

**Business Development Commission (BDC)  
MEETING MINUTES  
APPROVED**

MEETING DATE: Thursday, June 22, 2023  
 LOCATION: City Hall  
 CALLED TO ORDER: 8:00 AM  
 MEETING ADJOURNED: 8:56 AM  
 NEXT REGULAR MEETING: Thursday, July 27, 2023

Name	Present	Absent
Mike Pincus, Chair (Citizen at Large)	X	
Tim Delanty, Vice Chair (Old Webster Rep)	X	
Stephanie Skees (Old Orchard Rep)	X	
Julia Leenig (Crossroads Rep)	X	
Bud Bellomo (Chamber of Commerce)	X	
Tammy Behm (Commercial Business Owner)	X	
Stacie Swederska (Commercial Business Owner)	X	
Ceci Bartels (Home-Based Business Owner)	X	
Eric Bowring (Citizen at Large)	X	
Pam Bliss, Council Liaison	X	
Eric Peterson, Staff Liaison	X	

Also in Attendance:  
 Officer Ahmar Rasool – Webster Groves Police Department  
 Fran Sudekum – Administrative Support

**Approval of Minutes**

A motion to approve the May minutes was made by Bud Bellomo, seconded by Tammy Behm, and unanimously approved.

**BDC Chair’s Report to City Council**

Mike Pincus presented BDC’s report at the June 6th City Council meeting (See Appendix A).

**Business Coffee**

Tammy Behm shared the comments made at her station that Members had not yet seen (see Appendix B). Commission Members continued their discussion of comments made at the May 17th Business Coffee. Comments that were outside the scope of the BDC will be forwarded to those affected, i.e. The Traffic Advisory Commission, City Council, etc. For the remainder that do, Members discussed potential formats and topics around them for the next Coffee. August 30th was chosen as the date, same time and location as the May Coffee (8:30-10:30 AM at the Rec Center). The common threads from the May Coffee feedback will be shared, share what actions the BDC has decided to take, and then ask what should be the focus of the February Coffee.

Several items of discussion included:

- Continuing the Coffees; network opportunity
- Business Summit/Educational; marketing Seminar, other seminars
- Use local expertise for seminars/speakers; WGSD Thrive, Jenny Starkey, Digital Strike, Beanstalk, Werremeyer, etc. (include a list of potentials at the Coffees)
- Business Community Collaboration
- How to form an NGO agency, i.e. a business district/area/neighborhood Trade/Business/Merchant Association
- Have speakers for a portion of future Coffees

### **QR Code Webster Map Scope of Work**

Commission Members discussed the scope of work draft for the map associated with the QR code project (See Appendix C). All are eager to distribute it to potential vendors and receive bids.

### **Business District/City Updates**

- A new toy shop has opened in the Crossroads Business District.
- Webster Groves Presbyterian Church will be submitting a permit application for Different Dynamics as a tenant to use a portion of their space; an education opportunity.
- to use City Council has adopted the budget.
- City Council will continue their work on the Strategic Plan in July.
- The NotifyMe Platform with geographic areas should be available in the fall to receive notifications when various types of construction will be taking place, i.e. Missouri American Water submits a work permit request. It will be an opt-in platform.

**Next Meeting** – July 27, 2023 at 8:00 AM

**Adjournment** – Meeting adjourned at 8:56 AM

# APPENDIX A



## Business Development Commission

Michael J Pincus CPCU, ARM, LUTCF, Chair  
June 6, 2023

## WHAT WE HAVE BEEN DOING



2021 Business Roundtable and 2022 Business Survey

Launched [www.workinwebstergroves.com](http://www.workinwebstergroves.com)



2022 Business Bingo!

May 2023 Business Coffee



# WHAT WE LEARNED FROM MAY BUSINESS COFFEE



## MAJOR THEMES:

- Support for continued opportunity for business to connect, learn, and network
- Support and interest in wayfinding/citywide business map
- Support and need for dedicated business contact/liaison at City Hall
- Pedestrian Safety/Crosswalks in retail districts
- Improved trash receptacles and beautification city-wide

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# UPCOMING PROJECTS/GOALS



Green Dining Program for Webster Groves



Citywide Business Map



Biannual Business Coffees  
February & August



Projects Out of Business Coffees

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# Questions?

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# APPENDIX B

## **BDC Business Coffee Feedback Comments May 17, 2023**

**STATION: Shop Local Marketing  
COMPILER: Tammy Behm**

- In keeping with the electric charging stations theme, I think there should be easier ways to enter WG and leave on LSV/s or electric/gas golf cars. I think all 30mph roads in and throughout WG should be either changed to 25mph or allow golf carts LSV's on 30mph streets this would allow others w/carts access to the city.
- An art tour or crawl
- Coffee crawl
- Love the shop small neighborhood idea! Partner w/Instagram influencers like STL BucketList to promote this
- Connecting the business districts w/events, etc. More information out there about other business districts
- Bringing in folk from around whole STL area to awesome webster
- Bike racks
- STL BucketList
- Any social media content we can push would be really helpful
- More inclusion of Old Orchard Stores with Webster Groves
- Love the idea include all business districts improve/beautify infrastructure around ALL business districts to promote walkability.



## APPENDIX C

### DRAFT DRAFT DRAFT

### SCOPE OF WORK

PROJECT NAME: Business Map of Webster Groves

VENDOR AREA: Graphic Design

SCOPE OF WORK: 1) The City requests design of a visually appealing and scale/representation appropriate map of the Webster Groves community denoting major streets, landmarks, business districts and commercial areas, and, most importantly, the businesses, non-profits, and significant community agencies/institutions in Webster Groves. The map will predominantly be displayed on the City’s website with URL hyperlinking to sub-areas, such as business districts, commercial areas, etc. for further navigation to sub-maps or directory listings.

2) The City requests design of visually appealing and scale/representation appropriate maps of the below distinguished communities of Webster Groves denoting major streets, landmarks, business districts and commercial areas, and, most importantly, the businesses, non-profits, and significant community agencies/institutions in that area. The map will predominantly be displayed on the City’s website with URL hyperlinking for further navigation to directory listings.

Areas to be included:

- Crossroads Business District
- Old Orchard Business District
- Old Webster Business District
- Big Bend Commercial Area, E of Dale
- Big Bend Commercial Area, centered on Shrewsbury Ave
- Kirkham Commercial Area, N of Newport
- Marshall/Summit Commercial Area
- Owen Ridge Commercial Area
- Watson Road Commercial Area, W of Yorkshire
- Yorkshire Plaza Shopping Area

The City will provide all data and perform all URL hyperlinks on the map product.

The map and sub-area maps should be designed in a manner that can be scaled for different printing applications.