

Business Development Commission

MEETING MINUTES APPROVED

MEETING DATE: Thursday, August 6, 2015
LOCATION: City Hall
CALLED TO ORDER: 8:02 AM
MEETING ADJOURNED: 9:03 AM
NEXT MEETING: Thursday, September 24, 2015

Name	Present	Absent
William Alverson		X
Tim Eichholz	X	
Pam Neihaus	X	
Rebecca Now	X	
Chalegne O'Brien	X	
Mike Pincus		X
Pat Richards, Chair	X	
Nicole Roach		X
Sue Sullivan	X	
Mayor Gerry Welch, Council Liaison	X	
Mara Perry, Staff Liaison	X	
Joan Jadali, Staff Liaison	X	

Also in attendance:
Fran Sudekum – Administrative Support

APPROVAL OF MINUTES

Motion to approve the June minutes was made by Sue Sullivan, seconded by Chalegne O'Brien, unanimously approved.

Webster Groves Neighborhood St. Louis CVC Membership Status

- Nineteen Webster businesses have signed up for the neighborhood CVC membership this year.
- Web referrals from the CVC site to member businesses are trending upward; the first six months of this year have already surpassed the entire number of referrals for all of last year.

PR Sub-Committee Holiday Plans Update

- Radio spots on KEZK during the holiday season.
- “explore” holiday mailer in U.S. mail to all Webster residents.
- Four full-page ads in the WK Times.
- Possible “tie-in” campaign: KEZK will be promoting a vote for your favorite holiday movie. We could possibly do a tie-in campaign of our own of some type.
- Holiday Decorations in the business districts:
 - We need to encourage businesses to light up their store fronts at night during the holiday season; especially at street level.
 - Old Webster is attempting to add some additional rooftop lighting in time for the holiday season.

- Most of Old Orchard has rooftop lighting.
- Winter banners and bows will go up at the same time this year.
- Concerns about Old Orchard District: Old Orchard is in need of volunteers from its businesses to help and support holiday activities in the district. There's hope that some of the new businesses that have moved in will step forward. There's also hope they could potentially merge their merchant and business association with the trade association in Old Webster.

Explore WG Update

- Joan Jadali will make a presentation of the “refreshed” site at the next PR Sub-Committee meeting on August 26.
- The re-launch is set for September 1.

Innovation Center Status

- No update

Gift Certificate BDC Letter to Real Estate Agents

- Not yet completed

Expanded Shop Local Campaigns/Focus

- PR Committee: Small Business Saturday (SBS)
 - Need to encourage businesses to register on the Amex SBS website.
 - Working on a template for the streets and sidewalks.
 - Need one of the businesses to be the “Neighborhood Captain” this year.
 - Roadblock: Some businesses may not be getting involved because they don't take Amex. There's no fee now; perhaps a message to the businesses letting them know that would help.
- PR Committee: Shop Local Expanded
 - Focus year round, pursuing a graphic, more info later
- PR Committee & OWTA Joint Activity
 - no update
- WG Chamber Shop Local Plans
 - Chamber has some plans in the works to promote shopping local; such as, a shop local website, promotional flyer, ad in the WGSD Directory, on their website, could do window clings.

New WG Businesses Welcome Team

- Mara will resend spreadsheet of new businesses to Pat Richard and Gerry Welch.
- The team is working on putting together an organized package of information for new businesses.

WG Business-Specific Items

- Auto Beauty's rezoning request goes before the Planning Commission on August 11. If approved will then move on to the City Council meeting on September 1. An explanation of what is considered and what is not considered in a rezoning request was shared with commission members.
- Old Orchard's “Quonset Hut” may get two new businesses.
- Both BP stations are still progressing.
- Digital Strike is open.
- The Orthodontist's building in Crossroads has a new façade.

Old Business

- Goals/Priorities for Upcoming Year
 - Reviewed goals from January meeting:
 - “How to promote Webster Groves throughout the year.
 - Determine how we attract new, edgy entrepreneurs to Webster Groves, and how do we get them before they open their doors in another community
 - Make it easier to open a business in Webster Groves.”
 - City-wide consistency
 - City-wide brochure
 - Signage – Monuments - Markers
 - Streetscapes
 - History
- Members should bring ideas and pictures for signage, monuments, markers, and streetscapes to the next meeting.

New Business

- Non-Retail at street level: A discussion was held regarding the danger of non-retail businesses in street level locations and how they impact the walkability of the business district and negatively impact the health of the retail businesses in the area. Is horizontal zoning an option? Could we incent building owners to focus retail on the street level? What are our options? Joan suggested we ask Mara Perry to give us some options at a future meeting.

Adjournment

The meeting was adjourned at 9:03 AM.