

MEETING MINUTES
Economic Development Commission Meeting
Meeting Date May 4, 2021

Chair St. Onge called the virtual meeting (via Zoom w/ an open code) to order at 6:06 PM

<u>ROLL CALL</u>	<u>PRESENT</u>	<u>ABSENT</u>
Chair Charlie St. Onge	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vice Chair Dennis Melton	<input checked="" 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 type="checkbox"/>	<input checked="" 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"/>
Krystal Keltner	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Also present were:

Ada Hood, City Planner

Planner Hood introduced newest Commission member Krystal Keltner. Commissioner Keltner summarized her credentials. She stated that she has a background in project management, large-scale event and trade show coordination, and business consulting. She described some of her work on ShutterFest. The Commission welcomed Krystal.

Commissioner Sarah Kinkade agreed to take notes for Secretary Tom Weis, in his absence.

APPROVAL OF AGENDA

Commissioner Melton moved to approve the Agenda, and was seconded by Commissioner Pieper

<u>Vote Call</u>	<u>Aye</u>	<u>Abstain</u>	<u>Nay</u>	<u>Absent</u>
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"/>
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 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"/>
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"/>

Krystal Keltner.....

APPROVAL OF MINUTES

Commissioner Melton moved to approve the Minutes and was seconded by Commissioner Kinkade

<u>Vote Call</u>	<u>Aye</u>	<u>Abstain</u>	<u>Nay</u>	<u>Absent</u>
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"/>
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 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"/>
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"/>
Krystal Keltner.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

OLD BUSINESS

a. Living Veteran Banners in Bluebird Parking Lot Update

Planner Hood summarized the status of the banner program. She indicated that there were 7 sets of banners already sponsored and on order for installation prior to Memorial Day weekend. Planner Hood indicated that a second set of banners would be ordered for installation prior to July 4th. She gave much credit to Commissioner Keltner who had helped significantly in developing the professional flyer emailed to Ellisville businesses and for suggesting the use of MailChimp to help collect data analytics on the campaign.

Commissioner Keltner summarized the data collected by the MailChimp platform. She indicated that the campaign had a higher than average open and click through rate and that 38 recipients had downloaded the form. Commissioner Keltner suggested an increased and enhanced use of social media platforms and volunteered to help in these efforts.

Commissioner Melton suggested the Veteran banner sponsors be recognized in the next Bluebird Business Awards event as well as on social media.

NEW BUSINESS

a. Training Workshops

At the February meeting Commissioner Kinkade had suggested that there may be more the City could do to provide useful information and training to Ellisville businesses, and agreed to look into the matter further. Commissioner Kinkade provided a summary of her research and findings pertaining to informational offerings and training for businesses. She found that other City's were

not necessarily providing their own offerings, but instead relying on federal agencies, such as the SBA. Commissioner Kinkade informed the Commission that in her experience some of the hot topics or pain points for small businesses are access to capital, QuickBooks marketing online, bringing product to market, social media and human resources. She indicated the SBA has several offerings in May. She suggested the City not re-create the wheel and collaborate or promote the SBA's offerings. She also suggested developing a quarterly newsletter from the EDC. She suggested the newsletter would be digital only. The newsletter could provide links to seminars, information from the chamber, planned construction, signage updates, updates from the police regarding chemical storage and security, welcome to new businesses, spotlight past award winners, celebrate business anniversaries and provide reminders for business license renewals.

Commissioner Melton provided a brief history on the training programs the EDC had put on in the past such as access to capital and procurement. He suggested that the training programs were in person and also offered a networking component, which he felt was important in creating community among Ellisville businesses. It was suggested that links could be added to the City's website to guide people to the various community programs. Specifically, it was suggested that business resource links be added to the City's website. The Commission discussed staffing for economic development needs. There was a brief discussion regarding potential for an intern. Planner Hood's suggested the Commission focus on business retention and agreed to provide the EDC mission to its members.

Commissioner St Onge provided an update on new business. He informed the Commission that Wildwood Roofing would be moving to 54 Old State and become West County Roofing. He also indicated that a new tenant would be moving into 225 Old State. The Commission voiced a desire to stay current on new business and development happening in the City. City Planner Hood agreed to provide this information. Commissioner Keltner described an app, What If STL, which promotes reuse of vacant spaces and parcels. Commissioner Kinkade indicated the City needs to be careful to appear fair and unbiased when it comes to promoting property.

Commissioner St. Onge made a motion to support the business offerings already run by the SBA and also to create a digital newsletter for Ellisville businesses. The motion was seconded by Commissioner Keltner.

<u>Vote Call</u>	<u>Aye</u>	<u>Abstain</u>	<u>Nay</u>	<u>Absent</u>
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"/>
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Troy Pieper.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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The Commission then discussed social media and marketing. They requested the item be added for discussion at the next meeting.

Commissioner St Onge shared his suggestion to duplicate Wildwood's business spotlight videos. Wildwood has a designated area on their Facebook page within which videos created by businesses are spotlighted. Commissioner Pieper suggested that Facebook and email are geared towards an older audience. He added that we need to transition into more modern social media platforms such as Instagram and TikTok to reach younger entrepreneurs and audience. Commissioner Pieper also suggested that our digital newsletter would need to have a hook, that would encourage recipients to want to open it. He suggested "Guess Who Is Coming to Ellisville." Commissioner Pieper also suggested promoting open houses and ribbon-cutting's as possible hooks. Commissioner Keltner agreed to help create a marketing style guide. Commissioner Kinkade offered to help with this effort. City Planner Hood agreed to provide information from the various City departments.

Commissioner Kinkade mentioned the need to update the City's economic development web page and add a business resource page. She agreed to send resource links to City Planner Hood.

Commissioner Kinkade mentioned the Restaurant Revitalization Fund through the SBA. Commissioner Melton agreed to look into the program to determine how useful it might be for Ellisville businesses. If Commissioner Melton determines it is useful, City Planner Hood agreed to send it out to businesses.

The meeting adjourned at 7:23 PM.