# CITY OF CREVE COEUR

# MEETING NOTICE

**AGENDA**

Creve Coeur Economic Development Commission
Thursday, September 29, 2005
8:00 - 9:00 a.m.

**City Council Chambers**

Creve Coeur Government Center
(Use Front Entrance of the Government Center)

1) Follow-up to Joint Meeting
   - EDC's participation in downtown plan implementation

2) Economic Development Strategy – Marketing and Public Relations Efforts

3) Review of ED Strategy Implementation Matrix

4) Future Meeting Schedule

5) Meeting Schedule:
   Next EDC Meeting – October 20, 2005

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

## Implementation Matrix – Economic Development Strategy Immediate Objectives

| Objectives/ Actions | How (Tools/Authority) | Who | When |
|---|---|---|---|
| **1. Determine composition of Creve Coeur business base** | Develop using existing business license database, and include pertinent information such as key contacts and number of empolyees. Revise business license form and process as needed to ensure adequate and up to date business information is obtained. | Planning staff, Finance Department | 1,5 |
| a. Develop and maintain a database of existing businesses | | | |
| **2. Improve communication with local business community** | CD staff and Communications Specialist coordinate topics with input from EDC, City Council. | EDC, City Council, Mayor, City Staff | 1,5 |
| c. Initiate an "Every Business Counts Campaign" | EDC to develop. Mayor, City Administrator, City Council and EDC to take lead initiating contacts. | | |
| **3. Create and promote a Central Business District in Creve Coeur** | Issue RFP for consultant | P&Z, City Staff | 1 |
| a. Conduct a market feasibility study | | | |
| b. Promote and provide support to development and implementation of a central business district plan | Periodic meetings with Planning & Zoning Commission, participation in education efforts through business communication program. CD staff will develop RFP and work with P&Z and consultant to develop a central business district plan. | EDC, Planning Staff | 1,5 |
| **4. Prepare a comprehensive marketing program for Creve Coeur** | Marketing program should articulate city's competitive position and forward a positive image. | EDC, City Staff | 1,5 |
| a. Identify Creve Coeur's assets/strengths | | | |
| c. Conduct a market feasibility study for the CBD | City to initiate market feasibiltiy studyas part of a CBD plan. Selected consultant to prepare study, with existing/available base data and information provided by city staff. | P&Z, City Staff | 1 |
| **6. Create attractive environment for business recruitment** | City takes lead. City Council should determine willingness to use financial incentives and redevelopment tools provided by statute. | City Council, EDC, city staff | 1 |
| c. Establish City's position on and criteria for use of incentives. | Should be based on/guided by completed CBD Master Plan. | City Council | 1 |
| d. Develop a proactive approach toward business redevelopment. | Completed CBD Master Plan should provide foundation for this. Possibly would entail/lead to RFP for redevelopment. | | 1 |

"When" column key (timeframe for completion): 1=Immediate (6 months); 2=Short-term (6-12 months); 3=Mid-term (1-3 years); 4=Long-term (3-5 years); 5=Ongoing

## Implementation Matrix - Economic Development Strategy Immediate Objectives

| | | | |
|---|---|---|---|
| **8. Determine necessary changes to City policies and procedures** | CBD Master Plan to identify recommended revisions to zoning ordinance in CBD. Amendments/ revisions to codes will continue to be identified by staff, city council, P&Z and through cyclical review of comprehensive plan. | | |
| d. Review business license fees and taxes. | Annually as part of budget process. | Finance Dept. | 1 |
| **9. Build community support and involvement** | | | 1,5 |
| b. Inform and engage businesses and residents in discussions about the city's financial/economic challenges. | Use resident and business newsletters, city website, town hall ward meetings, public forums to increase awareness and provide information. | City Staff, City Council, EDC | 1,5 |

"When" column key (timeframe for completion): 1=Immediate (6 months); 2=Short-term (6-12 months); 3=Mid-term (1-3 years); 4=Long-term (3-5 years); 5=Ongoing

# Economic Development Commission Summary

| | |
|---|---|
| Subject: | Meeting Summary |
| Meeting Date: | Wednesday August 24, 2005 |
| Time: | 8:00 a.m. |
| Location: | Creve Coeur Government Center<br>300 N. New Ballas Road<br>Creve Coeur, Missouri 63141<br>314-872-2500 |
| Date Prepared: | September 2, 2005 |
| Prepared by: | Michael E. Hurlbert, AICP, City Planner |

MEMBERS PRESENT:
Bob Calcattera, Vice Chair
Diane Davis
Don Kalicak
George Osman

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

OTHERS PRESENT:
Harold Dielmann, Mayor
Theresa Lynch, Council Liaison

**CBD Update**
Mr. Brandmeyer gave an update on the current CBD Plan process. Since the public hearings for the plan were held at the Planning and Zoning Commission meetings on June 20, 2005 and July 5, 2005, there have been a number of revisions, mostly through minor grammatical and content changes. A final vote on the plan was expected at the Planning and Zoning Commission meeting on August 15, 2005, however the Commission asked for a clean copy of the plan with all of the revisions prior to voting. A final vote is now expected at the September 6 Planning and Zoning Commission meeting.

**Public/Private Partnerships**
Mr. Brandmeyer outlined the concept of public/private partnerships and all the materials dealing with the topic that were included in the members packets. He stated that the upcoming joint meeting will be a primer for the discussion that needs to take place about this topic.

A member asked if it just assumed that incentives will be offered by the city. Mr. Brandmeyer stated that there will most likely need to be some sort of incentives, possibly a TIF.

A member asked if the city is looking for an outside/master developer. Probably not, as the property owners within the downtown area will be the ones to decide when and how to redevelop their property. General discussion followed about who or what developers would be worth talking to about the feasibility of redevelopment.

Mr. Brandmeyer stated that all boards/commissions need to read the packet materials. The city should look to current examples, such as the NOVUS/Sunset Hills situation; the city needs to evaluate all possibilities.

A member asked who the catalyst will be – is it the city or the property owners? Mr. Brandmeyer stated that once the plan is in place the city should initiate with the principle owners. A member stated that all the property owners need to be included. Mr. Perkins stated that is what the planning process did; however initiating with the larger property owners in the beginning will jump-start the plan.

A member stated that due to the enormity of the project it seems too big for staff, and asked if it will be necessary to bring in some outside experts. The Mayor stated that perhaps Louis Levy could be invited to a council or P&Z or even an EDC meeting in the future.

A member asked what the expectations for the upcoming joint meeting are. Mr. Brandmeyer stated it is to establish parameters or guidelines for what needs to and can be done. He sees it more as a brainstorming session to find out people's ideas and expertise. It should be a forum to provide examples and not be a decision-making meeting. He believes it will be a large learning curve for many and would like to see who wants to get involved. A member stated that it needs to show what can be done. Another member stated that perhaps an outcome should be to get the larger property owners involved.

The Mayor stated there is a concern from those owners about getting their tenants all riled up and that perhaps the city should look at plans to aid tenant relocation. A member stated it presents an opportunity for city leadership to step up and asked if there is a way to build such a mechanism into the TIF. A member stated that everyone needs to read the packet materials so that basic concepts are understood. Mr. Brandmeyer stated that the meeting should lay out for all members, especially council, that this is going to be complex and require a big commitment from them. He stated that it is a part of their responsibility and that it will involve risk.

A member asked if they should work toward including all property owners versus just the four larger property owners. Mr. Brandmeyer stated that should be part of the discussion and that tenants may be an issue with all of the property owners and that the city should be aware of it.

**Ground Floor Retail**

Mr. Brandmeyer gave an overview the materials in the packet and explained the concept being used in other cities to limit ground floor space to retail users. He stated that retail can be put into ground floor of city-owned garages as one way to control the number and placement of retail uses. Other examples include the city of Highland Park which gives incentives based on retail

performance, and the city of Wildwood restricts the number of banks to allow more retail users. Mr. Brandmeyer stated that some of the ideas the City of Creve Coeur can look at is a "payment in lieu of taxes" for non-retail or perhaps a business license tax to capture revenue that would otherwise be lost by having non-retail users.

**Economic Development Strategy – Marketing**
Mr. Brandmeyer gave a brief overview of the Economic Development Strategy which allotted $15,000 for the purpose of marketing the city. He stated the city could look at consultants for the purpose of doing brochures or mailers, but the city should determine the objectives and who the target should be first.

A question was asked what has happened with previous attempts. A question was asked if the city staff still deals with the Regional Commerce and Growth Association and the Economic Development section of that group. A member stated that it should be called a "Marketing and Public Relations Strategy" as PR is such a big part of it. A member stated that the city should ask SLCEDC and/or RCGA-ED to have representatives sit in with us.

**Meeting Schedule**
The next regularly scheduled meeting is Thursday September 15, 2005 at 8:00 a.m.