

**MEETING MINUTES**  
**Economic Development Commission Meeting**  
**Meeting Date May 5, 2020**

Chair St. Onge called the virtual meeting (via Zoom with an open code) to order at 6:00PM

<b><u>ROLL CALL</u></b>	<b><u>PRESENT</u></b>	<b><u>ABSENT</u></b>
Sarah Kinkade.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Secretary Tom Reel .....	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Eric Wolf.....	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Ben Stegmann .....	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Chair Charlie St. Onge .....	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Tom Weis .....	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vice Chair Melton.....	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FJ Schue .....	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Marc Pemberton.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Also present were:**

Ada Hood, City Planner

Steve Golin, Catylist Software

**APPROVAL OF AGENDA**

Commissioner Reel moved to approve the Agenda, and was seconded by Commissioner Weis

<b><u>Vote Call</u></b>	<b><u>Aye</u></b>	<b><u>Abstain</u></b>	<b><u>Nay</u></b>	<b><u>Absent</u></b>
Sarah Kinkade.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Secretary Tom Reel .....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eric Wolf.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Ben Stegmann .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Chair St. Onge .....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tom Weis .....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vice Chair Melton....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FJ Schue .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Marc Pemberton.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**APPROVAL OF MEETING MINUTES**

Commissioner Reel moved to approve the Meeting Minutes for February 4, 2020 and was seconded by Commissioner Kinkade.

<u>Vote Call</u>	<u>Aye</u>	<u>Abstain</u>	<u>Nay</u>	<u>Absent</u>
Sarah Kinkade.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Secretary Tom Reel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eric Wolf.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Ben Stegmann .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Chair St. Onge .....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tom Weis .....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vice Chair Melton....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FJ Schue .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Marc Pemberton.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Old Business:

- A) Median Banners – this effort is considered complete as banners are in place and are being replaced for seasonal display, and for wear and tear; no further action is required – this item will be removed from future agendas.
- B) Banners in Bluebird Park - Tom Reel did not have any update at this time. Eric Wolfe had communicated with the Police Chief regarding use of some of their funds for banners, but the request has been declined. We will continue to work on this initiative.
- C) Training Programs – all programs have been suspended due to Covid-19, The SBA presentation was cancelled, and Ada anticipates they will be too busy with other business restart activities to support any programs in the fall.
  - a. It was suggested we might conduct a seminar on “How to survive a crisis” or have a seminar open house to showcase GIF.
- D) Awards Program - the New Retirement Facility has declined as they may not be ready in time for our event. Allen Roofing has offered their facility and we have a preliminary layout to show the function would fit. Members question if the event will be appropriate this fall or if it should change in nature due to Covid 19 impacts. It was agreed by all to revisit on June 2, 2020 in a brief follow-up call to determine next steps and viability for this year.
- E) Decals – On Hold at this time, decals are ready to be ordered but with the uncertainty – it was considered best to wait to determine any changes to businesses.
- F) Employment Shortage – Not a priority due to current situation, although many fast food establishments still advertising for hiring. Ellisville does not have the housing opportunities to help workers locate to our area. This item will be tabled until fall,
- G) Facebook group – request sent to the City Attorney, who advised against it.
- H) Statue Memorial – Moved to remove this item from consideration – by vote agreed to remove.

- I) Sidewalk Luminaire Signage – good discussion of the potential benefits, but concern about how businesses could pay the cost, and recover costs via space rental to sub-vendors. Discussion also around the need for some type of guidance document to define content and any restrictions. The current estimated price is \$10,000 but useful life, ability to lease space etc. and determining value and ROI are all open concerns. Charlie volunteered to gather info on what lease cost would be to allow investing – first guess is \$55/month; but how would a business determine value received.

## New Business

- A) Covid-19 Email Updates – Ada has sent out several e-mails explaining to business – how the city is continuing to operate and asking if they wish to refresh the coupon submittals with new resident packets. She has sent additional e-mails regarding local banks and their offers of assistance to business.
- B) Covid 19 Business Operations – Ada has also queried business regarding their experience applying for the PPP financial assistance but not much response. Tom Weis indicated his company had been successful, but it took 10 hours for he and his group to process the application. Commerce Bank, and Meramec Valley Bank were recognized as being very helpful.
- C) Catylist Software – Steve Golin, Guest speaker provided insight and a live example of the Catylist program to help provide current and detailed listings of commercial properties located on City EDC websites. Westerville, OH site was shown as an example of the system capabilities and it was very easy, user-friendly, and provided quick and detailed information including the ability to drill into more detail and also develop reports for use or submission. Annual cost is \$800, which the commission members thought was very reasonable. The Commission has submitted a recommendation (conditionally based on Ada’s Review and approval of the service) to the City to consider purchasing this service, and given the current state with Covid 19 issues, offered suggestions of where funds could be redirected from Banquet or other programs to cover the cost. Services are not only real estate but demographics, research capability, Peer reviews of similar facilities in the region. This is being viewed by all as a service we could provide to help new business coming into our area or existing businesses looking to relocate for better facilities.
- D) Small Business Feedback – two commission members -Charlie, and Marc Pemberton provided updates on their efforts to contact local businesses for feedback on what the City and EDC could do to assist them better.
  - a. Charlie surveyed businesses in two locations and received feedback that they would like help with social media, Facebook sites, etc. to assist with advertising. Contractors suggested we also include – “Use local Contractors” in our Shop, Live, Dine information.

- b. Discussion of a specific business who is requesting approval for outside storage and Ada addressed the concerns and steps the business would have to take.
- c. Marc Pemberton surveyed 25 companies, primarily auto service, banks, local business and overwhelmingly the majority are looking for guidance on temporary signage to communicate they are open for business during Covid 19. Ada advised the Council is discussing this at tomorrow night's meeting and is suggesting giving City Manager Schwer, and Ada the authority to approve temporary exceptions to our normal requirements to allow flexibility during the virus restrictions. Ada further offered that once this has been approved she would communicate to all business in Ellisville.

Meeting was adjourned at 7:45 pm.