

## MANCHESTER ROAD GREAT STREET COMMITTEE

**April 7, 2014**

The regular meeting of the Great Streets Committee held at the West St. Louis County Chamber of Commerce offices, was called to order by Chairman Craig Larson at 3:30 p.m.

Those in attendance were:

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| Dr. Craig Larson,<br>Chairman                                 | Frank Karr, Business<br>Executive Group<br>Representative        | Tim Pogue, Ballwin<br>Mayor              |
| Bob Kuntz, Ballwin City<br>Administrator                      | Linda Reel, Ellisville<br>Council Representative                 | Cindy Pool, Ellisville<br>Council Member |
| Ada Hood, Ellisville<br>Planner                               | Jon Bopp, West St. Louis<br>County Chamber of<br>Commerce Member |  |
| Lori Kelling, West St.<br>Louis County Chamber of<br>Commerce | Tom Aiken, Ballwin City<br>Planner                               |  |

Board moved to approve the minutes from the March 3<sup>rd</sup> and 14<sup>th</sup> meetings.

The Board discussed the March 27<sup>th</sup> Business Executive meeting. Dr. Larson commented the meeting went well. He added that comments were provided by attendees regarding not wanting anything forced upon them. The group felt the presentation helped alleviate fears.

Bob Kuntz commented on his email to Paul Hubbman. He indicated his intent was to determine whether EWG is still involved in this project or not. Mr. Kuntz summarized EWG's role for the group.

The group discussed a presentation for the Chamber's general membership meeting. It was decided the same presentation, given to the Business Executive group on March 27<sup>th</sup>, would be given to the Chamber members. The group discussed the benefits of meeting with the business community-business members can help advocate for Great Streets projects and provide input on which projects the group should focus on in the future. The group elaborated on how best to get input for Phase 3 projects. A survey and business sample was discussed. Dr. Larson stated that he had a friend that could facilitate a focus group and would reach out to her.

Dr. Larson suggested that the survey may result in no input. Lori Kelling indicated that reaching out to the business community was very important, regardless of input.

Lori Kelling suggested the group re-look at a marketing effort. It was suggested the branding effort be brought up again. Bob Kuntz suggested the group defer any decision on marketing, branding or survey until Wildwood is in attendance.

Jon Bopp suggested the group was pre-mature in reaching out now; he suggested the group wait until the Phase 2 project is started, in July.

Bob Kuntz suggested the group discuss our meeting schedule and whether we need to continue to meet twice a month.

Frank Karr asked the group if they were able to reach out and invite any of the Business Executive Group members to the March 27<sup>th</sup> meeting. He stated it was important to him and Mr. Hadfield to find out what kind of response was received from the personal invitations.

The next meeting is scheduled for May 5th at 3:30PM.

The meeting adjourned at 4:30PM.