

# Business Development Commission (BDC) MEETING MINUTES

**DRAFT**

MEETING DATE: Thursday, August 26, 2021  
LOCATION: City Hall  
CALLED TO ORDER: 8:04 AM  
MEETING ADJOURNED: 9:07 AM  
NEXT MEETING: Thursday, October 28, 2021

Name	Present	Absent
Mike Pincus, Chair (Citizen at Large)	X	
Pam Neihaus, Vice Chair (Citizen at Large)		X
Kara Bowlin (Citizen at Large)	X	
Andrew Scavotto (Citizen at Large)	X	
Ceci Bartels (Home-Based Business Owner)	X	
Rebecca Now (Chamber of Commerce)		X
Tim Delanty (Old Webster Rep)	X	
Tammy Behm, (Commercial Business Owner)	X	
Erbab Majeede (Commercial Business Owner)		X
Laura Arnold, Council Liaison	X	
Eric Peterson, Staff Liaison	X	

Also in Attendance  
Jenny Starkey – Director of Public Affairs and Engagement  
Fran Sudekum – Administrative Support

## **APPROVAL OF MINUTES**

A motion to approve the July minutes was made by Ceci Bartels, seconded by Tim Delanty, and it was unanimously approved.

## **OLD BUSINESS**

**Possible Scavenger Hunt** – Ceci Bartels shared the potential framework for a scavenger hunt to take place throughout the three business districts (Old Webster, Old Orchard, and Crossroads) designed to bring people into the three districts and discover the businesses there (See Appendix A).

Options and questions were discussed, such as how to determine the destinations, would participating businesses pay a fee, is there any funding available for prizes and promotion, resources and logistics need for an endeavor. Several time frames were discussed; i.e. a two-hour event with a “party/gathering” at one location at the end, a weekend event, or a month-long self-guided event. Both Tim Delanty and Tammy Behm were concerned the hunt could cause contention with normal shoppers, for example a two-hour event taking place on a Saturday which is a busy shopping day could hamper shoppers’ access.

Tammy Behm suggested the BDC’s efforts could be focused instead on a program that is already in place but that could use a promotional boost especially with the upcoming holiday season; the Webster Groves Gift Certificates.

- **Scavenger Hunt;** It was decided to get input from the three business district commissions to gauge their views about a possible scavenger hunt. Ms. Bartels will visit each of the three commissions at their next monthly meeting.
- **WG Gift Certificates;** It was decided to put a discussion about the gift certificate program on next month’s agenda.

**Business Involvement in Civic Spaces and Events** – Continuing the discussion on the potential for businesses to connect with basically City supported or sponsored events, it's thought asking the event planner if they would like to engage with businesses as part of the Special Activities Permit process is a good starting point. Eric Peterson will continue to look at the process and bring it to the BDC.

### **NEW BUSINESS**

**City Business Roundtable** – The City would like to have a Business Roundtable, “a listen session”, with Webster Groves business owners to get their input on a host of items, especially input on the use of funds from the federal American Rescue Plan as it relates to helping businesses recover from the economic impact of COVID-19. The City would like the roundtable to be sponsored by the BDC. Mike Pincus and Tim Delanty volunteered to be the facilitators at the roundtable.

**Holiday Marketing** – Jennifer Starkey is working on the various promotional pieces for the upcoming Holiday season. We will keep the Webster Wonderland branding. The budget will be the same as last year, approximately \$19,600. This year we are looking at the following: Pooling funds with Old Webster Trade Association to do a joint Webster Groves Great Day St. Louis piece, KEZK “Christmas” radio station, Webster-Kirkwood Times print ads, ABC has a new promotion that primarily plays before streaming (firestick for example), social media give aways and targeted marketing on the Explore Webster Groves Facebook page. She is continuing to look at other options.

### **DISTRICT UPDATES**

- **Crossroads** – The Streetscape Project is their sole focus and trying to move forward with St. Louis County.
- **Old Orchard** – Construction has started on the Streetscape Project on the north side of Big Bend from Murdoch to Dale.
- **Old Webster** – Old Webster has been discussing fall/holiday season aesthetics.

### **CITY/COUNCIL UPDATES**

- DD Mau and Euro Trash in Old Webster have opened.
- Betty's Books will open in Old Orchard next month.
- Construction work continues on Wingstop and Zushi Sushi in Yorkshire Plaza and Union Bagels in Crossroads.
- Total Access Urgent Care has their permits; they were denied variances for signage.
- SMR Auto has expanded their CUP to add repair services which will go before City Council.
- Dollar General in Yorkshire Plaza closed.
- The Planning Commission will hold a public hearing next week on the proposed Douglass Hill redevelopment project.
- TIF Commission meets on September 1st.
- The Sustainability Commission is starting to draft a Community Sustainability Plan. They are starting with a survey for businesses to get their input and later will do a broader community survey.
- The City has two surveys currently: a Fire Chief survey and Ivory Crockett Park survey.
- City Council is beginning a strategic planning process; there will be opportunities public input.
- City Council passed the code amendment changes for D and C Commercial to allow multi-family residential as a permitted use with a specific set of regulations, such as setbacks, height, intensity of use, required parking, is before City Council. The former Subaru location could potential location.

### **NEXT MEETING**

Meeting Date – September 23 at 8:00 AM, In person, City Hall 2nd Floor Conference and also via Zoom.

# APPENDIX A

WGBD Scavenger Hunt Proposal

8.26.2021

Ceci Bartels

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Goal: To increase awareness of WG 3 main business districts.

1. Old Webster
2. Old Orchard
3. Crossroads

Concept: To organize a scavenger hunt that encompasses the exploration of all three business districts and is promoted within at least a 5-mile radius of WG.

Note: This idea promotes the B2C (business to consumer) businesses within each district and is sponsored by Webster Groves.

Tactical approaches:

1. Theme the scavenger hunt around a subject.
  - a. For example, food. Choose to include all the restaurants in all 3 areas. Crossroads would include The Art of Entertaining.
  - b. Retail: Gift shops. Clothing stores.
2. Create a path for play.
  - a. Clues that take someone from a starting destination to finish destination. The participant would have to go into the venue and retrieve a card or object to prove they visited.
  - b. A timed event. The first 5 to finish with all the proof cards wins a certain amount of Webster bucks, say \$20 each.
  - c. Not timed but has a start and a finish time and an ending at a large gathering spot such as Llewelyn's Pub, Weber's Front Row, CJ Mugg's or The Frisco where the first 100 who completes the hunt and has collected all the cards wins, \$5 or \$10 Webster bucks.
3. How to choose the retailers or restaurants?
  - a. We can solicit businesses and ask them for a participation fee.
  - b. We can choose businesses we think are the most interesting, newest or most popular.  
No participation fees.
4. Determine when the event will take place and the start time.
5. Marketing.
  - a. Create themed marketing materials
    - i. Poster for store windows and public places
    - ii. Ad for WK Times
    - iii. Space on WG site
    - iv. Ad for Webster Connect and WG FB page
    - v. Posting on the Webster Groves City Hall sign
    - vi. Possibly a postcard
    - vii. Figure out how to reach the audiences from Ladue to Maplewood