



**Economic Development Committee
Committee Meeting Agenda
September 18, 2018
8:00 AM
City Council Chamber**

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of Minutes**
 - 1. Approval of July 19, 2018 Economic Development Committee Meeting Minutes**
- 4. Unfinished Business**
 - A. Objectives 2018-2019**
 - i. Business Awards**
 - ii. Marketing**
- 5. New Business**
- 6. Business from Members**
- 7. Business from Staff Liaison**
 - A. 39 North**
 - i. Old Olive Corridor Plan**
- 8. Next Meeting - Nov 20, 2018 8:00 AM**
- 9. Adjourn**



**Economic Development Committee
Committee Meeting Minutes
July 19, 2018
8:00 AM
City Council Chamber**

1. Call to Order

2. Roll Call

Chris Pickel	Chamber Rep., Committee Member
Sekhar Prabhakar	Chair
John Meek	Vice-Chair
Robert Bockserman	Committee Member
Kent Skornia	Committee Member (Absent)
Mark Manlin	Committee Member
Barry Glantz	Mayor
Charlotte D'Alfonso	Council Liaison (Absent)
Mark Perkins	City Administrator (Absent)
Sharon Stott	Assistant City Administrator
Jason Jaggi	Director of Community Development
Melissa Orscheln	PIO & Management Analyst
Susan Murphy	Guest

Sekhar Prabhakar called the meeting to order. A quorum was present.

3. Approval of Minutes

1. Approval of March 15, 2018 Economic Development Committee Meeting Minutes

Sekhar Prabhakar motioned, seconded by John Meek to approve the Economic Development Committee meeting minutes from March 15, 2018. Motion passed unanimously.

RESULT:	ACCEPTED [UNANIMOUS]
AYES:	Pickel, Prabhakar, Meek, Bockserman, Manlin
ABSENT:	Skornia

4. New Business

A. Review of EDC Purpose & Mission

Sekhar Prabhakar provided an overview of the EDC progress in FY18 which included the Business Awards, meeting with commercial developers about a recommended sign code amendment, and promotion of the PGA to be held in August 2018. An overview of the Economic Development Strategy from 2014 and the mission and duties as determined by City Council for the EDC when it was established were included in the agenda packet.

John Meek and Mark Manlin stated it would be beneficial for them to discuss ideas and come prepared to make a few recommendations to the committee at the next meeting on September 20. Sekhar Prabhakar will send past emails to John Meek which included ideas for potential goals.



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B. Marketing

Sekhar Prabhakar and Melissa Orscheln, Public Information Officer and Management Analyst, introduced Creve Coeur resident and guest Susan Murphy.

Ms. Murphy spoke to the committee on behalf of her 16-year-old son, Todd Murphy (who was not in attendance) regarding an idea to encourage residents to shop local in Creve Coeur.

Todd Murphy would conduct a data study reflecting the potential revenue generated if everyone shopped in Creve Coeur versus outside city limits (i.e., groceries, gas, dry cleaning, etc.). The results could later be crafted by city staff into an article for the resident newsletter to promote the idea and benefits of shopping local. Ms. Murphy also proposed the idea of creating a list of local businesses as a resource for residents to show them where they can shop local.

Ms. Murphy discussed meeting in the near future with Jason Jaggi and Finance Director Lori Obermoeller to discuss the research project and determine what information is available through the City and determine if there are other outside sources for Todd Murphy to compile data/information. Ms. Murphy also discussed the possibility of also working with the Creve Coeur-Olivette Chamber of Commerce on the project.

C. FY19 Chair & Vice Chair Nominations

Sekhar Prabhakar nominated John Meek as chair, and Mark Manlin as vice-chair of the EDC for FY2019. Motion passed unanimously.

D. Review of 2018 Business Awards

Committee discussed an overview of the FY18 Business Awards. Committee believes the event was well attended and the venue, Venture Café at the Donald Danforth Plant Science Center was a good location. Twelve nominations were received for the four award categories. Sharon Stott stated events held at Venture Café must include an educational component, such as the State of the City address by Mayor Glantz at the FY18 event.

Suggestions for FY19 included pairing the Business Awards with a Creve Coeur-Olivette Chamber of Commerce event. Chris Pickel, EDC Chamber representative, stated it could be discussed at the next Chamber board meeting which Mr. Mark Perkins attends. Committee also discussed starting the event in FY19 at 5 p.m. instead of 4 p.m. to improve attendance.

5. Business from Members

Robert Bockserman asked about the HBE commercial property on Olive Boulevard. Jason Jaggi stated the property is currently up for lease.

6. Business from Staff Liaison

A. Development Update

i. Zoning Code Update

Jason Jaggi provided a brief overview of recent activities as they pertain to the Comprehensive Plan 2030. Projects which are underway or have been completed include: construction of the Police Building, adoption of the 39 North Plan by the City, and updates to the zoning code as it

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pertains to stormwater and sign codes.

Mr. Jaggi stated the next phase will include a broad look at the zoning code by the Planning and Zoning Commission beginning in August to ensure the desire and trends of the community are better represented in the zoning code. The East Olive Boulevard area will be a priority. In addition, the City will be reviewing design guidelines which will assist in calibrating different areas of the City.

7. Next Meeting - Sept. 20, 2018, 8AM

John Meek suggested surveying EDC members to ensure the meeting time/day (8 a.m., the third Thursday of every other month) does not pose a conflict for anyone. He will send Sharon Stott a list of meeting time options to submit to the committee for input.

8. Adjourn

Meeting adjourned at 9:05 a.m.

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