

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

MEETING DATE: Thursday, May 26, 2022  
 LOCATION: City Hall/Teleconference  
 CALLED TO ORDER: 8:00 AM  
 MEETING ADJOURNED: 8:57 AM  
 NEXT REGULAR MEETING: Thursday, June 15, 2022

Name	Present	Absent
Mike Pincus, Chair (Citizen at Large)	X	
Pam Neihaus, Vice Chair (Citizen at Large)	X	
Kara Bowlin (Citizen at Large)	X	
Andrew Scavotto (Citizen at Large)	X	
Ceci Bartels (Home-Based Business Owner)	X	
Bud Bellomo (Chamber of Commerce)	X	
Tim Delanty (Old Webster Rep)	X	
Tammy Behm, (Commercial Business Owner)	X	
Erbab Majeede (Commercial Business Owner)		X
Pam Bliss, Council Liaison		X
Eric Peterson, Staff Liaison	X	

Also in Attendance  
 Fran Sudekum – Administrative Support

**Approval of Minutes**

A motion to approve the April 28th minutes was made by Tammy Behm, seconded by Bud Bellomo, and unanimously approved.

**Business Survey Update** – The business survey was sent to approximately 2,000 email addresses; the response rate was low. Only 57 responses were received of which 49% were from Webster Groves Commercial Businesses, 16% were from Webster Groves Home-Based Businesses, and 35% were from Contractors doing business in Webster Groves. Commission Members will dig into the responses at the next Commission meeting.

**Webster Groves Website Update** – Businesses can submit their events to be included in the new “News and Announcement” section and on the calendar’s “Community Events” tab. Jenny Starkey is working on an online submission form, but until it’s up events can be submitted to her via email.

**BDC Proposed Business Liaison Update** – Erbab presented the proposal to City Council at their May 17th meeting. The next step is for City staff to map out what aspects of the proposal are currently being handled by staff and provide that information to Council.

**Business “Bingo” Scavenger Hunt Update** – The event is scheduled to occur on Saturday, October 1st. Ceci Bartels and Pam Neihaus have met and have hashed out some initial mechanics of the event as follows:

- A participant comes to Llywelyn's Pub (or other restaurant with a party room) and picks up a bingo card with 25 locations on it. The time of pick up is noted. There will be numerous cards with different numbers hence different routes.
- Players will go in numeric order from business to business based on their card.
- Each square will have an item for them to search for. They will have to guess the business based on the clue in the square.
- Once they show up at the business and find the item, the business representative will stamp the square on their card.
- Time for the Bingo is 2-4 PM.
- People bring their cards back to Llywelyn's Pub for wrap up fun in their party room. BDC will provide snacks. People can buy beverages. Whomever is the first person back with all the boxes stamped wins. Prizes can be awarded at 4:30. Prizes will be Webster Groves gift Certificates.
- Stretch goal: We have a silent auction during the 2-4:30 time frame with auction items provided by the WG businesses. The money from the auction can fund our expenses at the restaurant and possibly used for a future event.

**Commission Members discussed changes they'd like to see to the mechanics as follows:**

- Stretch out the event over a week instead of one day; speed doesn't allow for people to look around the business to see what it's about/has to offer/buy something.
- Concerns of taking up parking on a busy sales day when all they are doing is running in, get a stamp, and leave while actual customers aren't able to gain access to the business.
- Instead of the first person to complete the hunt wins, have a drawing from the completed “bingo” cards for the winner.
- Instead of day-of distribution of bingo cards, have them available at least a week in advance at any of the participating businesses.
- Take advantage of what the Old Webster Trade Association has learned with their Girls' Night Out events that use a passport system with maps and a raffle drawing.
- Jazz Fest is two weeks prior to the event; use it as the kickoff for the hunt; BDC could have a booth at the Jazz Fest and pass out bingo cards.
- Have the ability to have more than 25 participating businesses; perhaps a passport system instead of bingo which limits the number to 25.
- Use a map instead of clues to identify the businesses.

Pam suggested that she and Ceci (and any other interested members) take all the suggestions and revamp the mechanics and bring back another version to the BDC at next month's meeting.

### **Business Development Fund**

In the proposed budget, \$100,000 of American Rescue Plan funds have been designated as a dedicated Business Development Fund. The Council is looking for input from the BDC on the use of the fund. Commission Members decided to have a second meeting in June to review the results of the Business Survey, the Business Roundtable, and the ARP Balancing Act submissions to help identify needs that could be addressed with the Business Development Fund and then put together recommendations to Council. Members agreed to meet on June 15th at 4PM.

### **Business District Updates**

- Old Orchard Gazebo Music Series line up is set; performances will take place on Friday evenings in mid-August and September.
- Crossroads District was awarded their Streetscape grant.
- Digital Strike's charity Pickleball Tournament will be on August 13th. Proceeds will benefit the Mighty Oakes Heart Foundation.
- Old Webster Commission did not meet due to a lack of a quorum.

### **City Update**

- The business license report of new and closed businesses for the month of May is available on the City website.
- Pam Bliss is the new Council liaison for the BDC.
- City Council is reviewing the Commission and Board processes.
- Informational: Missouri Legislation; House Bill #1662 – “The bill creates new provisions governing the regulation of home-based work, as defined in the bill, by certain political subdivisions.”

**June Meetings** – Special Meeting June 15, 4:00 PM; Regular Meeting June 23, 8:00 AM