CITY OF CREVE COEUR

MEETING NOTICE

AGENDA
Creve Coeur Economic Development Commission
Thursday, September 21, 2006
8:00 - 9:00 a.m.
Mayor's Conference Room
Creve Coeur Government Center

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1) Approval of 8/17/06 Meeting Summary

2) Meeting Summary Format

3) Downtown Implementation update
   - DSI proposal

4) Meeting Schedule:
   Joint Meeting – September 25, 2006
   Next EDC Meeting – October 19, 2006

cc: Mayor Harold Dielmann
Theresa Lynch, City Council Liaison
Mark Perkins, City Administrator
Michael Hurlbert, AICP, Acting Director of Planning

Economic Development Commission
Meeting Summary

Meeting Date:	Thursday **August 17, 2006**
Time:	8:00 a.m.
Location:	Creve Coeur Government Center 300 N. New Ballas Road Creve Coeur, Missouri 63141 314-872-2500
Date Prepared:	August 25, 2006
Prepared by:	Michael E. Hurlbert, AICP City Planner

MEMBERS PRESENT:
Paul Zemitzsch, Chair
Diane Davis
Jim Guard
Susan Murphy, Chamber of Commerce
Theresa Lynch, Council Liaison

MEMBERS ABSENT:
Joe Ambrose, Vice Chair
Don Kalicak
Dave Griege
Harold Dielmann, Mayor, Ex Officio

CITY STAFF PRESENT:
Mark Perkins, City Administrator
Michael Hurlbert, City Planner
Dan Smith, Director of Finance

Acceptance of 7-20-06 Meeting Summary
Mr. Zemitzsch made a motion to approve the meeting summary for July 20, 2006 as presented. The motion was seconded by Ms. Lynch and approved by voice vote, with one abstention.

Meeting Summary Format
Mrs. Murphy stated that she had requested this item be placed on the agenda. She stated that she was unable to attend the last meeting and was not sure who said what during the discussions. She would like to see the summary identify each speaker to know where each member stands on the issues. A member stated that they believed there had been a previous discussion about this and that there was general agreement to move away from attribution of who said what. They said that this discussion should occur when all of the members are present and asked that it be placed on the next agenda.

Downtown Implementation update – DSI proposal
Mr. Perkins gave an update of the forthcoming DSI report on strategies for downtown implementation. He stated that staff had met with DSI and that a draft was expected by the end of August. He is hoping to have a joint meeting of Council, P&Z, and EDC on September 25, 2006 at 5:30 before the regularly scheduled City Council meeting for the purpose of reviewing the draft. A member asked if the EDC would be able to review it prior to that meeting. Mr. Perkins stated that they should have if prior to the

September EDC meeting. The members expressed agreement about reviewing the draft at their next meeting. Mr. Perkins stated that staff will review it, as will the City Council and P&Z Commission. A member asked if there will be any public input. Mr. Perkins stated that the Downtown Plan offered opportunity for the public input in the past, and P&Z and City Council meetings offer it now. He also said that the information can also be put on the website and in the newsletters.

Every Business Counts Breakfast Meeting & Business Leaders Reception schedules

Mr. Hurlbert stated that the meeting room was already booked for the August and September dates that were discussed at the last meeting. He said that there is also a question about whether these meetings should be held so soon. Mr. Perkins stated that the people that attend will be asking the questions, "What tax?" and "How much?" He said that they will not be able to answer those questions at this time. A member asked if the Committee should postpone these meetings until such time as that information is known. Mr. Perkins stated that the Mayor may be interested in forming a task force to study the proposals and provide a recommendation on what to increase and how much. A member asked for more information about it as they had missed the last meeting. Mr. Smith provided some data indicating that the resident property tax had gone down slightly in 2006 from 2005, while the commercial rate had gone up slightly in the same time frame, netting the city approximately $20,000 in additional revenue. A member asked if the proposed increases are significant. Mr. Smith stated that they will need to be, however the current rates are low. Mr. Hurlbert indicated that he would provide copies of Mr. Smith's presentation from the last meeting to the members that were absent. A member stated that the Business Leaders Reception should just go back to the "State of the City" format that the Commission had discussed previously as the task force will be holding public forums to discuss the tax issue. Another member said that perhaps a target date of late October or early November would be good. Another member suggested that the offices of Isle of Capri might be a good venue.

EDC Strategy – Marketing – Zanola Company LLC

Mr. Hurlbert gave a brief overview of the Zanola Company. He said that he met with a representative who expressed a great interest in assisting the city with a marketing strategy. He said that they would like to give a brief presentation to the EDC at their bequest. A member asked if anything ever happened with the Buxton company. Mr. Perkins stated that they mainly dealt with retail and so the City passed on them. General discussion followed including marketing the city as a whole versus just the Downtown area and demographic versus absorption statistics. The membership stated that a presentation by Zanola should be scheduled for the September EDC meeting. Another member suggested that the EDC should present the information to a Joint Meeting. The members decided that they could just invite P&Z and City Council members to the EDC meeting for the presentation and schedule it for October.

Development Update

Mr. Hurlbert gave an update about ongoing development review which included the Fortel's Pizza Den at the Kings Landing development, McDonald's restaurant, and the soon-to-be submitted Graeser and Olive redevelopment. Ms. Lynch gave a brief update about the TDD. She also stated that a possible charter amendment concerning the requirement of 2/3 vote of the council for all eminent domain decisions will be discussed at the August 28 City Council meeting. Mr. Perkins announced that Matt Brandmeyer had resigned from the City and that his last day is August 25, 2006.

A member stated that they had been contacted by West Village – Conrad Properties about how they could increase their exposure in the market, and the previous discussion about a venue for the Business Leaders Reception sounded like it might be a way to do that. Mr. Hurlbert stated he would contact Conrad about their availability to hosting a Business Leaders Reception.

Meeting Schedule

The next regularly scheduled meeting is Thursday September 21, 2006 at 8:00 a.m.

Ms. Lynch made a motion to adjourn. The motion was seconded by Mr. Guard, and approved by voice vote.

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Draft Minutes
Recycling, Environment, and Beautification Committee
March 2, 2006

In attendance: Fran Cantor, Elizabeth Callahan, Joan McNulty, Claire Chosid, Judy Pass, Douglas Wolter, Sue Baseley, Marry Harris, Charlie Broeker (advisory). Staff members Amy Cutrell, communications specialist; and Jim Heines, acting director of public works.

Absent: Bob Bockserman, Debbie Nolan, Joel Kalemis (advisory), Beth Kistner (council liaison). and Michelle Morgenstern (advisory).

Action Items

Who	What	By When
Amy	**Modify beautification nomination form**	
Amy	**Copy new information provided by Doug Wolter for next meeting**	

Key Decisions:

- Doug Wolter made a motion, modified by Sue Baseley that the city proceed with one island with budgeted money to get the best bang for the buck with the intention of adding more natives as money is available. Seconded by Claire Chosid. Motion carried.

Key Observations

Seminar on Large Scale Native Plantings

Jim Heines and Jeff Saffell (park maintenance master gardener) attended this seminar by Scott Woodbury, and Jim provided a summary of the program. Both city employees thought it was a beneficial seminar. Jim wanted the committee to understand the speaker made two points clear. First, planting natives takes patience because it can take a few years to see results. Second, it is not a manicured look.

Beautification Form

The committee approved the form for 2006, modifying the 2005 form.

Medians

Jim Heines presented an alternative to the median landscaping pilot project. At the last committee meeting, the committee recommended using all natives with a few tropicals. Plans have been reduced based upon the limited budget funds ($2000). The revised plan reuses the current trees, burning bushes, and daylilies while adding rocks, liriope, fountain grasses, colored grass, golden globe bushes, and Russian sage. Plants need to be hearty enough to survive exhaust and snow salt. The committee recommended curving the rows a bit more. Plan will most likely be modified when the actual planting is installed. The group discussed the possible advantage of not proceeding with the project due to the shortage of funds and the desire to have the median use natives and be beautiful, but after discussion, decided to approve the plan and look toward filling in with natives when more funds are available.

Plant Seminar
The committee discussed room set up, and made sure all details were finalized.

Handouts
Amy provided handouts that included Perry Eckhardt's review of Creve Coeur weed and landscaping ordinances, the county's weed ordinance, the city's tree preservation ordinance, and information supplied by Doug Wolter.

Teaser – all native plantings
Jim will have more information at the next meeting, but he is planning an all-native planting.

- Next meetings:
  - April 6
  - May 4
  - June 1

Submitted by:
Amy Cutrell
Communications Specialist

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M Hurlbert
9-19-06 5:00 PM