



**Economic Development Committee
Committee Meeting Agenda
January 19, 2021
8:00 AM
Online Meeting**

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of Minutes**
 - 1. Approval of December 1, 2020 Economic Development Committee Meeting Minutes**
 - 2. Approval of December 10, 2020 Economic Development Committee Meeting Minutes**
- 4. Unfinished Business**
 - A. Supporting Local Business***
 - i. Show the Love Campaign**
 - A. Video Submissions**
- 5. New Business**
 - A. Creve Coeur Business Awards 2021***
 - i. Accepting Nominations**
- 6. Business from Members**
- 7. Business from Staff Liaison**
 - A. Development Update***
 - i. Mixed-Use Altus Development**
 - ii. 39 North**
- 8. Comments from the Public**

(Citizens are asked to limit comments to three minutes and to complete a speaker card)
- 9. Adjourn**
- 10. Next EDC Meeting: Tues, Mar 16, 8 AM**



**Economic Development Committee
Committee Meeting Minutes
December 1, 2020
8:00 AM
Online Meeting**

1. Call to Order

This meeting was conducted by means of video conferencing and public access was available via the internet and telephone in this manner. These departures from normal meeting procedures and requirements were necessitated by the COVID-19 public health emergency and related government orders.

2. Roll Call

Roger Levy	Committee Member
David Morris	Chamber of Commerce Representative Member
Ned Maniscalco	Vice-Chair
Norty Cohen	Committee Member
Julie LaBonte	Committee Member
Warren Davis	Committee Member (Absent)
John Meek	Committee Member (Absent)
Mark Manlin	Chair
Barry Glantz	Mayor
Robert Hoffman	Council Liaison
Mark Perkins	City Administrator
Sharon Stott	Assistant City Administrator
Jason Jaggi	Community Development Director
Melissa Orscheln	Staff Liaison

3. Approval of Minutes

1. Approval of September 15, 2020 Economic Development Committee Meeting Minutes

Norty Cohen moved, seconded by Roger Levy to approve the minutes of September 15, 2020. Motion approved unanimously.

RESULT:	ACCEPTED [UNANIMOUS]
AYES:	Levy, Morris, Maniscalco, Cohen, LaBonte, Manlin
ABSENT:	Davis, Meek

4. Unfinished Business

No unfinished business was discussed.

5. New Business

A. Subcommittee Update - Supporting Local Businesses

Mark Manlin provided a brief overview of the subcommittee meeting with additional details included in the subcommittee meeting summary of November 10, 2020.

Norty Cohen restated the purpose of the subcommittee is to support the local communication to the best of its ability. While the restaurant industry was the focus of the subcommittee's discussion, all



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service industries are included. Norty stated the City has limited resources and staffing and it is appropriate to partner with the Creve Coeur-Olivette Chamber of Commerce to assist in promoting these businesses.

Committee discussed ideas such as: letters to businesses and printing posters and window decals with a "Show Your Local Love - Shop Creve Coeur" created by Melissa Orscheln. They also discussed ideas such as including an insert in the newsletter listing restaurants, addresses and phone numbers, and story submissions to Feast Magazine or other media outlets promoting local restaurants/businesses. Committee discussed a month-long promotional effort in February for the "Show Your Local Love" campaign. Committee suggested another subcommittee meeting was necessary next week to discuss more details with Mark Manlin, Norty Cohen, Ned Maniscalco, Julie LaBonte, David Morris and Tom Lancia agreeing to participate.

Mark Perkins stated the City continues to encourage residents to shop local and uses its website, resident and business newsletters, social media, and press releases to do so. The promotional effort, if led by the Chamber, will provide additional exposure for the Chamber.

Tom Lancia stated the Chamber is updating its website. Tom has sent emails to Chamber member restaurants and other businesses about available funding resources for small businesses, and to seek input as to what kind of support is needed, with very little responses received to date. Tom stated he can provide links to businesses from the Chamber's website. Tom said he would call some Chamber restaurants to see what type of promotion would be helpful, and also ask some of the Chamber ambassadors if they would be willing to reach out to businesses. He will also contact the City of Olivette to discuss a "shop local" campaign and have a similar logo created.

1. Approval of November 10, 2020 Economic Development Committee Meeting Minutes

6. Business from Members

No business from members was discussed.

7. Business from Staff

A. Building Permit Task Force - Mark Perkins

Mark Perkins stated a Building Permit Task Force has been approved by City Council to review existing permitting practices and make recommendations to improve processes to better meet the needs of the community. The task force will consist of the Mayor, two City Council members, and up to two members from the EDC, Building Board of Appeals, Planning & Zoning Commission, Energy and Environment Committee, and one contractor. The City Administrator and the Director of Community Development will serve as the staff liaisons.

Mayor Glantz stated a task force is short-term in nature -- generally lasting about one year -- and that the nominating committee was scheduled to meet later today.

B. Update STL County Business Restrictions Due to COVID - Mark Perkins

Mark Perkins stated the recent business restrictions are well known by now. He reported the City has also been affected by COVID-related isolation/quarantine requirements and as a result residents will experience delays in the leaf collection.

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C. Development Update - Jason Jaggi

Jason Jaggi provided an update on recent development projects:

- Creve Coeur Pavillion Retail Center: an application has been received for a 5-story mixed use building with 230 residential units with restaurant/retail space on the ground floor at 10555 Olive Boulevard. Planning and Zoning will have a public hearing and first reading on December 7.
- Mercy Hospital Outpatient Center: construction is expected to begin soon at Ballas and Conway roads for a 5-story medical building.
- Mercy Hospital - David Pratt Cancer Center: an expansion is underway to add a proton therapy facility. The City's Art Committee is working with Mercy to develop a mural for the location recognizing health care professionals.

Committee asked for a status update regarding the former QT proposal on Olive Boulevard. Jason Jaggi stated the City is currently being sued by the property owners over denial of the project and he anticipates there will be no new applications received for the property until the matter is resolved.

D. Business Awards 2021 Promotion - Sharon Stott

Sharon Stott informed the committee that promotion of the 2021 Business Awards nomination process has commenced. Articles have already been included in the residential and business newsletters, in a insert in the business license renewals and on the City website.

8. Comments from the Public

No comments from the public were received.

9. Adjourn

David Moore motioned, seconded by Ned Maniscalco to adjourn the meeting. Motion approved unanimously. Meeting ended at 9:10 a.m.

A. Next EDC Zoom Meeting - Jan. 19, 2021, 8AM

Minutes Acceptance: Minutes of Dec 1, 2020 8:00 AM (Approval of Minutes)



**Economic Development Committee
Committee Meeting Minutes
December 10, 2020
5:00 PM
Online Meeting**

1. Call to Order

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2. Roll Call

Roger Levy	Committee Member	(Absent)
David Morris	Chamber of Commerce Representative Member	
Ned Maniscalco	Vice-Chair	
Norty Cohen	Committee Member	
Julie LaBonte	Committee Member	
Warren Davis	Committee Member	(Absent)
John Meek	Committee Member	(Absent)
Mark Manlin	Chair	
Barry Glantz	Mayor	(Absent)
Robert Hoffman	Council Liaison	(Absent)
Mark Perkins	City Administrator	(Absent)
Sharon Stott	Assistant City Administrator	
Melissa Orscheln	PIO	
Tom Lancia	CEO	

Economic Development Subcommittee members present: Mark Manlin, Norty Cohen, Julie LaBonte, Ned Maniscalco, and David Morris.

Subcommittee members absent: Roger Levy

Others present: City staff Sharon Stott, Assistant City Administrator; Melissa Orscheln, Public Information Officer & Management Analyst, and Tom Lancia, Creve Coeur-Olivette Chamber of Commerce CEO.

3. Approval of Minutes

1. Approval of November 10, 2020 Economic Development Committee Meeting Minutes

Norty Cohen moved, seconded by Julie LaBonte, to approve the subcommittee meeting minutes from November 10, 2020. Motion passed unanimously.

RESULT:	ACCEPTED [UNANIMOUS]
AYES:	Morris, Maniscalco, Cohen, LaBonte, Manlin
ABSENT:	Levy

4. Unfinished Business

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A. Supporting Local Businesses

Tom Lancia provided an update on the ways the City of Olivette is helping to support local businesses. Items included:

- authorizing temporary outdoor seating
- temporary signage and banners
- developing a list of restaurants for residents noting services being offered during closures
- discussions with several dining businesses to discuss outdoor tents
- discussions with Council regarding reduction in fees on liquor licenses and extending deadline on business license renewals

Tom also mentioned the flyer he created and previously shared with the subcommittee encouraging people to shop local. Last week, Tom had received a response to his email from Mark Perkins regarding ways the City of Creve Coeur has done for local businesses and restaurants, such as:

- relaxing enforcement of temporary signage
- administratively facilitating outdoor dining
- assisting with business requests to calculate occupancy limitations based on county restrictions.
- business licenses are low and renewals are on a spring cycle and deferred payments have not been an issue yet.

Sharon Stott and Melissa Orscheln added that the City of Creve Coeur has already begun promoting "Shop Local" articles in the residential and business newsletters and will continue to do so.

Mark Manlin suggested to the subcommittee that a plan be developed that is simple and quickly implemented.

Committee discussed a variety of ideas such as a direct mail encouraging shopping local, videos from businesses, in kind donations to cover costs of printing and mailing, and targeting Facebook ads by zip code.

Sharon Stott stated there was one Council meeting on December 14, and requests for funding not already included in the budget are communicated in a memo for Council consideration usually with a defined purpose and specific budget. She also informed the subcommittee that donations under \$1,500 can be approved by the City Administrator; those \$1500 or more require City Council approval at a meeting.

The subcommittee discussed beginning a "Show Your Local Love...Shop Local" campaign by using the City's existing resources (newsletters, social media, press releases) and that it was the quickest and least expensive avenue to pursue in the meantime. It would also determine whether there is sufficient interest from the businesses.

Subcommittee discussed calling restaurants from data already collected by Melissa Orscheln and Julie LaBonte and focusing on calling those that were previous nominees and/or recipients of the Creve Coeur Favorite Restaurant Award. Sharon Stott will provide a shared Google sheet with the subcommittee with all restaurants and highlighting those nominees/award winners.

Subcommittee discussed preparing video instructions including: 20 seconds or less in length, business name, type of restaurant or food offered, any safety protocols in place (curbside pickup, masks, etc.), and/or special offers for the public. Videos would be submitted to Melissa Orscheln. Melissa would post them on the City's Facebook page and followers can repost on their own

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Facebook accounts. Once Melissa receives a few videos, they can compile them into a single short video segment. The program would also be highlighted in the resident and business e-newsletter and linked to the webpage where the list of restaurants is currently on the City's website. Subcommittee asked for the promotion to be on the main home page. Melissa said she could add it to the Newsflash section.

Norty Cohen offered to draft a script which Melissa Orscheln will include in promotions to ensure consistency in video messages.

5. Comments from the Public

No comments from the public.

6. Adjourn

Meeting adjourned at 6:20 p.m.

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