

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

MEETING DATE: Thursday, July 28, 2022
 LOCATION: City Hall/Teleconference
 CALLED TO ORDER: 8:00 AM
 MEETING ADJOURNED: 9:04 AM
 NEXT REGULAR MEETING: Thursday, August 25, 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
 Sgt. Jason Flanery – Webster Groves Police Department
 Fran Sudekum – Administrative Support

Approval of Minutes

A motion to approve the June minutes was made by Bud Bellomo, seconded by Ceci Bartels, and unanimously approved.

Business Development Fund Recommendations

Work in Webster Job Board – Commission Members reviewed and discussed the demo of the preliminary “Work in Webster” job board. A job board for both those looking for work and for licensed Webster Groves employers looking to hire staff.

<https://www.webstergrovesmo.gov/673/Work-in-Webster-Groves> Members discussed intent, design, and process ideas. A possible August 15th launch date could take place if Members were to get additional feedback to Eric Peterson. The next step would be a marketing plan to get the word out.

Shop Local Campaign

Commission Member Tammy Behm would like to resurrect the Shop Local campaign in some manner. Ms. Behm will research and identify contacts/groups of the previous campaign and share the information with the BDC.

Business “Bingo” Scavenger Hunt Update

Commission Members Ceci Bartels and Pam Neihaus have met and further defined the business scavenger hunt slated for October 1st (see Appendix A). Members reviewed and discussed the information; logistics, details, and costs need to be pinned down. Ms. Bartels welcomes anyone that would like to help with this event.

Business District Updates

The three business districts did not meet in July.

City Update

- The June business license report is available on the City website.
- The City Attorney is undertaking a legal review of the new state law regarding home-based businesses to determine its impact.
- The deadline to apply for the new Charter Review Commission is July 29th.
- City Council has sub-committees working on strategic planning and the commission application process.
- City Council will take up the Sustainability Plan in October.

Next Meeting – August 25, 8:00 AM

APPENDIX A

July 28, 2022

Webster Groves Business Bingo

Objective:

1. Create awareness of the 4 WG shopping districts.
2. Draw people in from our neighboring communities for a day of getting familiar with shopping and dining in WG. Make it a day. Stay and play.
3. Try for attendance of at least 200 participants.

When: Saturday, Oct. 1, 2022

Time: 10-4, After event prize party 4-5pm

Start: Bingo cards will be picked up at the Gazebo in Old Orchard between 10 and 3:30 pm. Participants will be told to solve the short clue on the card, find the business and have the store name put on the card. We will suggest that they take their time getting Bingo. Our event is not time based. Prizes will be drawn from cards that make a Bingo. The participants will be encouraged to make a day of being in WG.

The cards will have a WG map on the flip side to help visitors stay oriented.

We may create several card versions with the same clues in different boxes to keep people moving in various directions.

There are 25 boxes and for fun, people can figure out all of them but to be included in the drawing they only need 5 in a row like regular Bingo.

From 4-5pm, participants are invited to come to the wrap-up party to win prizes. The location could be Llewellyn's or CJ Mugg's.

WGBDC will provide snacks (maybe a drink coupon) and Webster bucks for prizes.

Anyone who completes a card with 5 in a row is eligible for their card to be included in the drawings for prizes.

Prizes: 3rd prize: \$50.

2nd prize: \$75.

1st prize: \$100.

Participant drawing for all cards: \$25.

Business participation:

The committee will invite businesses to participate that are unique, have reasonable parking and ideally are members of a business district.

Those businesses will be sent a letter asking if they are interested in participating. Their responsibility will be simple, just welcome visitors with a hello and put their business name on the appropriate Bingo square.

Once we collect the responses, and know who is participating, we will be able to craft clever clues for the cards.

Media:

Facebook

Instagram

WG website

Webster Kirkwood Times (2-4, ad placements of 5x7" size).

Radio spots

An 8x10 flyer/standee for business counter's, windows or at Jazz Fest beer booths.

Destination signs for Gazebo and prize party venue.

Tasks:

Talk with Llewellyn's and/or CJ Mugg's about participating

Clear use of Gazebo

Invite WG shops

Collect responses and firm up list

Write clues

Publish cards on heavy stock with WG map in back

Create event design

Create advertising and place media

Get Webster Groves Bucks prizes from City Hall

