

# Business Development Commission (BDC)

## MEETING MINUTES

### APPROVED

MEETING DATE: Thursday, March 22, 2018  
LOCATION: City Hall  
CALLED TO ORDER: 8:05 AM  
MEETING ADJOURNED: 8:46 AM  
NEXT MEETING: Thursday, April 26, 2018

Name	Present	Absent
Jon Spiesman (Citizen at Large), Chair	X	
Mike Pincus (Citizen at Large)	X	
Pam Neihaus, Vice Chair (Citizen at Large)	X	
Robin McNabb (Yorkshire Business)	X	
Jennifer Starkey (Business Owner Rep.)	X	
Rebecca Now (Chamber of Commerce)	X	
Pam Bliss (Citizen at Large)	X	
Vacancy		
Vacancy		
Mayor Gerry Welch, Council Liaison	X	
Joan Jadali, City Manager Designee	X	
Mara Perry, Staff Liaison	X	

#### Also in Attendance

Bud Bellomo – Council Member, City of Webster Groves; Crossroads Council Liaison  
Matt Armstrong – Council Member, City of Webster Groves; Old Webster Council Liaison  
Lacy Keune – Attorney with Greensfelder, Hemker & Gale, P.C. and WG Chamber Member  
Fran Sudekum – Administrative Support

### APPROVAL OF MINUTES

Motion to approve the March minutes was made by Jennifer Starkey, seconded by Mike Pincus and unanimously approved.

### ELECTION OF CHAIR AND VICE CHAIR

Pam Bliss nominated Jon Spiesman for the position of Chair, the nomination was seconded by Mike Pincus and unanimously approved.

Robin McNabb nominated Mike Pincus for the position of Vice Chair, the nomination was seconded by Pam Bliss and unanimously approved.

### BDC MEMBERSHIP CHANGES

The ordinance governing the BDC requires a mix of business representatives from different areas of the City. According to the ordinance, "...membership shall at all times include an Old Orchard Business District representative, an Old Webster Business District representative, a representative from either Crossroads or Yorkshire or Owen Development, the CEO of the Webster Groves Chamber of Commerce, or its designee, three business owners, and two citizens-at-large..." (See Appendix A for the entire ordinance).

Since the BDC is the group that oversees businesses in general, what is the best way to ensure it has all groups represented. For example, should we ensure that someone that sits on one of the special business district commissions also sits on the BDC. Currently, the ordinance shows that someone from the three special business districts are represented on the BDC, but it does not state that those individuals are also on the commissions for their specific district.

There are basically six active business “groups” in Webster Groves:

1. Webster Groves/Shrewsbury/Rock Hill Chamber of Commerce
2. Old Orchard Business District Commission
3. Old Webster Business District Commission
4. Crossroads Business District Commission
5. Old Webster Trade Association
6. Yorkshire Plaza Business Area

### **Considerations:**

- How do we ensure that all six of these groups have linkage and representation on the BDC? Do we tighten up the ordinance to ensure a mix of the businesses? How do we recruit individuals to make up this mix?
- Would individuals that sit on the special business district commissions be able or willing to attend two meetings a month instead of one.
- Can we target specific individuals to sit on the BDC to specifically represent these groups without making a change to the ordinance to require it.
- In addition to the six previously mentioned groups, there’s also other business areas to think about, such as the Watson and Kirkham Corridors just to name a couple.

To fill vacancies currently on the BDC, priority will be given to filling them from the three special business districts. It was decided to approach sitting commission members on those business commissions to see if they would be willing sit on the BDC as well. Mara Perry will solicit each one at their next monthly meetings. This will be the first step to fill the vacancies; we will revisit the issue at the April BDC meeting.

### **NEW BUSINESS**

***Inside Webster Groves Newsletter*** – A copy of the Spring 2018 issue of the newsletter (a product of the BDC), which is sent via U.S. mail to all Webster Groves residents, was shared with Commission Members. At the time the newsletter went to press, \$91,000 in Webster Groves certificates have been sold; 100% of that revenue stays in Webster Groves. Webster Groves certificates are also a product of the BDC. (a copy of the newsletter can be accessed at the following URL: <http://www.webstergroves.org/documentcenter/view/6669>)

**BDC Draft Strategic Planning Proposal** – Jon Spiesman put together a draft proposal based on the recent work of the BDC and the January joint meeting. Jon gave an overview of the proposal which focuses on four basic items: a marketing plan, accountability, commercial vacancies, and long-term infrastructure with goals around those four areas. Commission members are to review the proposal so we can discuss at next month’s meeting with the goal to have a finished proposal to submit to Council. Fran Sudekum will email a copy of the draft proposal to Commission Members.

### **NEXT MEETING**

April 26th at 8:00 AM at City Hall.

# APPENDIX A

## Article X. Business Development Commission

### Section 4.610. Purpose.

There is hereby created a Business Development Commission of the City of Webster Groves. The purpose of the Business Development Commission is to bring various business-related interests together to foster policies and programs that will create a welcoming, dynamic, and prosperous business community in Webster Groves.

### Section 4.620. Membership.

The Business Development Commission shall consist of nine members to be appointed by the Council for terms of three years, except that the first group of three members appointed shall serve for one year, the second group of three members shall serve for two years, and the third group of three members shall serve for three years during their initial terms. Thereafter, all members shall serve three-year terms.

The membership shall at all times include an Old Orchard Business District representative, an Old Webster Business District representative, a representative from either Crossroads or Yorkshire or Owen Development, the CEO of the Webster Groves Chamber of Commerce, or its designee, three business owners, and two citizens-at-large. If there are not sufficient applicants, who meet membership requirements, the City Council shall have sole discretion to appoint such other residents or business owners within Webster Groves as it deems appropriate. There shall be three ex-officio members comprised of a City staff member who serves in a related function, the Mayor or a Council Member, and the City Manager or his designee.

**Appointed members shall be allowed to serve a maximum of three consecutive terms and shall serve without compensation.** (Ord. No. 8828, § 1, 3-4-2014)

### Section 4.630. Duties.

The Commission shall seek to provide a coordinated effort to advance the commercial and industrial sectors and interests of Webster Groves by identifying opportunities to add new businesses to the community, finding ways to enrich existing businesses, fostering the commercial tax base, expanding the potential of mini-districts, better connecting the business community to City Hall, recommending policies that encourage business location within the City, welcoming businesses to the City, and including small home-office businesses in its programs and recommendations.

### Section 4.640. Meetings.

The first meeting shall be set by the Council at the time the Commission members are appointed. **Within thirty (30) days of appointment of the first Commission, and annually thereafter, Commission members shall select a Chair from among their members.** The Commission may adopt such rules and regulations, as it deems necessary for the conduct of its business. Meetings shall be held regularly at such times as the Commission shall determine, and as called by the Chair of the Committee. All meetings of the Commission, except closed meetings as permitted by Chapter 610 of the Revised Statutes of Missouri, as amended, shall be open to the public. Closed meetings or closed portions of meetings shall be held in a manner consistent with Missouri Law. The Commission shall keep minutes of each meeting showing the vote of each member upon each question, or, if absent or failing to vote, indicating such fact, and shall keep such other records as the Council or the Commission may from time to time deem necessary. (Ord. No. 8552, § 1, 6-19-07)