

Crossroads Special Business District Advisory Commission

MEETING MINUTES

APPROVED

MEETING DATE: Wednesday, February 15, 2022
 LOCATION: City Hall
 CALLED TO ORDER: 8:05 AM
 MEETING ADJOURNED: 8:50 AM
 NEXT MEETING: Wednesday, March 15, 2023

NAME	PRESENT	ABSENT
Heidi Butts-Wiegand	X	
Joshua Tonnies	X	
Alison Kinderfather	X	
Chris Westmeyer		X
Julie Campbell	X	
Jeff Sanders	X	
Vacancy		
David Franklin, Council Liaison		X
Eric Peterson, City Liaison	X	

Also in attendance:
 Justin McMillian – Webster Groves Citizen
 Officer Ahmar Rasool – Webster Groves Police Department
 Fran Sudekum – Administrative Support

Approval of Minutes – A motion to approve the January minutes was made by, Julie Campbell, seconded by Alison Kinderfather, and was unanimously approved.

Welcome New Commission Member

Jeff Sanders, Property Owner of 8780 Big Bend Blvd in the District has been appointed to the Commission.

Streetscape Update & Discussion

A date has not yet been set for the RFP selection.

FY2024 Preliminary Budget Discussion

If projected revenues, expenses, and revenue transfers remain unchanged the District’s fund balance will soon be in the red (See Appendix A). Revenue transferred out is the largest “expense” of the District. The transfer is to the Parks Department to pay for their services in providing and maintaining the flowerpots, sidewalk snow removal, and other such cleanup duties throughout the year; these services are not normal “municipal services” and are the responsibility of property owners. The Parks Department has been requested to provide an inventory of the number of pots they maintain in the District along with information on the services they provide in an à la carte fashion so decisions can be made as to which pieces to include or not include going forward.

Commission Members discussed understanding the District’s revenue affecting items.

- 1.) “District” Property Taxes – When the District was created many years ago, those within the boundaries of the District voted to levy a District property tax percentage on themselves based on St. Louis County’s valuation.
- 2.) “District” Business License Fees – For those businesses residing within the boundaries of the District, an additional fee based on gross receipts of product sales is levied; a surcharge above the normal business license fee. Note: Some professions are exempt by State law from paying a fee for their business license, however.
- 3.) Revenue Transfer Out – The transfer of revenue out of the District’s budget into the Parks Department budget is to fund their services requested by the District.

Discussion on various options that could change the revenue position included: changing the District's property tax percentage, changing the District's business license fee, reducing the amount of services performed by the Parks Department, eliminating the services of the Parks Department during the construction period of the Streetscape, establishing a charge for services in some manner, do we want to continue being a Special Business District or do we want to change to a CID (Community Improvement District).

The various budget categories were reviewed with preliminary figures as a starting point of discussion for the FY24 budget (See Appendix B). Budget figures will be finalized at next month's meeting.

#314Day #STLMade – March 14, 3-14-23, is 314 Day in St. Louis; the area code for the St. Louis metro area is 314. For several years, the day has been the focus to celebrate St. Louis made products, businesses, people, etc. Promotions, events, happenings, are taking place all over the greater metropolitan area; logos, templates, etc. are available on <https://thestl.com/>

Business Development Commission (BDC) Update – The “Work in Webster Groves” job board can be found on the City website at <https://www.webstergrovesmo.gov/673/Work-in-Webster-Groves>. The job board is free to use by both those looking for work and for those licensed Webster Groves businesses and non-profits looking to hire staff; full-time, part-time, interns, volunteers. Businesses received an insert about the job board in their business license renewal notices. A digital ad campaign reaching out to job seekers has also launched.

District/City/Council Update

- Bijoux Chocolates is open in Old Orchard.
- Bagel Union is now open in Crossroads.
- KIND soap company has moved to a larger location; still in Old Webster.
- Julia Leenig, owner of Descendant in Crossroads, has been appointed to the BDC.
- The City is in the process of working with the Federal Safe Streets and Roads for All grant program. They are taking advantage of “Boot Camp” training from the National League of Cities in preparing a grant application to get a grant to write the action plan needed to be ready to receive implementation grants from this program. For example an action plan addressing the Highway 44/Elm/Big Bend/Hixson corridor.
- The business license reports for September thru December are available on the City website.
- City Council continues their work on strategic planning; it has a broad economic development component. A draft of the mission, vision, and value statements is available on the City website. Work on the associated tactical goals is next.

Adjourned – Meeting adjourned at 8:50 AM.

APPENDIX A



WEBSTER GROVES FISCAL 5-YEAR PLAN - CROSSROADS BUSINESS DISTRICT

The Five-Year Plan is a policy-driven forecasting document to aid policy makers in the decisions that affect the City's future fiscal outlook. This plan is not a binding commitment of the City to certain levels of spending or revenue collection. This plan is a tool subject to refinement and revision by the City Council, Administration, and Finance Department at quarterly budget updates and as necessary. It is provided for public review and discussion. The past fiscal trends of the City that inform the average growth model are available on the City's website.

MODEL	ACCOUNT	CLASSIFICATION	FY23 BUDGET (AMENDED)	GROWTH AVG.	FY24 ESTIMATE	FY25 ESTIMATE	FY26 ESTIMATE	FY27 ESTIMATE	FY28 ESTIMATE	
RECURRING REVENUES AND EXPENSES; BUDGET BALANCES BUILT ON AVERAGE GROWTH	RECURRING MODEL SHOWS BOTH REVENUE AND EXPENDITURES WITH AVERAGE GROWTH RATES DETERMINED FROM THE PAST FIVE FISCAL YEARS (FY18-FY22)									
	EXPENSE	Personnel Services	\$0.00	0.00%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
	EXPENSE	Materials & Supplies	\$1,500.00	0.00%	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	
	EXPENSE	Contractual Services	\$5,350.00	43.01%	\$7,651.08	\$10,941.86	\$15,648.05	\$22,378.39	\$32,003.51	
	EXPENSE	Capital Outlay	\$4,000.00	23.45%	\$4,937.89	\$6,095.70	\$7,524.98	\$9,289.38	\$11,467.50	
	EXPENSE	Other Expenditures	\$0.00	0.00%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
	EXPENSE	TOTALS	\$10,850.00	38.69%	\$14,088.97	\$18,537.56	\$24,673.02	\$33,167.78	\$44,971.01	
	REVENUE	PROPERTY TAX	\$17,000.00	5.08%	\$17,862.93	\$18,769.67	\$19,722.43	\$20,723.55	\$21,775.49	
	REVENUE	LICENSES	\$7,500.00	23.81%	\$9,285.73	\$11,496.64	\$14,233.96	\$17,623.02	\$21,819.02	
	REVENUE	OTHER INCOME	\$0.00	0.00%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
	REVENUE	OTHER FINANCING SOURCES (USES) <i>(transfers from funds)</i>	(\$23,533.00)	2.73%	(\$24,176.61)	(\$24,837.82)	(\$25,517.11)	(\$26,214.99)	(\$26,931.94)	
	REVENUE	TOTALS	\$967.00	4.42%	\$2,972.05	\$5,428.49	\$8,439.27	\$12,131.59	\$16,662.57	
BALANCE TOTALS			(\$9,883.00)		(\$11,116.92)	(\$13,109.08)	(\$16,233.75)	(\$21,036.19)	(\$28,308.44)	
ESTIMATED OPENING FUND BALANCE (rounded)			17,000.00		\$7,117.00	(\$3,999.92)	(\$17,108.99)	(\$33,342.75)	(\$54,378.93)	
ESTIMATED CLOSING FUND BALANCE (rounded)			\$7,117.00		(\$3,999.92)	(\$17,108.99)	(\$33,342.75)	(\$54,378.93)	(\$82,687.37)	
ONE-TIME REVENUES &/OR EXPENDITURES	ONE-TIME REVENUES AND/OR EXPENDITURES TO BE LISTED INDIVIDUALLY TO JUDGE IMPACT ON FUND BALANCE									
	EXPENSE		\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	
	EXPENSE	TOTALS	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	
	REVENUE		\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	
	REVENUE	TOTALS	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	
	BALANCE TOTALS			\$ -		\$ -	\$ -	\$ -	\$ -	\$ -
	ESTIMATED OPENING FUND BALANCE (rounded)			17,000.00		\$7,117.00	(\$3,999.92)	(\$17,108.99)	(\$33,342.75)	(\$54,378.93)
ESTIMATED CLOSING FUND BALANCE (rounded)			\$7,117.00		(\$3,999.92)	(\$17,108.99)	(\$33,342.75)	(\$54,378.93)	(\$82,687.37)	

- NOTES:**
- Estimates for FY24-FY28 in the green section are built by the average increase of costs from the previous 5-years (FY18-FY22). The estimate model is built on past practices are normally continued hence past practice is an acceptable indicator of future plans. Certainly, policymakers can shift future and current plans from the trends of past practice.
 - One-time revenues and expenses are listed separately in the blue section so as not to inflate the trend model and future estimates. One-time expenses and revenues are those that are not reasonably construed or believed to continue yearly.



APPENDIX B

FY24 PRELIM CROSSROADS BUDGET

Budget Year 2024

Account	Account Description	2019 Actual Amount	2020 Actual Amount	2021 Actual Amount	2022 Actual Amount	2023 Adopted Budget	2023 Amended Budget	2023 Estimated Amount	2024 Department Entry/Request
Fund 15 - CROSSROADS TAXING DISTRICT FUND									
REVENUE									
Department 00 - REVENUE									
<i>PROPERTY TAX</i>									
401	REAL ESTATE TAXES - CURRENT	14,986.52	16,442.49	16,572.71	17,642.10	17,000.00	17,000.00	17,038.00	17,550.00
Budget Transactions									
<i>Level</i>		<i>Transaction</i>		<i>Number of Units</i>		<i>Cost Per Unit</i>		<i>Total Amount</i>	
Department Entry/Request		Est 3% Increase		1.0000		17,550.00		17,550.00	
Department Entry/Request Totals								<u>17,550.00</u>	
402	REAL ESTATE TAXES - DELINQUENT	(815.45)	1,182.41	.00	290.51	.00	.00	.00	.00
407	INTEREST ON PROPERTY TAXES	2.54	.00	.00	.12	.00	.00	.00	.00
<i>PROPERTY TAX Totals</i>		<u>\$14,173.61</u>	<u>\$17,624.90</u>	<u>\$16,572.71</u>	<u>\$17,932.73</u>	<u>\$17,000.00</u>	<u>\$17,000.00</u>	<u>\$17,038.00</u>	<u>\$17,550.00</u>
<i>LICENSES</i>									
420	BUSINESS LICENSES	9,148.91	4,262.25	10,906.23	10,824.63	7,500.00	7,500.00	7,500.00	10,000.00
Budget Transactions									
<i>Level</i>		<i>Transaction</i>		<i>Number of Units</i>		<i>Cost Per Unit</i>		<i>Total Amount</i>	
Department Entry/Request		Est Based on FY22 Results		1.0000		10,000.00		10,000.00	
Department Entry/Request Totals								<u>\$10,000.00</u>	
<i>LICENSES Totals</i>		<u>\$9,148.91</u>	<u>\$4,262.25</u>	<u>\$10,906.23</u>	<u>\$10,824.63</u>	<u>\$7,500.00</u>	<u>\$7,500.00</u>	<u>\$7,500.00</u>	<u>\$10,000.00</u>
<i>OTHER INCOME</i>									
490	MISCELLANEOUS INCOME	.00	1,648.00	.00	322.66	.00	.00	.00	.00
<i>OTHER INCOME Totals</i>		<u>\$0.00</u>	<u>\$1,648.00</u>	<u>\$0.00</u>	<u>\$322.66</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>\$0.00</u>
<i>OTHER FINANCING SOURCES (USES)</i>									
999	OPERATING TRANSFERS OUT	(20,825.00)	(21,663.00)	(22,163.00)	(22,678.00)	(23,533.00)	(23,533.00)	(23,533.00)	(23,533.00)
Budget Transactions									
<i>Level</i>		<i>Transaction</i>		<i>Number of Units</i>		<i>Cost Per Unit</i>		<i>Total Amount</i>	
Department Entry/Request		Prelim Parks & Rec Transfer		1.0000		(23,533.00)		(23,533.00)	
Department Entry/Request Totals								<u>(\$23,533.00)</u>	
<i>OTHER FINANCING SOURCES (USES) Totals</i>		<u>(\$20,825.00)</u>	<u>(\$21,663.00)</u>	<u>(\$22,163.00)</u>	<u>(\$22,678.00)</u>	<u>(\$23,533.00)</u>	<u>(\$23,533.00)</u>	<u>(\$23,533.00)</u>	<u>(\$23,533.00)</u>
Department 00 - REVENUE Totals		<u>\$2,497.52</u>	<u>\$1,872.15</u>	<u>\$5,315.94</u>	<u>\$6,402.02</u>	<u>\$967.00</u>	<u>\$967.00</u>	<u>\$1,005.00</u>	<u>\$4,017.00</u>
REVENUE TOTALS		<u>\$2,497.52</u>	<u>\$1,872.15</u>	<u>\$5,315.94</u>	<u>\$6,402.02</u>	<u>\$967.00</u>	<u>\$967.00</u>	<u>\$1,005.00</u>	<u>\$4,017.00</u>
EXPENSE									
Department 01 - GENERAL GOVERNMENT									
Program 79 - CROSSROADS									
<i>MATERIALS & SUPPLIES</i>									
730	OPERATIONAL EQUIPMENT	.00	.00	.00	.00	500.00	500.00	.00	.00
751	AREA MAINTENANCE	.00	.00	.00	.00	1,000.00	1,000.00	70.00	.00



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Account	Account Description	2019 Actual Amount	2020 Actual Amount	2021 Actual Amount	2022 Actual Amount	2023 Adopted Budget	2023 Amended Budget	2023 Estimated Amount	2024 Department Entry/Request
Fund 15	CROSSROADS TAXING DISTRICT FUND								
EXPENSE									
Department 01 - GENERAL GOVERNMENT									
Program 79 - CROSSROADS									
<i>MATERIALS & SUPPLIES</i>									
<i>MATERIALS & SUPPLIES Totals</i>		\$0.00	\$0.00	\$0.00	\$0.00	\$1,500.00	\$1,500.00	\$70.00	\$0.00
<i>CONTRACTUAL SERVICES</i>									
803	PROFESSIONAL SERVICES	.00	.00	.00	.00	1,500.00	1,500.00	1,500.00	1,150.00
Budget Transactions									
<i>Level Transaction</i>				<i>Number of Units</i>		<i>Cost Per Unit</i>		<i>Total Amount</i>	
Department Entry/Request Administrative Support				12.0000		75.00		900.00	
Department Entry/Request Event & Special Administrative Support				1.0000		250.00		250.00	
				Department Entry/Request Totals				\$1,150.00	
810	DISPOSAL SERVICES	.00	.00	.00	.00	900.00	900.00	1,080.00	1,080.00
Budget Transactions									
<i>Level Transaction</i>				<i>Number of Units</i>		<i>Cost Per Unit</i>		<i>Total Amount</i>	
Department Entry/Request Recycling Disposal				12.0000		90.00		1,080.00	
				Department Entry/Request Totals				\$1,080.00	
830	ADVERTISING	.00	.00	.00	.00	2,500.00	2,500.00	.00	2,500.00
Budget Transactions									
<i>Level Transaction</i>				<i>Number of Units</i>		<i>Cost Per Unit</i>		<i>Total Amount</i>	
Department Entry/Request Media and Attraction Advertising				1.0000		2,500.00		2,500.00	
				Department Entry/Request Totals				\$2,500.00	
850	PARKING LOT LIGHTING	.00	.00	.00	.00	450.00	450.00	450.00	480.00
Budget Transactions									
<i>Level Transaction</i>				<i>Number of Units</i>		<i>Cost Per Unit</i>		<i>Total Amount</i>	
Department Entry/Request Electricity for Lighting				12.0000		40.00		480.00	
				Department Entry/Request Totals				\$480.00	
851	CONTRACT AREA MAINTENANCE	.00	.00	.00	.00	.00	.00	.00	2,000.00
Budget Transactions									
<i>Level Transaction</i>				<i>Number of Units</i>		<i>Cost Per Unit</i>		<i>Total Amount</i>	
Department Entry/Request Facade Beautification Grant				1.0000		2,000.00		2,000.00	
				Department Entry/Request Totals				\$2,000.00	
<i>CONTRACTUAL SERVICES Totals</i>		\$0.00	\$0.00	\$0.00	\$0.00	\$5,350.00	\$5,350.00	\$3,030.00	\$7,210.00



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Budget Year 2024

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Fund 15 - CROSSROADS TAXING DISTRICT FUND									
EXPENSE									
Department 01 - GENERAL GOVERNMENT									
Program 79 - CROSSROADS									
<i>CAPITAL OUTLAY</i>									
909	AREA IMPROVEMENTS	.00	.00	.00	.00	2,000.00	2,000.00	.00	.00
960	FACADE BEAUTIFICATION	.00	.00	.00	.00	2,000.00	2,000.00	2,000.00	.00
<i>CAPITAL OUTLAY Totals</i>		\$0.00	\$0.00	\$0.00	\$0.00	\$4,000.00	\$4,000.00	\$2,000.00	\$0.00
Program 79 - CROSSROADS Totals		\$0.00	\$0.00	\$0.00	\$0.00	\$10,850.00	\$10,850.00	\$5,100.00	\$7,210.00
Department 01 - GENERAL GOVERNMENT Totals		\$0.00	\$0.00	\$0.00	\$0.00	\$10,850.00	\$10,850.00	\$5,100.00	\$7,210.00
EXPENSE TOTALS		\$0.00	\$0.00	\$0.00	\$0.00	\$10,850.00	\$10,850.00	\$5,100.00	\$7,210.00
Fund 15 - CROSSROADS TAXING DISTRICT FUND Totals									
REVENUE TOTALS		\$2,497.52	\$1,872.15	\$5,315.94	\$6,402.02	\$967.00	\$967.00	\$1,005.00	\$4,017.00
EXPENSE TOTALS		\$0.00	\$0.00	\$0.00	\$0.00	\$10,850.00	\$10,850.00	\$5,100.00	\$7,210.00
Fund 15 - CROSSROADS TAXING DISTRICT FUND Totals		\$2,497.52	\$1,872.15	\$5,315.94	\$6,402.02	(\$9,883.00)	(\$9,883.00)	(\$4,095.00)	(\$3,193.00)
Net Grand Totals									
REVENUE GRAND TOTALS		\$2,497.52	\$1,872.15	\$5,315.94	\$6,402.02	\$967.00	\$967.00	\$1,005.00	\$4,017.00
EXPENSE GRAND TOTALS		\$0.00	\$0.00	\$0.00	\$0.00	\$10,850.00	\$10,850.00	\$5,100.00	\$7,210.00
Net Grand Totals		\$2,497.52	\$1,872.15	\$5,315.94	\$6,402.02	(\$9,883.00)	(\$9,883.00)	(\$4,095.00)	(\$3,193.00)