacancy		
Vacancy		
Frank Janoski, Council Liaison	X	
Joan Jadali, City Manager Designee	X	
Mara Perry, Staff Liaison		X

Also in Attendance

Dr. Erbab Majeed – Old Webster Business Owner and Webster Groves Citizen
 Dexter Lamb – Webster Groves Citizen
 Fran Sudekum – Administrative Support

APPROVAL OF MINUTES

- A motion to approve the May minutes was made by Tim Delanty, seconded by Jennifer Starkey and unanimously approved.

VISITOR COMMENTS

- Dr. Majeed and Mr. Lamb are thinking about applying for the vacant slots on the Business Development Commission and visited the meeting as a look-see.

COMMISSION ELECTIONS

- This is Jon Spiesman’s final meeting. Due to a change in his work schedule, he has resigned from the Commission and his position as its Chair.
- Jennifer Starkey nominated Mike Pincus to serve as Chair.
- Pam Neihaus nominated Rebecca Now to serve as Vice Chair.

MOTION: Jennifer Starkey made a motion to elect Mike Pincus as the new Chair of the Commission, Rebecca Now seconded the motion, and it was unanimously approved.

MOTION: Pam Neihaus made a motion to elect Rebecca Now as the new Vice Chair of the Commission, Mike Pincus seconded the motion, and it was unanimously approved.

SUMMARY OF BUSINESS DISTRICTS

- Le Macaron - Old Webster- Opening in the former Scoop Pilates Studio. Obtained their CUP and are working on construction plans. Hope to open in the next couple months.
- Bridal House at the Boulevard - Old Orchard - Opened additional space in the back of their lot that used to be another hair salon. Space is for bridal parties and groups.
- Clayton Medical Associates - Crossroads - Opened in the former surgical center and Everlove Day Club space. Moved from Clayton
- Nehring Design - Crossroads -Added an additional storefront space further down in the block
- Everlove Day Club - Watson - Moved from Crossroads and opened location down on Watson almost at Grant Road. Adult day care in stand-alone building.
- Blue Dahlia - Old Orchard - In part of the former Scholar Shop. Grand Opening Friday August 23rd•
- Real Leaf- Old Orchard - Former Naked Boot and Shoe location. CBD oil sales.
- Story Seven - Old Webster - Former Hoopla location. Grand Opening celebration Saturday August 24th
- Green Door Art Gallery- Old Webster - Change of ownership
- Simmons Bank- Yorkshire - Change of ownership former Reliance Bank
- Elle on Lockwood - Former YMCA site. Apartment building under construction.
- Regions Bank - Former Gerber Chapel. Construction permits have been issued for the bank.
- Former Auto Beauty building- permits have been issued for the demolition and beginning of construction. Parking plan still needs to be submitted for review.
- Planning Department is working with potential new businesses in the former Massage Envy building (1st and 2nd floor)
- Former Porter Paints building and a potential business looking at multiple locations in Old Orchard.
- Krueger Pottery is moving to a larger location outside of Webster Groves.

OLD BUSINESS

- **CVC Membership Update** – The annual Webster Groves Neighborhood CVC Membership Drive is complete; 27 businesses signed up (See Appendix A for report). *NOTE:* CVC is short for St. Louis Convention & Visitors Center (DBA Explore St. Louis).
- **Communication Channel** – The BDC at one time had discussed putting the *Inside Webster Groves* publication as an insert into the Parks & Recreation Brochure as another deliver method of information. Pam Neihaus offered to follow up on that idea.
- **BDC Commission Vacancies** – Frank Janoski explained the commission application process and how serving on a commission can serve as a flow to serving on the City Council.

NEW BUSINESS

- **Potential BDC Projects** – A discussion was held to put forth potential projects the BDC could pursue. Items discussed included:
 - **Attract New Businesses** – When a vacancy becomes available, how can we attract new businesses that contribute to the walkability and foot-traffic of the business districts.
 - **Street-Level Zoning** – Perhaps a revisit of street-level zoning to encourage foot-traffic in business districts is in order; even if it only addresses new construction.
 - **365 Attraction** – We have many great events throughout the year that attract people into Webster Groves; however, we need something that attracts people 365 days a year; a fun destination/activity. What can be put in place to encourage such an endeavor. Some Ideas/Examples =
 - A great/interesting/different playground.
 - Something in the mode of The Magic House in Kirkwood.
 - An indoor skydiving facility.
 - **Visual Infrastructure** – Continuing to improve the landscaping and streetscaping throughout the City and the business districts will attract both new businesses and patrons to those businesses. How can the BDC support the City Council and City Management to continue/increase the visual appeal of the City.
 - **Creative Community** – There are numerous creative businesses and organizations in the City (i.e. The Rep, Webster Arts, Webster University Community Music School, numerous creative-related businesses, etc. Developing a method to cross connect the community and business with all of these would strengthen the City as whole and support attracting new businesses and new patrons.
 - **Available Data** – To help identify and quantify what we know, there are financial reports of the City that Joan Jadali can share. Webster University has an economic report that Jennifer Starkey can share.
 - **Home-Based Businesses** – Could there be some connection or opportunity with home-based businesses. The newly updated home-based business ordinance will be emailed to commission members for their perusal.
 - **Security** – A method to link the businesses together to get the word out quickly when an incident occurs is needed.
- **Holiday Seasonal Promotions** – Joan Jadali has put together a BDC Holiday Sub-Committee to discuss this year's seasonal promotions package. The Mayor will be a member of the sub-committee along with some returning sub-committee members from last year and new members from Webster Arts. Additional expertise will be added to the mix as appropriate. The first meeting of the sub-committee will take place August 28th.

NEXT MEETING

September 26, 2019 at 8:00 AM at City Hall.

APPENDIX A

2019

Webster Groves Neighborhood CVC Partner Members

Old Webster Business District	
1	Firenza Pizza & Ziggy's Frozen Treats
2	froYo Premium Frozen Yogurt
3	Green Door Art Gallery
4	Half & Half
5	Layla
6	Llywelyn's Pub
7	Olive + Oak
8	Pinot's Palette
9	Rolling Ridge Nursery
10	Schnarr's Hardware
11	The Block Restaurant and Butcher Shop
12	The Clover and the Bee
13	The Sushi Station
14	The Webster Groves Bookshop
15	Vitality Unlimited Spa
16	Yucandu Art Studio
17	Zoey's Attic

Old Orchard Business District	
1	Big Sky Cafe
2	Civil Alchemy
3	Cyrano's
4	Highway 61 Roadhouse
5	Music Folk
6	Old Orchard Gallery
7	Serendipity Ice Cream
8	The Frisco Barroom
9	The Novel Neighbor

Zeta Dell Business Area	
1	Maypop Coffee & Garden Shop

27 Total Neighborhood Businesses