

Business Development Commission (BDC)

MEETING MINUTES

APPROVED

MEETING DATE: Thursday, January 25, 2018
LOCATION: City Hall
CALLED TO ORDER: 8:05 AM
MEETING ADJOURNED: 9:06 AM
NEXT MEETING: Thursday, February 22, 2018

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

Also in Attendance

Fran Sudekum – Administrative Support

“Joint Meeting” Invited Guests:

Bud Bellomo – Council Member, City of Webster Groves; Crossroads Council Liaison

Matt Armstrong – Council Member, City of Webster Groves; Old Webster Council Liaison

Heidi Butts-Wiegand – Commission Member, Crossroads Special Business District Advisory Commission (Big Bend Orthodontics)

Alison Kinderfather – Commission Member, Crossroads Special Business District Advisory Commission (Lewis & Associates)

Christi Johningmeyer – Commission Member, Crossroads Special Business District Advisory Commission (Architextures)

Joe Fichter – Chair, Old Orchard Special Business District Advisory Commission (W.G. Subaru Isuzu Suzuki)

John Barr – Commission Member, Old Orchard Special Business District Advisory Commission (Frisco Bar Room & Civil Alchemy)

Steve Zielinski – Commission Member, Old Orchard Special Business District Advisory Commission (Colonial Village Pharmacy)

Bob Weber – Commission Member, Old Orchard Special Business District Advisory Commission (Weber's Front Row & Naked Boot and Shoe)

Ron Clipp – Chair, Old Webster Special Business District Advisory Commission (The Hub Bicycle Company)

Tim Delanty – Commission Member, Old Webster Special Business District Advisory Commission (Zoey's Attic)

Chris Hite – Commission Member, Old Webster Special Business District Advisory Commission (Sugar Creek Realty)

Joe Rath – Commission Member, Old Webster Special Business District Advisory Commission (Acme Printers)

Stacie Swerdeska – Commission Member, Old Webster Special Business District Advisory Commission (Paisley Boutique)

Visitor:

Ellie Wharton – General Manager, KWRH-LP “63119” Radio 92.9 FM

Administrative Note: Jon Spiesman presiding

APPROVAL OF MINUTES

Motion to approve the November minutes was made by Rebecca Now, seconded by Jennifer Starkey and unanimously approved.

PURPOSE OF JOINT MEETING

The purpose of the joint meeting was an opportunity to meet other district's commission members and find out what they've been doing, update and educate everyone on the BDC's role and what they've been doing, and present options to further increase cooperation among the business districts and continue to pull efforts together.

REVIEW OF BDC

The BDC was created to foster businesses overall in Webster Groves as well as bring folks together in a collaborative effort. A quick review of what the BDC has done over the last year and a half includes:

- Business survey results; available at end of the meeting (Appendix A).
- City Attorney was brought in to discuss legal options.
- Holiday PR promotional activity.
- Engaged a company to do year-round social media.
- BDC vision and goals (Appendix B).

CURRENT COMMON ACTIVITIES

- Collaboration Activities Orchestrated by BDC
 - Pooled Holiday Funding - \$8,500 total (sources: Crossroads, Old Orchard, and Old Webster Business Districts and the City)
 - Pooled Year-Round Facebook Social Media Funding - \$8,670 (sources: Crossroads, Old Orchard, and Old Webster Business Districts and the City)
 - The social media focus is on as many Webster Groves businesses as possible. The contract has been in place for six months. Professional photography and videography is part of the contract.
- Common Activities Orchestrated by each District
 - Streetscape Plantings

DISCUSSION

Comments, ideas, questions, and concerns shared by all those in attendance included the following:

Goals

- First Floor retail is important; focus on walkable areas.
- Current Vacancy rates are less than 6% in the business districts; some stubborn vacancies have been filled since the percentage was calculated.
- Parking Infrastructure
 - Addressing infrastructure should be included in a BDC plan.
 - Districts alone can't financially support infrastructure; the City Council needs to look at parking.
 - Funding parking solutions is on the table for Old Webster in addition to what the BDC might be asking for in funding support.
 - Businesses' employees don't have enough parking.

Funding

- The Districts want to know what is the BDC looking for in additional funding. They need to know now as decisions on their budgets are being made in February.
- What is the additional money going to be used for?
- The BDC wants to know whether they should continue with the current activities of the collaboration funding efforts, what should or could be done together, what should the funds be spent on.
- Documentation is needed to back up whatever funding number is determined. The current overall contracted amount for social media is \$12,000. A budget amendment can be requested after the budget is approved if we need to ask for additional funding.

Accountability

- Districts want accountability for the funds they put in the pool. They want to know how the money is used and who is using it. They are looking for feedback on what's already been done on the social media front and what information is reported back to the districts.
- Districts want to know who is doing the actual marketing work. Perhaps we need an additional staff person, or a contracted individual/company/professional engaged; but before the Districts can make a decision on whether to support it, they need to know exactly what the person would do.

Marketing Plan

- The #1 priority is to develop a marketing plan first and everything else branches off from there.
- The districts need to share with the BDC who they are trying to attract. They don't have enough money to invest in marketing to attract everyone, so they to know who they are really trying to attract. People that go to the Crossroads District may be a very different group of people than those that go to the Old Webster District. Before you can start a marketing message, you really have to know who you are trying to reach. A marketing communication plan is determined by who the target audience it. For example, Instagram may not be the best vehicle to reach the 45-50-year-old person if that is your main customer. Instagram users are a younger group and if you've invested money on Instagram, you'll end up with people in your business that are not your target and cannot afford to buy.
- We have different geographic areas that are attract different groups of people to different types of businesses.
- Use an outside professional to enact the plan.
- Need a cohesive plan to drive the goals.
- Cohesive plan should include infrastructure.
- Get someone who knows what they are doing and fund it with a City match.
- A marketing communication plan would be a good unifying tool.
- What organization would we use to implement our vision; an outside source, outside professional company.

- Main goal is to get more traffic into the districts, into Webster Groves, from there it's the individual businesses that work together to cross promote each other since \$12K is not going to go far in a marketing plan.
- Overall goal is to get people into the Webster Groves; have a marketing company do that, start there, it might take five ten years to achieve the goals.
- If people start liking Webster Groves more, the vacancy rate may go down.
- Events draw people in; some businesses promote from those events and open special for those events as they bring new people in from outside the 63119-zip code; businesses need to shine for our big events.
- The historic aspect of Old Webster could be used to develop it more as a destination, make it a more walkable district; hype it then and it brings in more outside people to Webster Groves overall.

Communication and Collaboration

- A better way to communicate between the social media company and Webster Groves businesses is needed. A system needs to be figured out how to connect the social media company with the businesses to gain content. The businesses have the knowledge of Webster Groves; not the social media company.
- A set of social media content guidelines needs to be communicated.
- How can we improve on what we are already doing?
- Learning what other districts are trying to do is helpful in putting forth opportunities for collaboration.
- All are interested in working together and want to find a better way to communicate.
- All would like to increase communication between districts and exchange information.
- There should be a rep from each district's commission sitting on the BDC; this would help with communication.
- How does the BDC get information from the Old Webster Trade Association on their events? (Old Orchard's Merchant Association no longer exists and the Crossroads district never had a trade or merchant association; events from those two districts are handled by their district's commission).
- The BDC is looking for ways to further collaborate in order to further the BDC's goals.
- Each district/business area needs to be fully represented on the BDC.

Tactics

- Social media is a tactic, just a piece of a marketing plan.
- Would like to see new tactics brought to the table.
- To be successful, especially with such a small budget, all businesses need to get on board with social media campaigns and actively participate, i.e. share content.
- Input to social media needs to be coming from the businesses.

Summary

- Accountability
- Balanced Marketing Plan
- Increased Communication and Exchange Information
- Recognize Districts' Uniqueness

Business Districts' Broad Support

- For the BDC to continue to find ways to increase collaboration, increase driving traffic into Webster Groves, and increase coordination between the districts.
- For the BDC to move forward to create a balanced marketing plan that recognizes the differences of the districts while at the same time leverages what they all have in common.
- For the BDC to move ahead to make a proposal to City Council of what they think we should do.

NEXT MEETING

February 22nd at 8:00 AM at City Hall.

APPENDIX A

Business Development Commission Survey Questions

Total # of Responses: 52

1. *The City should explore whether it should designate certain areas in the business districts to retail only zoning to drive foot traffic and shopper convenience.*

Yes 34 No 17

2. *Please identify what you believe the City needs to do to encourage businesses to start up or move to Webster Groves.*

Financial – Tax, incentives, other financial considerations

- I think they should reevaluate some of the taxes they put on businesses in our community and try to figure out a way to develop better parking as well. I also believe they should think about how they promote/advertise the businesses in our community too.
- Webster Groves to look at its tax and permit requirements to make sure they are competitive for new businesses starting up or relocating to Webster. City also needs to look at rental rates and encourage landlords to maintain reasonable rents along with maintaining their properties.
- Lower business license fees.
- There should be incentives for the businesses to come to Webster Groves. (Credits)
- Provide a reduced tax rate, or license fee for people who live in Webster and also own a business in Webster. Reduce the cost of the business license. Eliminate the additional fee for being in one of the business districts. Reduce the cost of a business license for the first few years. Change Zoning laws to allow more types of businesses to operate in the city limits. Allow churches to rent their kitchens to food/catering/baking business even if the church sits in a residential zoned area. (DONUTS) Webster could then offer a business license to those businesses.
- Offer micro loans, establish a small business liaison to assist with the process: connecting with potential landlords, walking through licensing/permitting, etc
- Tax incentives, more business friendly posture from City Hall to business owners. My business is moving from Webster Groves to St Louis City later this year to take advantage of the tax abatement and historic tax credits offered there because WG property is too expensive and the taxes are too high.
- The only reason that a business is relocating is space and if retail, exposure to the public. Then the driving factor is rent or purchase of property. The most important part for a business is return on investment. If Webster uses an outside consultant they must be able to show the prospect how this area will give them a good return on their investment.
- Rental rates here are too high-restricting demand and building owners don't do enough.

City Processes/Procedures

- The conditions the planning and zoning board put on small businesses are extensive. They should consider the business, especially if small, and make sure the conditions they are asking said business to due are within the budget of the business. I feel that they do not consider this

- when asking small businesses to "fix" things. I think that the reputation of the board prevents small businesses from even considering Webster as a possibility to open a business.
- Start with a CHANGE IN ATTITUDE with City Personal as it relates to NEW and existing businesses. I not only have my own business in WG but own a bldg. with three tenant spaces. The problems, delays, condescending attitude from City as businesses arrive continues to astound me. This is 30 years of experience with the City.
 - Be more flexible with building permits, occupancy permits, etc...city creates an unfriendly environment.
 - Be easier-online licenses, permits, waive fees for new businesses. Current process is not friendly.
 - Provide a more favorable zoning/design approval process. Move away from a closed community mindset of preservation and toward an open mindset of growth. Develop stronger and better relationships with major local institutions (Webster U.) Be more welcoming to small businesses.
 - An online platform that lists the steps and contacts on how to start a business, including permits, maps and anything else you can think of. Would LOVE to have a more robust website for our community too.
 - Continue to be helpful when potential businesses contact them for information. Mara Perry has done a wonderful job in this as has her staff.
 - With the buildings being old there can be several surprises when obtaining city inspections for permits. It would be nice to establish some sort of PRE-Inspection prior to signing a lease so that the new tenant knows EXACTLY what is expected PRIOR to signing a long term lease.
 - Offer a comprehensive new business packet and a dedicated liaison.
 - Be easy to work with, be excited when inquires are made from business owners, be accommodating to them, listen to them and what they need from us (WG) to be successful.
 - Identify what is causing us to be looked over. As an architect, I hear signage is a big issue from some.
 - Partner with them in starting their business. Many see the City government as an obstacle to moving here rather than an advantage.
 - Streamline and reduce regulations for new businesses
 - Total City cooperation between the districts. Seems like always them or us.

Vision and Planning

- WG is an older community and has the perception that it is an expensive community to live and shop in. Most people are using Brick and Mortar shops to investigate products and then buy online for a cheaper resource. There are no tax breaks or incentives for anyone to locate their business or new business owners to remain in WG. Brick and mortar is expensive to maintain and operate on a year-round basis. There is not enough community type events that drive people to the business districts. The City needs to work with businesses on a business development plan that will drive consumers from not only WG but other communities as well and not rely on the Business groups (OWTA) or businesses to make this happen. This needs to be a collaborative effort with City Hall and ALL the local businesses. A strategic plan needs to be developed with a vision as to what needs to happen and who is going to make it happen. The City needs to be part of this and fund this, without putting the entire burden on the business owner. Chambers don't work. It needs to be a consolidated effort on the WG businesses and City Hall.
- Have a concerted plan to promote shopping local to residents. The main reason why retails can't survive is that the population does not support them enough. Until we get a fervent movement, no businesses will survive.

- I believe the appeal is there. The challenge is bringing in the "right" businesses. Businesses that match the city's vision for the specific districts. Businesses that will retain the character & history but will draw more people, revenue & other businesses to the neighborhoods.
- Classifying properties or areas as "retail only" eliminates uses which are beneficial and critical to a thriving "business district" like offices, which brings jobs from a much larger area, whose employees are also customers for the existing and future retail. Downtown WG business district needs to be MIXED, such as retail, restaurants, office uses, banking, services and multi-family/hotel. Look at any successful urban business district and it will always have that MIX. The parking available today is inadequate and/or inconvenient for many existing retailers and offices. Bring in more restaurants will overload already inadequate or inconveniently located, too far away parking. A boutique hotel would be successful and its parking requirements are inverse of office and most retail. Multi-Family apartments/condos and a quality, boutique hotel also would have an inverse parking demand to that of offices and retailers. Restaurants overlap parking demands of MF and hotel in the evening from 6-9 pm, but that is unavoidable but actually a very positive indication of vibrancy. Golf cart shuttle service up and down Lockwood and Gore at certain times - would help with parking distribution, the elderly, those with disabilities, and would help make the business district function better and more attractive to retailers and property owners.
- Not duplicating services within 1 mile of each other, excluding food service ops of course.
- It would help to know where to find retail space that is available to rent.
- Zoning should encourage mixed-use, a retail only ground floor critical mass, with residential or office above. An strong commitment to retail/business parking needs. A framework for collective and individual marketing. A clear understanding of the challenges that face small businesses in Webster Groves. Bring retail out to the sidewalk with as few gaps as possible.
- Welcome CHANGE - support locally owned businesses, a trendy coffee shop or two, allow there to be 21+ bars, encourage prospective business owners to want to have shops here by making the process easier for them, encourage architectural integrity in new buildings proposed around town. Happy residents + happy, thriving town.
- Encourage landlords to rent to retail businesses vs. service businesses. Retail businesses pay taxes and bring foot traffic.

Marketing

- Target a certain population and advertise to them. Maybe young adults since the college is so close.
- Have individual to proactively seek out new businesses.

Parking

- More parking—liquor laws and other ways to encourage more traffic
- Address the parking issues. (This was the response of four separate individuals completing the survey.)
- Solve the parking issues, lower taxes and where ever possible the city should shop within its borders.
- Lower cost on business licenses. More parking. Care more about the needs of individual businesses.
- Incorporate additional structured parking for traditional 'full-time' business employees who overlap with retail hours.

- More Community Events.
- Show that Old Webster and Old Orchard are fun places to be by sponsoring regular events that draw the residents and even some that draw from outside the area.

3. The City should explore the incorporation of residential properties with commercial properties (mixed use districts) such as commercial on the main floor and residential (condos or apartments) on the second floor. Yes 47 No 5

4. Would you support a tax increase or one-time fee or levy to allow the City to hire a consultant to market and grow our business sector?

Yes 20 No 31

5. If you answered “Yes” to question 4, please list two areas of responsibility for the consultant.

Financial

- A one time fee only. Taxes never go away. .1) Review the tax structure for commercial property, with the intent of reducing rents to help businesses become successful. 2) Parking, traffic flow, and design that adds to our historic heritage.
- My customers already think our taxes are high. We probably already know WHAT to do, it's just finding time and know-how to actually doing it.
-

Marketing

- Positive branding and messaging about Webster. Proactively seek to keep businesses and grow businesses.
- Support retailers with coordination of advertising, seminars for marketing, social media, business building activities that help everyone. Work on attracting businesses.
- Shop local campaign
- Group advertising and PR
- Find physical areas to expand as commercial regions. Market for more awareness of pre-existing events in the region.
- If the consultant is good he/she will work on a sliding scale of Salary plus commission on the implementation of the plan they develop. The plan then they should have targeted businesses that would be willing to relocate to Webster Groves. Then and only then should they be paid the commission which should be a substantial part of the overall pay.
- Cohesive city-wide marketing plan 2) Networked or wifi enabled areas like The Loop
- How would this person be responsible? I suggest that we reach out to the commercial brokers and real estate teams to encourage them to bring business here first. It is shocking how we have some of the brokers that live in Webster - maybe engage them first.

- Commercial rental rate analysis. Impact of strategic zoning. Impact of Retail/Services/Residential zoning categories.
- Bring options and best practices from other places. Look at how to maintain a range of cost/square foot—keep rents sustainable. Help enforce city codes to encourage owners to rehab and maintain properties.
- Retail/business advocacy with evaluations and data reported to the Council and Commissions/Boards. Gather and present resources for small business/retail and find a variety of ways to desciminate or present to business owners and the City.

City Processes

- Create an ombudsman-like role to help shepherd businesses through regulations, someone to do more prospecting with businesses and be a point person.
- The city and the local business associations need to get on the same page. The city also needs to be willing to accept change (which always comes with growth).
-

Vision and Planning

- Creating a recommendation of appropriate zoning (districts) and land uses. Create a conceptual master plan that is forward-looking, enabling WG to evolve, thrive and become a better community for the majority of residents, businesses and property owners for the next 50 years. Identifying incompatible and underutilized buildings, parcels and public parking. Recommendations of incorporating underutilized properties like those along W Pacific so there is a more vibrant critical mass. Designate areas that could utilize incentives to make them financially feasible.

Parking

- The feasibility of increasing parking without affecting the traffic flow or the aesthetics of the community.
- I am against this idea as it was exactly what we were told the BDC was supposed to do. We don't need more consultants we need more cooperation between those responsible for the city already.

6. How do we encourage property owners to lease their property?

Financial

- Property owners will lease their property if there is a benefit to them and not a huge outlay of expense to make it leasable.
- An independent analysis of commercial rental rates and maintenance/condition of properties needs to be done so that property owners are more aware of the value of their locations as well as the competitive market for similar properties in the area. Webster is unique, but rental rates are driving businesses away. The City needs to

encourage them to remain competitive so the properties remain fully leased and do not fall into disrepair.

- Create incentives for them to rent to retail-zoning-are there other ways like differential incentives?
- Getting maintenance is hard-encourage codes for upkeep and investment and maintenance.
- I'd ask everyone if they would want to redo their exterior/update and possibly get up to 2000 from Crossroads for beautification (make their spaces more presentable).
- That should be a major role of the city. For the most part, market forces should, and will, determine what gets leased. In order to foster a stronger market, the City can continue to invest in supportive infrastructure and services, as well as reduce the cost and regulatory compliance hassle of being a landlord and tenant.
- Give them a discount on taxes.
- Tax incentives might be the only way.
- Property tax credits?
- Not very positive, property owners are all about the income, how much they can charge without keeping up the property.
- This question is a little vague. It seems like property owners that will accept a reasonable rental rate quickly rent their property. Property owners that are trying to get 18, 24, 30+ per sq foot are pricing themselves out of the market. A small business, or new business may not be able to afford the high rent. The real estate tax rate may also be a problem. The tax has to be recuperated by the land lord through higher rent.
- By signing an agreement to help upkeep the front facade of the building. Keeping the city looking nice and full of residents and businesses benefits everyone.
-
- I think for buildings there is an automatic incentive called rent and cash flow. Is this referring to parking? Proactively approaching owners and offering financial incentives and assistance in creating reciprocal cross parking agreements.
- Offer some kind of incentives
- Show the property owner what they can expect in real dollars. Again return on their investment.
- Are there property owners whom do not want to lease vacant property? Is this a real problem?

City Processes

- Be friendlier to prospective businesses-Why did the City torpedo the Mills project on Lockwood?
- Seems always full---few vacancies
- Create a tax for those empty buildings --that can begin to cover loss of tax income for community. Hopefully a tax would encourage them to proactively lease it rather than letting it sit empty.
- Not sure what you are asking here. Most property owners are eager to lease vacant space. If you are asking encourage them to lease to "retail" tenants I would suggest we continue to maintain the amenities to a high standard and this will be attractive to businesses with foot traffic.
- Look at the Maplewood plan to actually build a city. Webster is falling off the map.

- We've had property that have been vacant for years just sitting, we need to have some type of systems to help the landlord find businesses to lease the properties.
- Improve zoning requirements
- The City can't do it for them, only help sell the benefits of being here and maybe some techniques.

Vision and Planning

- Develop a list of businesses that the neighborhood needs. This could be generic i.e.. Italian Restaurant or Shoe Store or more specific by identifying existing businesses in other markets or WG businesses that may be looking to expand. Make contact with these businesses. Put together a "waiting list" of businesses that may fit and have a list of contacts for landlords. This will allow landlords to specifically target potential tenants that will not only allow them to avoid periods with no tenant but also strategically bring in businesses that will fit the vision and add to the neighborhood in some way.
- Mandate that if the property is up to code and leasable and not leased say within two years there is a penalty.

END

Talk with them.

Old Webster is a special place

Encourage them to rent to retail and businesses that our planning and development want to see in the district. Have a plan for what businesses we want. Go out and find those businesses and then connect them with the landlords.

Less regulations on use permits

By sending retailers their way. The city could market to retailers and have a pool of those wanting to find space. Connect the retailers to the property owners for win win.

Find out if it is the same property owners that are the issue first (create a list). Then sit down with them and find out why they are so hesitant to lease their properties. See if they want to sell?

Residential or commercial? I don't understand, I would think that commercial owners would be eager to lease their property.

Property owners want money as much as the city does. You have to make incentives for them!

7. I believe that the West Pacific Avenue area (located between Kirkham and the railroad tracks) is a possible development area that should be further explored.

Yes 38 No 12

8. How do you suggest that the City seek public buy-in from the community?

Yet another great question. !! I find it strange as I train so many people here in Webster that they seem to NOT want too many businesses in the area yet complain about how high their taxes are. Somehow they need to realize what bringing businesses into Webster would do for them and their families.

It should be explored with several viable and doable recommendations to the community. Make it realistic and put together focus groups of citizens and area business owners for their thoughts.

By providing a diverse assortment of businesses and restaurants and creating a "walkable" community.

Include the residents of that area in Town Hall planning meetings. Reach out to the personally so they are part of the change and not simply victims of it.

Railroad tracks are too much of a problem. (I think this person is referring to the prior question.)

Hold town halls and other communication with concrete ideas and visuals-not vague talking points.

Town hall meetings-really communicate and listen, involve locals in what kind of business to attract in area.

Let them know that more business taxes will help keep their property taxes level and will bring money for our parks and schools.

Instead of hiring an outside consultant to tell the city what to do, develop a public committee with concerned citizens and business people to create a strategic plan.

Include lots of parking possibilities. Actually increase parking to help with other areas of Webster too. A walking trail and bridge connecting to Old Webster. A creative & eclectic mix of old buildings mixed in with new. Keep or create some green space.

Not sure what you are asking here. For West Pacific? We need condominiums and to a lesser degree apartments along with retail. The community would be thrilled to have more living space options in Webster. A combination of this and retail/office in this development would be attractive to our community.

Need to publicize how difficult it is for a small business to survive without full on 63119 support. Write articles and have flyers about how main street has changed. A bunch of restaurants does not make a downtown.

I don't think the community will accept that because of the way the University purchased properties clandestinely around the community.

Clearly communicate the vision for the district and why we believe that vision is ideal. Develop a strategic plan to make that vision a reality.

Present possible family oriented business options that would marry in well with current businesses in the area. I.E. recreational. Public forums (brainstorming sessions), possible mail survey.

Show them what the increased tax dollars can mean to them in additional services or decreases in their taxes.

If a project makes sense to implement, there should be plenty of private dollars to develop the West Pacific Ave. Area. Tax dollars and TIF funding, should not be necessary to develop the area.

Full disclosure of the costs and fees.

A constant trickle of information about how a neighborhood business district benefits our community

Talk to the residents

Creating a desirable concept plan and then holding multiple public forums for residents to express their ideas.

Grass roots - door-to-door to educate community on the benefits of development, town halls to alleviate any concerns, sponsorships of community events (be allowed 5 minutes to talk to the audience), ads in W-K Times, concerted effort to meet with building owners and business owners to articulate the benefits of the community and their business and ask for their help to evangelize the mission.

Ask the residents...do you want another property tax increase, a Walmart or do you want a controlled multi-use development?

Hold town halls in the neighborhoods (Old Orchard & Old Webster), not at city hall.

Ongoing open conversation with town hall style meetings.

Things aren't meant to change around here, that's why you have a council of older citizens that do not support change. It's meant to stay the same as it was when they moved their families here or when they grew up here. So in order to get them on board you have to sell it as preserving a tradition of walkable merchants rather than selling it as something new.

Develop incentive plans, identify target areas, work with possible developers for options and have town halls to inform the community. Use social media to push information out to all citizens.

9. The City should explore whether there are developers interested in developing a Successful Boutique Hotel. Yes 40 No 12

I am a hotel development consultant (<https://www.hvs.com/personnel/574-daniel-mccoy>) with an office here in Webster. There are a variety of issues that significantly affect the potential for hotel development in Webster. I would be happy to share my thoughts and perspective with the City. Feel free to contact me. (Dan McCoy 970-215-0620 dmccoy@hvs.com)

10. I would like to be a Business Ambassador to bring in and/or mentor new retail businesses to the City of Webster Groves.

Yes 19 No 33

IF you answered "Yes" to question 10, please provide your name and contact information:

Pat Richards embtheo@yahoo.com 314-961-1201

I doubt that I'd be able to give sufficient time to this but feel free to reach out to me with more info if you like.
mike@dpf-stl.com

In a small capacity PLEASE. art@yucandu.com

dan@warner-properties.com

Only if there are other efforts to support the program. As it stands now, Webster is not vibrant.
bruce2frame@yahoo.com

mark@oliveandoakstl.com

matt@mpalazzolo.com

Beckie Jacobs 324-368-6306

sanders@hpdcambridge.com

Don Land 314-397-9299 or donlandstl@gmail.com

Joe Fichter Webster Groves Subaru

Greg Ortyl; greg@oliveandoakstl.com; I would love to be the one to develop a boutique hotel here in WG. Happy to discuss.

John Sauter, john@stlwills.com

Rick Coltrane, 314-914-6556, rickcoltrane@coltranesystems.com

Jean Scholtes 314-517-2868

Dr. Sharon Whalen 314-962-6015

John Barr 314-304-4748 johndbarrjr@gmail.com

APPENDIX B

BDC PLAN

Vision Statement

*Unify the business community
to
create thriving and growing businesses
with an
authentic community character.*

Goals

Summary of key goal areas

- Drive down the vacancy rate
- Determine how to tax fairly
- Create a communications and branding plan
- Create a staff position

Goals

1. Identify stubborn commercial vacancies and determine actions that can lower the vacancy rate.
2. Unify the business community while respecting the individual business districts.
3. Study the business taxing structure to determine how to create equitable contributions to overall business efforts.
4. Create a business communications and marketing plan.
5. Determine and recommend a job description and funding for a staff position to coordinate these efforts.
6. Study and make recommendations concerning first floor retail only in commercial areas.