CITY OF CREVE COEUR

MEETING NOTICE

AGENDA
Creve Coeur Economic Development Commission
Thursday, August 17, 2006
8:00 - 9:00 a.m.
Mayor's Conference Room
Creve Coeur Government Center

1) Approval of 7/20/06 Meeting Summary

2) Meeting Summary Format

3) Downtown Implementation update
   - DSI proposal

4) "Every Business Counts" Breakfast Meeting & Business Leaders Reception schedules

5) EDC Strategy – Marketing
   - Zanola Company LLC

6) Development Update

7) Meeting Schedule:
   Next EDC Meeting – September 21, 2006

cc: Mayor Harold Dielmann
Theresa Lynch, City Council Liaison
Mark Perkins, City Administrator
Matt Brandmeyer, AICP, Planning Director
Michael Hurlbert, AICP, City Planner

Economic Development Commission
Meeting Summary

Meeting Date: Thursday **July 20, 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: July 26, 2006
Prepared by: Michael E. Hurlbert, AICP
City Planner

MEMBERS PRESENT:
Paul Zemitzsch, Chair
Joe Ambrose, Vice Chair
Don Kalicak
Dave Griege
Theresa Lynch, Council Liaison

MEMBERS ABSENT:
Diane Davis
Jim Guard
Susan Murphy, Chamber of Commerce
Harold Dielmann, Mayor, Ex Officio

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

Acceptance of 6-15-06 Meeting Summary
Mr. Griege made a motion to approve the meeting summary for June 16, 2006 as presented. The motion was seconded by Mr. Kalicak, and approved by voice vote.

Eminent Domain Task Force recommendations
Mr. Zemitzsch gave a brief update. He said that the resolution that was passed and the recommendations that the Task Force brought forward were the result of compromise by all of the members. A brief discussion followed.

Finance Committee Recommendations – ballot issues for tax/fee increases
Mr. Smith gave an overview of the Finance Committee recommendations. He stated that a quarter percent increase in the sales tax would produce about $900,000. He showed by comparison that Creve Coeur is at the lower end of local cities in terms of sales tax and business license fees. A member stated that the City is ridiculously low in terms of business license fees. Another member stated that they are concerned about Chamber opposition to any increase. A member asked when the last increase in sales tax occurred. Mr. Smith replied that it was in 1998.

General discussion followed, including sales tax based on square footage versus actual receipts and daytime population would pay the brunt of any sales tax increase more so than residents. A member said

that based on the numbers presented there should be a small increase in both sales tax and business license fees. Another member suggested that the City consider exempting TDD properties until the TDD is completed. A member said that any proposals should be brought to the public. Another member suggested that the EDC conduct a meeting at night and invite the public to discuss it, or it could be a part of the next Breakfast Meeting or Business Leaders Reception. They said that such a meeting would be a good opportunity to show comparisons, last increases, and other information with area businesses. There was general agreement with this idea. A member said that it is important to build consensus and that the Executive Committee of the Chamber of Commerce should be invited to these meetings.

Creve Coeur Center for Art, Design and Technology
Mr. Hurlbert provided information on a meeting between Mr. Perkins, Mr. Brandmeyer and Ms. Patricia Boman. Ms. Boman approached the city with the idea of creation of a Center of Art, Technology, and Innovation. She envisioned a multi-story building with retail and gallery space on the first floor and studio, office, and meeting space on the upper floors for professional artists, designers, and technology developers. She was looking for the city's interest in such a project, as well as the city's role in making the project feasible. She was informed that the use and concept would fit well within the framework of the proposed Downtown; however the City's role in completing specific projects, including a concept such as this, would be fairly limited. The members agreed with that assessment.

D.R.E.A.M. Initiative
Mr. Hurlbert gave an overview of the Downtown Revitalization Economic Assistance for Missouri Initiative which was recently announced by Governor Blunt. He said that the City is applying for D.R.E.A.M. designation which would allow for greater opportunity to receive State grants and technical assistance toward the redevelopment of the Downtown. He stated that only a select number of cities will receive the designation but that he believed the City of Creve Coeur is a strong contender, especially with the Downtown Plan in place. A member asked about the State agencies that will disseminate the assistance. Mr. Hurlbert stated that the Missouri Department of Economic Development, Missouri Development Finance Board, and the Missouri Housing Development Commission will oversee the program. Another member asked about the requirement that a City must be prepared to make an investment and sustain the effort. Mr. Hurlbert answered that Creve Coeur has already made a substantial investment through the Downtown Planning effort and will continue to sustain it in order to realize its goals.

Economic Development Strategy update
Mr. Hurlbert stated that a specific item of the ED Strategy is establishing the City's position on and criteria for the use of incentives. He said that with the upcoming DSI study the EDC's role on the use of incentives should be a priority.

A member asked about the status of the DSI Proposal. Mr. Hurlbert stated he had nothing new to report. As far as he knows DSI had asked for some additional information to be forwarded to them and that was done. He did not know when the finished product would be delivered to the City. A member stated that they should review the proposal and provide a recommendation to City Council. Another member said that a letter from the City Administrator or City Attorney is necessary to request the proposal be delivered prior to the next EDC Meeting. General discussion followed.

Business Leaders Reception – Fall, 2006
The membership decided that a Breakfast Meeting should be held on Thursday, August 24, 2006 to begin around 7:30 A.M. in the Multi-Purpose Room at City Hall, and a Business Leaders Reception should be scheduled for Thursday, September 14, 2006 to begin at 5:30 P.M. in the Multi-Purpose Room, as well. The purpose of the meetings should be to discuss the Finance Committee recommendations with the public.

Development Update
Mr. Hurlbert gave an update about ongoing development review which included the Imo's Pizza at the Park West Square development, Chipotle Mexican Grill proposed for the Dierberg's Video Store at West Oak shopping center, McDonalds restaurant, and the soon-to-be submitted Champion's Bank proposal for the current site of the LoneStar restaurant on Olive.

Meeting Schedule
The next regularly scheduled meeting is Thursday August 17, 2006 at 8:00 a.m.

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

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Draft Minutes
Recycling, Environment, and Beautification Committee
July 6, 1006

In attendance: Fran Cantor, Elizabeth Callahan, Joan McNulty, Sue Baseley, Judy Pass, Claire Chosid, and Douglas Wolter (arrived at 5:05) Staff member: Amy Cutrell, communications specialist.

Absent: Marry Harris, Bob Bockserman, Charlie Broeker (advisory), Joel Kalemis (advisory), Beth Kistner (council liaison).

Action Items

Who	What	By When
Amy	**Coordinate signs for finalist and place**	
Amy	**Develop worksheets for judging tour – one scoring sheet and one for each entry**	
Amy	**Order Lunch for tour**	
Amy	**Contact Shaare Emeth and Monsanto to have representative meet the tour for 5-10 minutes.**	
Amy/Fran	**Letters to finalists and nominees. Get approval for tour to visit and to place sign in yard.**	
Amy	**Map out tour**	

Key Decisions:

- Sue Baseley made a motion seconded by Fran Cantor to approve the July 1, 2006, minutes. Motion carried. Judy Pass and Claire Chosid abstained.
- Judy Pass made a motion seconded by Joan McNulty to nominate Sue Baseley as committee vice chair. Motion carried.
- Beautification –
    - Committee discussed modifying some guidelines. Next year, Best in City will be chosen from the four ward winners. Winners (in any category) will not be eligible to win for three years. Perhaps add a category for condos.
    - Committee choose finalists from nominees. Finalists are as follows
        - Waterways Car 10559 Olive
        - 12180 Hibler Drive – Erika Rolland
        - St. Paul's Church – 932 N. Warson
        - 389 N. Mosley - Joanne Noyes
        - Drury Inn 11980 Olive
        - B'nai Amoona - 324 S. Mason
        - 326 New Salem – Dr. Needleman
        - Ladue Lakes Estates – subdivision entrance
        - Ladue Downs – subdivision entrance
        - Shaare Emeth – 11645 Ladue
        - 11223 Hunter's Pond – Roger/Kelly Johnson
        - 11225 Hunter's Pond – Kent/Suzanne Snowden
        - 11243 Hunter's Pond – Keith/Chantel Tkachuk

- 307 N. Mosley – Dennis/Laura Fox
- 294 S. Spoede – Mary Lott
- 809 Ariege – Don Masterson
- Monsanto – 800 N. Lindbergh
- 10510 Ladue – Martin Lammert
- 302 Eugenia – Boaz Steiner
- 650 Country Manor – Pattye/Matt Phillips
- 11205 Tureen – Arnold Spiritas
- Our Lady of the Pillar – 401 S. Lindbergh
- 240 Carlyle Lake Drive – Marie/Ray Duffy

Suggestion for tour is to start on west side off main roads to avoid traffic.

- Next meetings:
  - July 26 – judging tour – 7:30 a.m.
  - September 7

Reminder:
Amy to give committee's comments about landscaping ordinances to city administrator and department heads

Submitted by:
Amy Cutrell
Communications Specialist

JOINT MEETING
MON SEPT. 25
5:30 - 7:00