Business Development Commission (BDC)  
MEETING MINUTES  
DRAFT  

MEETING DATE: Thursday, May 27, 2021  
LOCATION: City Hall  
CALLED TO ORDER: 8:06 AM  
MEETING ADJOURNED: 9:02 AM  
NEXT MEETING: Thursday, June 24, 2021

<table>
<thead>
<tr>
<th>Name</th>
<th>Present</th>
<th>Absent</th>
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</thead>
<tbody>
<tr>
<td>Mike Pincus Chair (Citizen at Large)</td>
<td>X</td>
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<tr>
<td>Pam Neihaus, Vice Chair (Citizen at Large)</td>
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<td>Kara Bowlin (Citizen at Large)</td>
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<tr>
<td>Andrew Scavotto (Citizen at Large)</td>
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<tr>
<td>Erbab Majeede (Business Owner-C)</td>
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<td>Ceci Bartels (Business Owner-H)</td>
<td>X</td>
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<td>Rebecca Now (Chamber of Commerce)</td>
<td>X</td>
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<td>Tim Delanty (Old Webster)</td>
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<td>Vacancy, Old Orchard Rep</td>
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<td>Laura Arnold Council Liaison</td>
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<td>Vacant, City Manager Designee</td>
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<td>Mara Perry, Staff Liaison</td>
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Also in Attendance  
Eric Peterson – Assistant City Manager/Director of Finance and Administration, City of Webster Groves  
Fran Sudekum – Administrative Support

APPROVAL OF MINUTES  
A motion to approve the April minutes was made by Rebecca Now, Pam Neihaus seconded the motion, and it was unanimously approved.

INTRODUCTIONS  
• Newly appointed to the Business Development Commission, Ceci Bartels, owner of Naked Branding officed out of her Webster Groves home.  
• New City Assistant City Manager/Director of Finance and Administration for the City of Webster Groves, Eric Peterson introduced himself to Commission Members.

OLD BUSINESS  
BDC Working Group Sub-Committee Recommendations – Discussion continued on which items to move forward with from the sets of recommendations from the Sub-Committee and what the next steps to do so would be.  
• ITEM: Provide an inventory of the businesses in each district and share it with the businesses in their associated district.  
  o Reviewed information currently available in the City’s Business License database.  
  o Reviewed information currently available in the business directory on the City website.
What type of categories and how many is key to improving accessibility of the information. The BDC would like to provide input to this piece.

An online business license system with additional identifiers and a revamped City website with a better search engine would impact accessibility of information.

Q.) Who in charge of revamping the new City website/and online business license system project and what is the timeline? A.) Unknown at this time; but Mara Perry will attempt to find out (the new website is in the 2022 budget).

**NEXT STEPS:** Determine the timeline, who the revamp project leader is, and have a joint meeting.

- **ITEM:** Unite the businesses in each area around a specific project for them to collaborate and work on together; something specific that each area needs.
  - The goal for this item is engagement of businesses to unite and establish cohesion within their districts.
  - Stakeholders will need to give input to what project they would want to collaborate on.
  - This item needs leadership and support from the top.
  - What is the best way to get it in front of the players.
  - Burn out of businesses that have served their time will be difficult to re-engage.
  - **NEXT STEPS:** Further discussion is needed.

- **ITEM:** Top-down communication approach within the City making it part of the overall strategy.
  - This appears to all within the purview of the new Directory of Public Affairs and Engagement position which has recently been filled by Jenny Starkey, formerly the Director of Community Engagement at Webster University and former BDC Commission Member.
  - **NEXT STEPS:** Reach out to Ms. Starkey.

- **ITEM:** Disseminate information from the BDC to the District Commissions.
  - Members of the BDC have attended other business district commission meetings. Mike Pincus attended the Old Webster meeting. Andrew attended the Old Orchard meeting, the Crossroads meeting was canceled.
  - **NEXT STEPS:** It was determined this should continue going forward; Mike Pincus will attend the next Old Orchard meeting, Rebecca Now will attend the next Old Webster meeting, and perhaps Andrew Scavotto would be able to attend the next Crossroads meeting.

- **ITEM:** Add to existing wayfinding signage between all the business districts and business neighborhoods so people know how to get from one to the other.
  - Wayfinding signage is a high-ticket item.
  - City wayfinding signage comes out of the Planning and Development Department.
  - District-specific wayfinding comes out of district budget.
  - **NEXT STEPS:** Further discussion is needed.

- **ITEM:** Use/establish/create maps, printed and/or virtual on the City website and/or on an app.
o Clarity of the thoughts behind this concept is needed.
  o **NEXT STEPS:** Further discussion is needed.

**Time constraints did not yet allow discussing the following items:**

- **ITEM:** Disseminate information from the District Commissions to the businesses in their district.
- **ITEM:** Have multi-district crawls so people get “trained” on how to easily get from one business district/neighborhood to the other.

**DISTRICT & CITY UPDATES**

- Crossroads did not meet; they are waiting on whether it is approved in the 2022 City budget.
- Old Orchard’s Streetscape Construction is slightly delayed due to a delay in the delivery of the new streetlights; now looking at June start.
- Old Webster has been mainly talking about their events for this year; Summer Night Street Dance, Jazz & Blues Festival, Webster Arts is trying to plan a “Sidewalk” Chalk Festival.
- The public hearing on the City budget is next Tuesday, June 1st and final adoption would be on the 15th. It is a challenging budget year; the 2022 general fund will have a deficit of $2.093 million. Several factors contribute to that deficit; COVID related items, growth in personnel costs and crucial maintenance items that had been deferred. The influx of $4.2 million from the federal American Rescue Plan that may go into the funding stream; final guidance has not yet been received.
- July 4th Carnival will be at Eden Seminary; the parade will be on the 3rd of July rather than the 4th because the 4th is a Sunday this year. If anyone wants to be a part of the parade, it is the time to sign up now. Fireworks on the 4th will be at Memorial Field.
- A repeal of the ordinance that allows duplex housing in the A4 residential zone will be considered at next Tuesday's City Council meeting. A petition has been submitted, if certified and the ordinance is not repealed, it will go to a public vote on the first week of August.
- The opening of the public hearing for the Douglas Hill Redevelopment Project (a.k.a. North Old Webster Redevelopment Project) will be at the June 7th Plan Commission meeting and will continue for a number of months.
- Multi-family text code amendments in C & D Commercial Districts will be at the June 7th Plan Commission as well as a CUP for a new business inside the Webster Groves Presbyterian Church in Old Webster.
- Rolling Ridge’s hearing for their event space inside their business, The Willow in Webster, will be at the City Council meeting.

**NEXT MEETING**

- Meeting Date – June 24 at 8:00 AM via Zoom
  o Website Timeline
  o Continue Recommendations Discussion