

THE CITY OF CLAYTON

Economic Development Advisory Committee Meeting Center of Clayton June 11, 2009 5:00 p.m.

Minutes

Chairman Gary Krosch called the meeting to order and requested a roll call.

The following members were in attendance: Chairman Gary Krosch, Claire Halpern, Julia Muller, Richard Yawitz, Rick Hummel, Vic Frankel, Jane Klamer, Charles Farris, and Alderman Alex Berger. Also in attendance were: City Manager Craig Owens, Deputy City Manager Lenore Toser-Aldaz, Economic Developer Gary Carter, and Alderman Cynthia Garnholz.

Absent: Louis Copilevitz, Elisa Wang, Mayor Goldstein, Alderman Andrea Maddox-Dallas, and Ellen Gale.

Claire Halpern requested a correction to the April 30, 2009 minutes. Gary Krosch moved to approve the minutes as corrected. Claire Halpern seconded.

The motion passed unanimously on a voice vote.

Project Update

Gary Carter gave a brief update on the proposed development projects – The Trianon is currently on hold while waiting to secure financing. He has not received any new information on Carondelet Village. The RJ York hotel project is proceeding to move forward; they sent a press release several weeks ago about their proposed plans and the Board of Aldermen recently approved a request for a one-year extension for their Planned Unit Development and the rezoning plans. He has had conversation with Randy Lipton regarding the Hanley and Clayton Road corner but nothing has been confirmed. He said that there is nothing new with Brown Shoe Company or the proposed Hotel Indigo projects. He said that he spoke with representatives from Montgomery Bank who is currently proceeding with their project. The Centene project has closed on their financing and is moving forward with their construction.

In response to Rick Hummel's question, City Manager Owens said that the development plans calls for the second building at a later date and was included as phase 2 which was not a part of the incentive agreement.

Gary Carter added that the Centene Tower and the parking garage would have 35,000 square feet of retail.

Gary Carter reported that he has received a request from the Central Avenue restaurants to hold an All Star Baseball Game related event on the evening of July 14th. The businesses would like to close the street between Forsyth and Maryland, display a big screen to televise the game and to also serve food and beverages from the sidewalks and streets. He explained that this is an effort to boost revenue and show the City's support for the restaurants during this economic downturn and the proposed smoking ban.

Gary Carter reported that the City has sent out an RFP for an update and revision to the Clayton Central Business District Master Plan and Retail Study & Marketing Plan. He explained that it has been 15 years since the Master Plan was approved with many of the recommendations completed since then with a majority of the development criteria are still valid. But because of the age of the Plan, changes in the membership of the Plan Commission, Board of Aldermen, changes to property ownership and the economy it is necessary to update and revise the CBD

Master Plan. The RFP responses are due June 12th at City Hall and that the Planning Department has received 90 requests for packets.

Chairman Krosch stated that information was distributed to the EDAC members regarding the Special Business District budget. The memorandum explained the modifications made due to changes in the amounts allocated to personnel and other matters and how the changes will result in a smaller deficit than originally projected.

Gary Carter explained that the 2009 budget included revenues of \$240,955 and expenses of \$251,227 with a projected deficit of \$10,272 bringing the reserve account to \$217,637. He said that increasing expenses by \$60,000 in order to cover half of the anticipated costs of the CBD planning would bring down the reserve account to \$167,909, but due to the loss of the management analyst position and the timing of the economic developer position there was a cost savings of \$30,888. When both are combined the net impact to the budget is a \$39,384 deficit however, actual revenues have been \$11,278 greater than anticipated. Therefore the total impact to the reserve account will be \$28,108 which leaves a projected balance of \$199,803.

Rick Hummel commented that from a process standpoint it would be helpful to communicate to the community why the City is doing this, what potential impacts there will be. He is concerned that these are the type of documents that can eventually be put on a shelf and he wants people to understand where they need to weigh in or realize where the impacts may be. He said that it is important as the foundation is being laid to consider these issues from the community's view.

Gary Carter informed the Committee that the RFP is inclusive of those points and requires that they also have experience and working relationships with private development providers, property owners, and business owners.

Rick Hummel added that he feels that it is important to inform not just the property owners but also the rest of the community who may not be directly affected so that they also can have involvement. Communication can be done through the City's website, newsletter and any other form of communication.

City Manager Owens commented that he agrees with Rick and in reading the 1993 plan there was tremendous community involvement. There were 100 or more names of the people who participated and it would be appropriate to generate as much communication as possible. He added that national development planning firms from New York, Boston and Chicago have flown in just to get to know Clayton in order to submit proposals. Therefore, the City stands to gain national media attention due to that type of caliber talent.

In response to Vic Frankel's question regarding Section V, No. 6, City Manager Owens assured him that the contract will be structured to include specifications of fees, allocation, expenses.

Claire Halpern moved to approve the budget amendment. Jane Klamer seconded.

Rick Hummel commented that the Board of Aldermen previously approved the budget amendment and requested that proper order is done in the future.

The motion passed unanimously on a voice vote.

Strategic Economic Development Incentive Plan

Gary Carter briefly went over the Strategic Economic Development Plan. He said that the intent is to begin using the Plan as a guide for his work and to be his daily check up. He added that some items that are in the document need to be evolved and requests that the Committee help evolve the roles specified in the document. He said that he will be presenting the document before the Board of Aldermen during the discussion session. He thanked Lenore Toser-Aldaz and Claire Halpern, who have been instrumental in helping with the grammar, punctuation and sentence structure. He pointed out that in the current document there is a revision in the Business Retention section and in the S.W.O.T. Analysis he incorporated the Committee's comments from the previous meeting. He mentioned that a survey was done electronically on the web and

apologized for not involving the Committee members' participation before the survey was distributed. A notice was released along with the business license renewal applications to which he included an invitation to participate in the survey at that time. As of last week there were only 15 participants in the survey and added that he welcomes additional comments from the Committee. He said that he will be attempting to create other vehicles and possibly do a general survey in the future and also welcomes suggestions.

Julia Muller mentioned that the surveys both asked typically the same question, about services and about the individual business. She suggested separating the survey with one survey regarding City services and one survey regarding the individual business in order to possibly get a better response.

Vic Frankel referred to Section 1.5 – Target areas for development and noted his concern with regard to *“creating places with round the clock activity...”* and requested a different idea to come up with.

Gary Carter stated that he is not suggesting actually a “round the clock” but perhaps more of an after 5:00 p.m. atmosphere in the CBD.

In response to Chairman Krosch's question, Gary Carter explained that the statement “build the wealth of Clayton” is meant to translate into building the economic within the City limits, the value of real estate and the companies, certain employment levels – high paying. He said that he is open to any suggestions to reword the statement.

In response to Julia Muller's question, Gary Carter explained that in the S.W.O.T. Analysis he included much of the suggestions from the Committee after the last meeting. He included amenities from Clayton and other areas as well i.e. Rams, Cardinals, Blues as related to access to Metro and also as part of the marketing.

In response to Chairman Krosch's question, Gary Carter explained that marketing will be more strategic and he has several ideas on how to try to achieve it. He plans to not only market in the St. Louis region, but also nationally by identifying with companies that have potential growth that we want to bring to the City.

Chairman Krosch commented on his concern that Gary may be at some degree doing the job of the property owners or developers.

Rick Hummel suggested the possibility of doing image advertising to create a differentiation of the community as a marketing approach.

Chairman Krosch commented that there are a lot of things that the City does everyday, all year long that involves the cleanliness of the community, landscaping, safety, public transportation facilities, special events such as Art Fair, Taste of Clayton, public art and more that has placed Clayton really well that has built a reputation for the community that is understood by those that live and work here. The word of mouth reputation in itself is probably the most powerful marketing that is available.

The committee suggested marketing specific properties, branding Clayton and aggressively campaigning Clayton's visibility and to possibly look at all different types of industries and try to get a different perspective.

With no further business, Chairman Gary Krosch adjourned the meeting at 6:05 p.m.

Respectfully submitted by:

June Waters, Executive Secretary/City Clerk