



Department of Economic Development

10 North Bemiston • Clayton, Missouri 63105-3397 • (314) 290-8467

In light of the current public health crisis and the Federal, State, and County Emergency Declarations, and in accord with the provisions of Sec. 610.020, RSMo., the Economic Development Advisory Commission recognizes that it would be dangerous and impractical, if not impossible, for its meeting to be physically accessible to the public. The Commission also recognizes the need for the public's business to be attended to in order to protect the public health, safety, and welfare. In order to balance both the need for continuity of government and protection of the health and safety of our residents, business persons, and employees, this meeting of the Economic Development Advisory Commission will not be open to public attendance in person. The meeting will be accessible by the public in real time ONLY by following the instructions in the box below.

You are invited to a Zoom webinar.

When: June 24, 2020 08:30 AM Central Time (US and Canada)

Topic: Economic Development Advisory Commission Meeting

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/85009421926>

Or join by phone:

Dial (for higher quality, dial a number based on your current location):

US: +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799 or +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799

Webinar ID: 850 0942 1926

International numbers available: <https://us02web.zoom.us/j/85009421926>

Persons interested in making their views known on any matter on the agenda should send an email with their comments to the Director of Economic Development at gcarter@claytonmo.gov. All comments received will be distributed to the entire Commission/Board before the meeting.

Thank you for your understanding and patience as we all try to get through these difficult and dangerous times.



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City of Clayton
Economic Development Advisory Committee
Agenda
Wednesday, June 24, 2020
8:30 AM
ZOOM

1. Roll Call
2. June 19, 2019 Minutes (*attached*)
3. Staff Updates
4. Fiscal Year 2021 Special Business District Budget (*attached*)
5. Adjournment

THE CITY OF CLAYTON

Economic Development Advisory Committee

City Hall – 10 North Bemiston Avenue

June 19, 2019

3:00 p.m.

Minutes

Gary Carter Called the meeting to order and took attendance. The following individuals were present:

EDAC Members: Mayor Michelle Harris, Norton Hoffman, Robert Kerr, Paul Rapponotti, Amy Rubin, and Ann Vazquez.

Guests: Mary Jo Gruber, Clayton School District

Staff: Gary Carter

Absent: Ellen Gale, Brian Kinman, Charles Brennan, Bill Schute, Alderman Joanne Boulton and Alderman Ira Berkowitz.

Gary Carter asked that everyone introduce themselves since it had been a year since the committee last met.

Gary Carter presented the staff activities for the fiscal year 2019. The activities included the following:

- 62 Business visits
- Various development projects
 - 227 S. Central
 - 8049 Forsyth
 - HBE Project
 - Seven Gables
 - Sheraton Hotel
- Entertainment District Overlay
- Parking Innovations

Gary Carter then presented the fiscal years 2018 and 2019 event score card. He explained that the score card was created to measure the impact of events considering the objectives outlined by the Mayor and Board of Aldermen. These objectives include retail and restaurants sales, pedestrian traffic and attendance, branding, benefits to the Special Business District, and merchant satisfaction. Gary Carter explained that staff and the Board of Aldermen use the scorecard to adjust and terminate events based on results over time. He explained due to weather and other circumstances staff does not necessarily make changes after one instance but give events time to either develop or in cases where the event continues to miss the objectives terminate them.

Paul Rapponotti questioned if staff was able to determine the sales tax impact of special events. Gary Carter responded that it is difficult with time lags and taxpayer confidentiality.

Gary Carter then proceeded to present the fiscal year 2020 special event plan. He stated that the plan had been presented to the Board of Aldermen without any direction to make changes. Gary Carter started the event presentation with an overview of all events planned for the upcoming year. He then proceeded to give an overview of the special events his department has responsibility. These included the following:

- Blues Home Opener
- Fall Fest
- Shop Clayton
- Clayton Restaurant Week (Winter Edition)
- Game Night Series
- Cardinals Home Opener
- Sip Series
- Music & Wine Festival
- Clayton Restaurant Week (Summer Edition)
- Clayton's Brews, Blues & BBQ Festival

Ann Vazquez asked about the composition of the individual event budgets. Gary Carter explained that the expenses include advertising, promotions, and other production items and services. Ann Vazquez then asked if other sources were contributing to the event budgets. Gary Carter explained that in addition to the Special Business District that the City's general fund, ticket sales, and sponsorships also contributed to the event expenses.

Gary Carter stated that the total budget for special events for the fiscal year 2020 is proposed to be \$234,805 which represents a \$17,233 reduction from the current year.

Gary Carter then presented the proposed special business district budget. He explained that the projected revenue is \$422,583 and the projected expenses are to be \$422,583.

Mary Jo Gruber with the Clayton School District asked why the revenue had fallen from previous years. Gary Carter indicated that the City's Finance Department was seeking an explanation from the County, but he did not know at this time. Mary Jo Gruber stated that she thought the County had resolved an issue and that revenue may be increased.

Paul Rapponotti asked about the differential between residential and commercial property. Gary Carter indicated that many large commercial property owners protest their taxes. Mayor Harris reminded everyone that multifamily use to be assessed as commercial but was changed to residential.

Robert Kerr asked about the drop off in funding for personnel. Gary Carter explained that it was due to a reallocation and not a reduction in personnel. He explained that in the past the Special Business District had tried to maintain a reserve, but the reserve was never substantial enough to make an impact and

the Committee at the time thought it should be used to assist with current expenses, such as professional studies.

Ann Vazquez asked about the difference between the Special Business District budget and the Special Business District Fund Balance. Gary Carter explained the budget was shown in approved numbers and the fund numbers were compiled at the end of each year and respect actual numbers.

Gary Carter then presented the Special Business District Fund balance. The estimated fund balance is projected to be \$839 at the end of Fiscal Year 2020.

Paul Rapponotti asked if the Hancock Amendment limited City revenue growth. Mayor Harris answered that it did.

Gary Carter then stated that the information required to determine the actual levy rate is not currently available, but the City's plan is to set the Special Business District levy at the maximum allowed.

Norton Hoffman asked Gary Carter to share the retail study information he had mentioned earlier in the meeting. Norton Hoffman also asked about the Montgomery Bank project. Gary Carter stated he had no information about the project at this time.

Robert Kerr made a motion to approve the budget as proposed. Paul Rapponotti seconded. The motion passed unanimously.

The meeting adjourned.

City Of Clayton, Missouri
Special Business District Budget

	Adopted FY2016	Adopted FY2017	Adopted FY2018	Adopted FY2019	Adopted FY2020	Estimated FY2020	Proposed FY2021
Revenue							
Property Tax	\$ 423,424	\$ 423,977	\$ 484,072	\$ 483,461	\$ 503,190	\$ 532,166	\$ 534,751
Interest	770	975	1,875	2,250	1,780	1,681	805
Total Revenue	\$ 424,194	\$ 424,952	\$ 485,947	\$ 485,711	\$ 504,970	\$ 533,847	535,556
Transfer For Economic Development & Events							
Advertising	\$ -	\$ -	\$ 22,250	\$ 22,250	\$ 22,250	\$ 3,595	\$ 9,000
Dues & Memberships	-	-	-	-	-	3,000	4,607
Events	50,051	80,819	182,481	156,774	174,239	67,430	135,334
Events Staff Time	55,804	60,113	65,110	65,110	68,716	5,231	67,167
Meetings & Receptions	-	-	-	-	-	6,294	6,805
Parking Improvements	-	-	-	-	-	49,200	16,873
Personnel & Benefits	255,913	262,120	281,163	228,077	226,265	260,224	252,073
Plant Watering	3,500	3,500	3,500	3,500	3,500	5,800	17,820
Postage	-	-	-	-	-	1,740	106
Printing & Photography	-	-	-	-	-	1,552	500
Professional Studies & Services	108,926	18,400	-	50,000	-	47,017	-
Public Safety	-	-	-	-	-	53,977	-
Streetscape	-	-	-	-	-	19,000	17,474
Telephone	-	-	-	-	-	2,300	2,300
Travel & Training	-	-	10,000	10,000	10,000	7,487	5,498
Total Transfer For Economic Development & Events	\$ 474,194	\$ 424,952	\$ 564,504	\$ 535,711	\$ 504,970	\$ 533,847	\$ 535,556