



**Economic Development Committee
Committee Meeting Agenda
October 15, 2019
8:00 AM
City Council Chamber**

- 1. Roll Call**
- 2. Approval of Minutes**
 - 1. Approval of July 16, 2019 Economic Development Committee Meeting Minutes**
- 3. Unfinished Business**
 - A. East Olive Work Sessions Follow Up***
 - B. EDC Strategy Action Item #2 Discussion***
 - 1. Economic Development Committee Mission and Strategy**
Summary: Committee will discuss action item two (2).
- 4. New Business**
- 5. Business from Members**
- 6. Business from Staff Liaison**
 - A. Community Development Update***
 - i. 39 North**
 - ii. Other Developments**
- 7. Adjourn**
 - A. Reminders***
 - i. Mandatory Biennial Ethics Training**
 - A. Confirmation must be received no later than Oct. 31**
 - ii. Next EDC Meeting, Nov. 19, 8 AM**



**Economic Development Committee
Committee Meeting Minutes
July 16, 2019
8:00 AM
City Council Chamber**

1. Roll Call

David Morris	Chamber of Commerce Representative Member
Ned Maniscalco	Committee Member
Norty Cohen	Committee Member (Absent)
John Meek	Chair
Robert Bockserman	Committee Member (Absent)
Mark Manlin	Vice-Chair
Barry Glantz	Mayor
Charlotte D'Alfonso	Council Liaison
Mark Perkins	City Administrator
Sharon Stott	Assistant City Administrator
Jason Jaggi	Director of Community Development
Roger Levy	Committee Member

Meeting was called to order. Introductions took place. A quorum was present.

2. Approval of Minutes

1. Approval of May 21, 2019 Economic Development Committee Meeting Minutes

3. Unfinished Business

A. Residential Roundtable Recap

Committee discussed Residential Roundtable meeting which was held on June 5, 2019.

Mark Manlin thought the Residential Roundtable went well and the City showed a willingness to be open to discussion. He stated any opportunities to encourage dialog is helpful. Communication in the field is key.

Community Development Director Jason Jaggi provided EDC with his notes which included list of attendees and significant points discussed during roundtable included below.

Residential Roundtable Meeting Notes

June 5, 2019

8:00 AM

Attendance:

Doug Cohen, Douglas Properties
Mark Manlin, The Manlin Co. (EDC Member)
Lucy Stopsky, Mosby Building Arts
Jeffrey Bernstein, Jeffrey Homes
Chris Vatterott, C. Vatterott Real Estate
Mayor Barry Glantz
Mark Perkins, City Administrator
Sharon Stott, Assistant City Administrator

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Steve Unser, Chief Building Official
Jason Jaggi, Director of Community Development
John Meek, Enterprise Bank and Trust (EDC Chair)

Notes:

- Changes in how to handle site compliance conditions were discussed (runoff-silt fencing, etc.). For minor violations, direct contact with builder is preferred rather than warnings or posted violation notices on site.
- Builders in attendance mentioned that they frequently visit the job sites and are easily accessible if there are concerns.
- Builders prefer text messages as means of communication. Appreciate the call-aheads by city inspectors that were recently implemented.
- Consistency is sometimes an issue in dealing with multiple inspectors.
- Sometimes additional issues are raised that were not mentioned earlier in the inspection process.
- Consider offering the opportunity to send a photo of the corrected item directly to the inspector for approval for minor disapprovals.

B. Commercial Roundtable Recap

Committee discussed Commercial Roundtable Meeting held on June 11, 2019.

John Meek stated a couple of comments from attendees did not feel the city was pro-business or pro-growth. Attendees also thought having some flexibility with zoning on the East Olive Corridor will be important to its success. Mr. Meek suggested staff meet with developers upfront so they understand whether or not the project meets code. Jason Jaggi confirmed staff does do this when they know about a project beforehand. Human component is important.

Community Development Director Jason Jaggi provided his notes from the session which were distributed at meeting and are included below.

**Commercial Roundtable Meeting Notes
June 11, 2019, 8:00AM**

Attendance:

David Hutkin, Hutkin Development Company
Connor Kolb, Chapman Ventures
Lynn Wallis, Wallis Companies
Joi Niedner, McKelvey Properties
Brian Levine, Gershman Commercial Equities
David Morris, Intelica CRE (EDC Member)
John Meek, Enterprise Bank and Trust (EDC Chair)
Mayor Barry Glantz
Charlotte D'Alfonso, City Council Member
Ellen Lawrence, City Council Member
Mark Perkins, City Administrator
Jason Jaggi, Director of Community Development
Whitney Kelly, City Planner

Notes:

- Flexible zoning, mix of uses is desirable.

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- Discussion on staff's role in the development review process-emphasis on staff's role to explain standards and guidelines and offer helpful suggestions for compliance.
- Improve streetscape-appearance of frontages on East Olive.
- Residential acceptance for redevelopment is historical concern.
- Mixed feelings on desirability of townhouse/multi-family residential uses on Olive Boulevard. Some thought this would be good option; others questioned noise levels, traffic with major roadway.
- Comments were made about length of time it takes to review and approve development projects.

4. New Business

A. Election of Chair & Vice Chair

Roger Levy motioned, seconded by Ned Maniscalco to re-elect John Meek as Chair and Mark Manlin as Vice-Chair of the EDC for fiscal year 2020. Motioned passed unanimously.

5. Business from Members

John Meek encouraged new members to review the mission and action items developed in FY19 and come to the next meeting with ideas on how to improve communication. He requested they specifically focus on #2 in strategy, included below:

Retention of current businesses:

- a. *Provide informative communication, education and networking opportunities for existing businesses in support of the strategic advantages of locating in the City:*
 - i. *Expand the outreach of the current electronic newsletter while determining if a success story or relocation event can be featured.*
 - ii. *Collaborate with other local, county and regional initiatives where possible to create new opportunities or raise awareness for existing businesses or city-wide enhancements to take place.*
 - iii. *Create and/or support business networking and recognition events like the Creve Coeur Business Awards, round tables, lunch forums and other education opportunities.*

6. Business from Staff Liaison

A. Development Updates

i. 39 North Update

Jason Jaggi shared a few updates with the EDC:

- Great Streets Plan for both sides of Lindbergh was recently presented to Council.
- On August 5, 2019, there will be a public hearing discussing the long-range plan for Old Olive Corridor.
- There is a development at Benson Hill which will be a 4-story office building across from BRDG Park. Also, at AMC Theatre on Olive Boulevard, there will be another office space.
- City is taking the lead on a MoDOT grant for the intersection of Olive Boulevard and Lindbergh Boulevard. The grant is a layered with a state grant and federal transportation grant. It is a \$3 million project with \$300,000 cost share to the City.
- Bayer may be adding additional jobs with a renovation.

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7. Important Dates

A. Joint Council/P&Z/EDC Meeting - Aug 26, 6-7:30P

Mark Perkins invited the EDC to attend a joint work session with the City Council and Planning & Zoning Commission to discuss the East Olive Corridor on Monday, August 26, 2019, from 6:00-7:30 p.m., in the Council Chamber. The work session will provide an opportunity to discuss some of the flexibility options discussed at the Commercial Development Forum.

B. Adjourn

Meeting adjourned at 9 a.m.

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Economic Development Committee

Meeting: 10/15/19 08:00 AM
Department: Economic Development Committee
Category: Discussion
Prepared By: Sharon Stott
Department Head: Sharon Stott

SCHEDULED

STAFF REPORT

Economic Development Committee Mission and Strategy

Committee will discuss action item two (2).

Economic Development Committee Mission & Strategy

As amended and approved May 21, 2019

Mission Statement

Promote and encourage an economic environment that focuses on business attraction, retention and expansion for the betterment of the City and their residents.

Strategy

1. Attraction of new businesses:

- a. Promote the strengths of the City using advertisement (social media, mailings, video, etc.) to emphasize and foster:
 - i. Growth sectors in technology, medical services along with life and bio-sciences to include 39 North and the Danforth Center.
 - ii. City economic information and demographic statistics found helpful in business relocation while highlighting a strategic central location to the entire St. Louis County region.
 - iii. New development, amenities and resources available to new businesses that foster convenience and efficiency for growing businesses.
 - iv. Collaboration for creating efficient ways to apply for new business licenses, building permits and alternative uses for undeveloped ground within the City.

2. Retention of current businesses:

- a. Provide informative communication, education and networking opportunities for existing businesses in support of the strategic advantages of locating in the City:
 - i. Expand the outreach of the current electronic newsletter while determining if a success story or relocation event can be featured.
 - ii. Collaborate with other local, county and regional initiatives where possible to create new opportunities or raise awareness for existing businesses or city-wide enhancements to take place.
 - iii. Create and/or support business networking and recognition events like the Creve Coeur Business Awards, round tables, lunch forums and other education opportunities.

3. Expansion of current businesses:

- a. Provide resources, enhancements and amenities that businesses find important and beneficial to their continued successful growth in a progressive economy.
 - i. Survey the business community every other year to determine greatest needs for continued success.
 - ii. Self-promote expansion taking place and develop a “pro-business” reputation for growth in the industry highlighted sectors (reference 1.a.) as well as a progressive mindset benefitting the community.
 - iii. Utilize business awards in concert with the Chamber of Commerce to promote, recognize and further develop new and successful businesses located in the City.