

**MEETING MINUTES**  
**Economic Development Commission Meeting**  
**Meeting Date February 2, 2021**

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

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

**Also present were:**

Ada Hood, City Planner, Steve Golin, Catylist

**APPROVAL OF AGENDA**

Commissioner Melton moved to approve the Agenda with an amendment to add Steve Golin/Catylist under New Business, 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>
Chair St. Onge .....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vice Chair Melton.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VACANT .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sarah Kinkade.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marc Pemberton .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tom Weis .....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FJ Schue.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Eric Wolf.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Troy Pieper .....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**APPROVAL OF MINUTES**

Commissioner Weis moved to approve the Minutes, and was seconded by Commissioner Melton

<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>
Chair St. Onge .....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vice Chair Melton.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VACANT .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sarah Kinkade.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Marc Pemberton .....  .....  .....  .....

Tom Weis .....  .....  .....  .....

FJ Schue .....  .....  .....  .....

Eric Wolf .....  .....  .....  .....

Troy Pieper .....  .....  .....  .....

**NEW BUSINESS**

**a. Steve Golin/Catylist Presentation**

Mr. Steve Golin summarized what the Catalyst platform does and some of the company’s history. He also suggested that the city expand the area allotted to the platform on the webpage so that the map could also be displayed. Commissioner Kinkade requested that Mr. Golin send a list of the partners to Planner Hood, and also requested that Planner Hood forward that list to her. Commissioner Pieper asked about the data and how it was obtained. Mr. Golin indicated that the data was purchased. Commissioner St Onge asked about the types of reports that could be run using the software. Mr. Golin indicated that there were various reports that could be run using various filters. He then proceeded to do a demonstration. Commissioner Kincaid asked about the ability to run a vacancy report. Mr. Golin indicated that the software does not have that capability at this time. He indicated that a run around might be to export data to an Excel spreadsheet, and then pull out the vacancy data manually. Mr. Golin added that data is updated every 30 to 40 days. Commissioner Weis requested that Planner Hood follow up with Mr. Golin’s suggestion about the webpage (expanding to better fit the platform). Planner Hood agreed. The Commission thanked Mr. Golin for his time.

**b. Tom Reel Resignation**

The Commission discussed Commissioner Reel’s resignation and expressed deep gratitude for all his hard work.

**c. Election of Secretary**

Chairman St. Onge asked for a brief description of the position. Planner Hood indicated that the position primarily assists with note-taking during meetings.

Commissioner Weis volunteered to serve until the regular officer elections in November, Commissioner Melton seconded the nomination

<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>
Chair St. Onge .....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vice Chair Melton.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VACANT .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sarah Kinkade.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marc Pemberton .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tom Weis .....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FJ Schue .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Eric Wolf .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Troy Pieper .....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**d. Bluebird Business Awards**

The Commission discussed the upcoming Bluebird Business Awards event. There was concern among the Commission that November may still be too soon to hold such a large event; Specifically, that businesses would be too busy with their recovery efforts to apply for and attend an awards event. The Commission discussed a hybrid event, such as a barbecue, which could be held outdoors. The Commission decided to hold a zoom meeting on Tuesday, March 30, 2021 to revisit whether the awards should be canceled again this year. The Commission agreed to contact a dozen businesses to get a “pulse” on how receptive they might be to applying for and attending the awards event.

#### **e. Training Workshops**

The Commission discussed potential training sessions for 2021. Commissioner Melton stated that the SBA (whom we usually partner with) has been providing their own virtual workshops. He added that the SBA has their hands full with these workshops and will not likely be available to partner with us in 2021. The City should continue to support the SBA workshops. Commissioner St. Onge suggested an asynchronous virtual workshop be created to help guide businesses through the City process. Planner Hood indicated that staff had discussed such a workshop, but it was determined that the needed staff/resources were not available.

Commissioner Kinkade agreed to research what other cities are offering and get back to the EDC with her findings at the May meeting. She requested information on previously held sessions to avoid duplication. Commissioner Melton indicated that the Procurement workshop was always popular, and that duplication for a similar workshop makes sense, once businesses are in better situations.

### **OLD BUSINESS**

#### **a. Living Veteran Banners in Bluebird Parking Lot**

City Planner Hood reminded the Commission that Tom Reel had been spearheading the Living Veteran Banners project. With his resignation last month, a new commissioner will have to step up. Commissioner Melton expressed concern over securing consent to include each individual name on the banners. Commissioner Melton suggested requiring a DD 214 form, which would resolve the issue of consent and also the issue of stolen valor.

After much discussion, the Commission decided that the banners would display the emblem of the six branches of service and recognize the number of living veterans in Ellisville, instead of each individual name. Since not as many banners would be needed under this scenario, it was suggested that one banner be placed on each pole. Commissioner Pieper reminded the Commission that funding was still an issue. There was discussion amongst the Commission regarding using EDC money for this project, as it was not directly business related. Commissioner Weis suggested a sponsorship program whereby businesses could cover the cost of a banner and have the opportunity to display their business name on the back of the banner. By implementing a sponsorship program for the banners, the project becomes directly related to the business community.

Planner Hood agreed to secure a mock-up of the banners and a cost estimate for the March meeting. Commissioner Pieper agreed to follow up with the two retirement facilities (Westview and Creek Valley) to get their living veteran head counts and provide the information to Planner Hood.

#### **b. Sidewalk Luminaire Banners**

Planner Hood informed the Commission that the City Council had denied the sidewalk luminaire banner text amendment at the January meeting. Commissioner Melton informed the Commission that the project was a result of the survey conducted in 2019 wherein businesses overwhelmingly expressed the desire for more signage. He added that the program also incentivized the installation of sidewalk luminaires by allowing property owners to ‘sell’ display area on each banner.

Planner Hood indicated that property owners could request approval of sidewalk luminaire banners on an individual basis. Businesses could better persuade the ARB/City Council on an individual basis, by citing the need for signage to help with COVID recovery efforts and to boost sales during the holiday season later this year.

Commissioner St. Onge moved to adjourn, and was seconded by Commissioner Weis. The vote was unanimous to adjourn. The meeting adjourned at 7:50.