



**Economic Development Committee
Committee Meeting Agenda
August 20, 2015
8:00 AM
City Council Chamber**

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of Agenda**
- 4. Approval of Minutes**
 - 1. Draft May 21, 2015 Meeting Summary**
Summary: Draft May 21, 2015 Meeting Summary
- 5. Unfinished Business**
 - A. Objectives for 2015**
 - i. Business Recognition Program**
 - 1. Chamber of Commerce Awards/Recognitions**
Summary: Chamber of Commerce Awards/Recognitions
 - ii. Engaging Businesses**
 - B. State of Business and Development in the City - Proposed October 8, 22, or 29, 2015**
- 6. New Business**
 - A. Energy and Environment Education Subcommittee Collaboration**
 - 1. Letter from Subcommittee Chair**
Summary: Letter from Energy and Environment Subcommittee Chair
 - B. Election of Chair and Vice-Chair**
- 7. Business from Members**
- 8. Business from Staff Liaison**
 - A. Development Update**
 - B. EDA Grant - Global Plant Science Research Park and Innovation Master Plan**
 - C. State of the City - Chamber of Commerce September 17, 2015**
- 9. Adjourn**



**Economic Development Committee
Committee Meeting Minutes
May 21, 2015
8:00 AM
City Council Chamber**

1. Call to Order

2. Roll Call

David Schlafly	Committee Chair	Present	
Mark Gorksi			(Absent)
Robert Bockserman		Present	
Ronald Abeles		Present	
Sekhar Prabhakar			(Absent)
Stephen Bisch		Present	
Theresa Ruzicka			(Absent)
Vinh Tran		Present	
Kurt Elliff		Present	
Barry Glantz	Mayor		(Absent)
Andrea Muskopf	HR Asst	Present	
Mark Perkins	City Administrator	Present	
Sharon Stott	Asst to the City Administrator	Present	
Scott Saunders	Councilman		(Absent)

3. Approval of Agenda

4. Approval of Minutes

Committee Member Abeles motioned to approve the minutes; seconded by Committee Member Bisch.

1. Meeting Summary

Summary: April 16 Meeting Summary

5. Unfinished Business

A. Objectives for 2015

The Committee discussed various objectives for 2015 to support businesses in Creve Coeur including:

- Business Recognition
 - Providing awards to businesses to help draw the interest of individuals in our business community to attend meetings.
 - Establishing a nomination process and award categories
 - Establishing 15-20 award categories
 - Researching other communities' business recognition programs
 - Determining how the businesses will be awarded (i.e. framed image of Creve Coeur icon, certificate, plaque)
- Engaging Businesses
 - Drafting letters to new businesses that will be sent with business license applications
 - Mayor Glantz and Committee Members working to meet with local businesses
 - Dividing businesses by sectors and assigning sectors to individuals
 - Inviting different sectors to meet with the Committee



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B. Review of PACE Presentation on April 16

The Committee discussed the PACE presentation and their concerns regarding overall impact on Creve Coeur business community and the City. No action was taken.

1. PACE Equity Presentation

Summary: PACE Presentation

C. State of the Business - Proposed for September 17, 2015 at 8 AM

The Committee is interested in hosting a State of the Businesses during their regularly scheduled meeting on Thursday, September 17 at 8 AM. The event will include breakfast snacks and coffee. The Committee would like to incorporate a business recognition(s), if possible.

6. New Business

7. Business from Members

8. Business from Staff Liaison

A. Development Update

- St. Louis County Economic Development Partnership and Creve Coeur are being considered for a \$500,000 planning grant from the U.S. Department of Commerce for the area around the Danforth Center. The funds from the grant would be used for real estate analysis, outreach, master planning, etc.
- The Committee should consider having a joint meeting with the City Council and eventually the Planning and Zoning Commission to discuss economic development in Creve Coeur.
- As of May 21, more than 100 building permits were issued during the month of May. As a result, the City will be adding back a building inspector position that was previously eliminated through attrition.
- The City is working to incorporate a software which will allow businesses and residents to track their building permit process online.
- MODOT will be constructing an overlay of Olive Blvd. this summer which will include landscaped medians and decorative street lighting. The roadwork is funded by MODOT, and the median, landscaping and lighting enhancements are being funded by the Olive TDD.

B. Business Newsletter Update

1. Business Newsletter Analytics

Summary: Business News Letter Analytics

The Committee reviewed the analytics of the Business Newsletter. The electronic newsletter is opened by about 30% of those on our email list.

C. Creve Coeur Promotional Video (2012) - <http://creve-coeur.org/mediacenter.aspx?VID=1>

The Committee watched the Creve Coeur promotional video which is available for viewing on www.creve-coeur.org.



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9. Adjourn

The next meeting is tentatively scheduled for Thursday, July 16 at 8 AM in City Council Chambers.

The meeting adjourned at 9:01 AM.

Attachment: EDC Meeting Summary 05212015 DRAFT (1450 : Draft May 21, 2015 Meeting Summary)

OUTSTANDING BUSINESSPERSON OF THE YEAR

1997 Bill Biele, Creve Coeur Fire Protection District
 1998 Sue Sullivan, Quick Copy Printing
 1999 John Russo, Russo's Gourmet Catering
 2000 Dr. Barbara Ellzey, MO Baptist Medical Center
 2001 Janet Schopp and Tim Reuther, Reuther Jeep
 2002 Bob O'Connor, O'Connor Insurance Agency
 2003 George Weber, Weber Chevrolet
 2004 George Osman, Monsanto Company
 2005 Susan Murphy, Free Spirit Wildflower Designs
 2006 Marvin Gelber, Marvin Gelber Enterprises
 2007 Kathy Franklin, Select Personnel
 2008 Vi Smith, Creve Coeur-Olivette Chamber of Commerce
 2009 Dr. Jaime Dodd, Hope Montessori Academies
 2010 Stephen Kling, Jenkins & Kling, P.C.
 2011 Larry Tessler, Tessler Promotions
 2012 Scott Schaefer, Schaefer Autobody Centers
 2013 -- none given
 2014 Stephen Wolff, Wolff Properties

VOLUNTEER OF THE YEAR

2012 Kathy Franklin, Select Personnel
 2013 Jodi Meracle, RAI Insurance Group
 2014 Barbara Marshall, Sport Clips

ROOKIE OF THE YEAR

2012 Mary Barry, American Eagle Credit Union
 2013 Lynne Cannon, CompuVault
 2014 Tina Seidel, BookKeeping Express

COMMUNITY SERVICE

2013 Dr. Paul Hyland, Committed to Health Chiropractic Center
 2014 Donald Danforth Plant Science Center

Annual Chamber Awards

Business Person of the Year	This award is given to an individual for outstanding business accomplishments. Chamber membership is required. Criteria include: success in the business world; contributions to the CCO Chamber; business leadership; community leadership; ethical business practices; and role model for future business leaders.
Volunteer of the Year	This award is given to an individual for outstanding volunteer involvement in the chamber. Criteria include: proactive in chamber activities, leadership of event, provide funding to the chamber; and enthusiasm (a virtual cheerleader) for the chamber.
Rookie of the Year	This award is given to an individual for outstanding accomplishments during the first 18 months of involvement with the chamber. Criteria include: member of the chamber, fully engaged, willing to take on responsibility, advocate for the chamber; and recognized by staff and board as dependable to follow through on tasks.
Community Service	This award goes beyond the focus of chamber involvement. This award recipient makes an impact on Creve Coeur and/or Olivette. The recipient may have made a contribution by any of the following means: increasing jobs; business acumen; beautification to region; positive improvements in the quality of life; and/or advocate for the region. The recipient does not have to be a chamber member and may be a politician. This award excludes police and fire fighters.

Timeline and process for awards

1. Awards will be given at the January luncheon for the previous calendar year
2. August/September we will start publicizing the award process and invite people to make nominations and self-nominations from September 1 through November 10. Nominations are open to all and may come from members, board or staff.
3. At the November membership luncheon invite members who would like to serve on the Selection Committee to put their names in a bowl and draw two cards at the meeting for two individuals to serve on the selection committee. Anyone serving on the committee may not be a nominee.
4. The Selection Committee will meet shortly after the November membership meeting to make determinations of the winners. The committee is comprised of: President, Executive Vice President and two chamber members (non-board members whose cards were drawn at the November membership meeting).
5. Staff will contact legislative contacts for proclamations.
6. Awards will be presented at the January membership meeting

To: Members of the Creve Coeur Economic Development Committee

Recently the Creve Coeur Energy and Environment Committee created a Sustainability Education Subcommittee. We are trying to create a series of talks and panel discussions (about an hour long) to help educate business people and city residents about ways they can reduce their environmental impact (while ideally saving money). The series will probably start with a couple talks/presentations (one aimed at business people and one aimed at residents) that look at energy efficiency and waste reduction/recycling at a general level, and then we will have more specialized talks (e.g., Green IT, Green Health Care, Energy Audits, Waste Audits) later. But before we do any of this, we would like to get input from Creve Coeur businesses and business people.

Some of the specific questions on which we would like input are:

1. Would such an educational program (probably free attendance) be of interest to the management and employees of many businesses, and if so, what topics would be of greatest interest?
2. If such an educational program would be of interest, when would be the best time to offer events (day of week, time of day, e.g., a "lunch and learn" around noon on Fridays)?
3. What is the best way to communicate with your employees so they know about the programs and will attend?

Our subcommittee is hoping that members of your committee (Economic Development) can advise us on what you think would be the best ways to obtain this input from Creve Coeur business people, and how we might best market/advertise our programs in the future so we can reach and help as many people and businesses as possible.

I am arranging with David Schlafly to attend an upcoming meeting of your committee to discuss these items. I would appreciate it very much if you could give these requests some thought, and then pass them on to me at that meeting. Of course, please feel free to email any ideas you may have to me at any time. Thank you for your help.

Joe Martinich

Chair,
Creve Coeur Sustainability Education Subcommittee

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Attachment: Letter to Economic Development Committee (1457 : Letter from Subcommittee Chair)