

Manchester Road Great Street Committee
April 7, 2014
3:30 PM – 4:30 PM
West St. Louis County Chamber of Commerce
15965 Manchester Road, Ellisville MO 63011

Agenda

1. Approval of Minutes 3-3-14 and 3-17-14
2. Great Streets Meeting March 27, 2014
 - a. Summary of meeting
 - b. How to move forward with organizing the business focus group – See attached comments
3. Items Continued from March 17th meeting:
 - a. Continued discussion of possible shared position with the Chamber for Economic Development and continued focus on the Great Streets agenda:
 - i. Chamber would house the individual
 - ii. Cities would be asked to contribute to the cost of the position.
 - iii. Businesses would be given a chance to help shape the economic agenda and asked to contribute to the position's cost
 - iv. To move forward, the three cities should discuss the concept informally with their councils.
 - v. There would be no additional legal documentation than the existing intergovernmental agreement.
 - vi. Time line for moving forward?
 - vii. Other considerations?
 - b. Phase III projects
 - c. Meeting Schedule –
 - i. Next meeting scheduled for April 21, 2014 3:30 to 4:30 p.m. in the Chamber Offices.
 - ii. Is it necessary to continue to meet twice per month?

Comments on March 27th meeting:

We will invite all attendees to this morning's meeting (and selected others) to attend a "focus group" of interested business and Chamber members that will discuss the next phase of the Great Streets project.

I assume in the focus group we would explore the idea of branding the region and creating a marketing campaign to improve the image of Manchester Road and to attract customers to area businesses. We would also seek other ideas about projects and funding that could improve the Manchester corridor and might have occurred to individuals after the meeting.

Not sure of the structure to implement the ideas solicited, but the larger GS committee can consider structure and needed financial support better when it has a set of popular ideas to consider. (For example, I am not sure how we fund a branding project or what its scope would be, but that can be better considered after the focus group discussion of possible outcomes of branding the region.)

Anyone may have their own view, but I felt the discussion this morning was amazingly positive. People wanted a collaborative approach to making improvements and didn't want anything imposed on them--both are characteristics of the Great Streets approach to this point.

The meeting was positive, despite an individual or two who believed that we have missed the boat to this point.

Going forward, those that indicated an interest in helping shape the next phase should consider casting a very wide net for possible items to include. I mean that by casting the wide net, that perhaps the GMM meeting could be a source for off the cuff ideas or discussion. Perhaps for those that don't feel that they can express those publicly they could be submitted via paper to a box outside the meeting room. The goal would be to gather as much diverse suggestions as possible and then begin vetting those items with those that have indicated their interest in facilitating the effort going forward.

Once the list is vetted a ranking could be sought from those gathered at a GMM or other meeting if different audiences exist. That ranking would provide the priorities on which everyone could work to implement as phase 3.

Those who indicated specific interest in offering further input toward developing a future action plan would be invited to attend a follow up brainstorming session. You will probably want to seek out targeted others as well.

From an implementation standpoint, I think there should be no more than 12 to 15 in each focus group. A member of the steering committee (or an outside person) will need to facilitate. You may or may not choose to start by sharing the staff laundry list. To keep the ideas flowing, cost and timetable should not be considerations. This will require a series of sessions until all ideas are on the table, then reviewed by the steering committee and finally submitted to our respective governing bodies.