

MEMORANDUM

TO: Members – F&A Committee
FROM: Michael G. Herring, City Administrator
DATE: October 8, 2013
SUBJECT: Minutes – 10-7-2013

The Finance and Administration Committee met on October 7, 2013. Those in attendance included: Chairperson Mike Casey, Ward III; Council Committee Member Nancy Greenwood, Ward I; Council Committee Member Elliot Grissom, Ward II; Council Committee Member Connie Fults, Ward IV; Mayor Bob Nation; City Administrator, Mike Herring; Management Analyst, James Mello; and five guests representing the Chesterfield Chamber of Commerce and their selected marketer per agenda item 4.

Chairperson Mike Casey called the meeting to order at 5:30 p.m.

1. Approval of Minutes—September 10, 2013

Councilmember Greenwood motioned to approve the minutes from the September 10, 2013 meeting of this Committee. Councilmember Grissom seconded the motion. A voice vote was taken, with a unanimous result, and the motion was approved.

2. Property Tax Supported Debt

Mr. Herring summarized a staff memo, dated September 26, elaborating on the details and costs of retiring the 2008 GO Bonds early. Mr. Herring noted the \$.03/\$100 property tax that was created to make the debt payments on the bonds would not be collected if the debt was paid off early. He noted that the City Council authorized the use of up to \$825,000 from Fund Reserves to supplement the taxes collected to make the debt service payments, and that an additional \$490,000 was estimated to be needed to retire the bonds early.

Councilmember Fults asked for clarifications that if the debt was retired early, the property tax would likewise end early, which was confirmed by Mr. Herring. Councilmember Fults stated that this issue was best discussed in conjunction with next year's budget.

Councilmember Grissom concurred and further suggested that, depending on when interest was accrued on the remaining debt that perhaps the debt could be paid off on January 1, 2015, still saving some interest from accruing, but allowing the City to collect the property taxes to make such a payment.

There was a general consensus that additional payoff options, such as Councilmember Grissom's proposal, would be considered at a later time and no further action was taken.

3. Proposed Resolution Adopting a formal Title VI Policy

Mr. Herring stated that while the City of Chesterfield has never discriminated against any individual for any reason, this action is highly recommended by staff as a necessary and proactive step to continue to receive federal funding in the future without any interruption.

Councilmember Grissom motioned to approve the resolution to adopt the proposed Title VI policy. Councilmember Greenwood seconded the motion. A voice vote was taken, with a unanimous result, and the motion was approved.

4. Request/Proposal from the Chesterfield Chamber of Commerce re: Tourism

Mr. Herring introduced one of the guests as Ed Hinders, Vice Chairman of the Chesterfield Chamber of Commerce.

Mr. Hinders briefly outlined the Chesterfield Chamber of Commerce proposal for a new tourism initiative. A recent request for proposal yielded five responses, four of which were passed on as finalists, and from which the firm Bureau in a Box was selected, represented by David Rosenwasser who was present at the meeting. Mr. Hinders stated that the plan as proposed called for a \$50,000 investment from the City of Chesterfield, but that after such an investment, the program expected to be self-sustaining into the future through advertisement sales and contributions from Chamber members.

Mr. Hidders continued to state that the initiative would seek to identify stakeholders, provide a community analysis, better identify all potential tourism markets for the Chesterfield area, develop a strategic marketing plan, and develop a brand for the initiative.

Councilmember Fults asked for clarification as to what the City's proposed \$50,000 contribution would go towards specifically, noting that the three budgeted years in the proposal exceeded that amount. It was clarified that the remaining funds would be generated through the self-sustaining methods mentioned previously, such as the ad-sales. The City's contribution is seen as necessary by the Chamber because individual members are hesitant to contribute without some sort of seed effort, which the \$50,000 would create.

Councilmember Greenwood stated that she had run for City Council on a platform of improving City services. She stated that she did not believe that this \$50,000 would directly benefit City services and did not see it as a prudent use of tax payer funds.

Mr. Herring made some clarifying comments, stating that the goal of the initiative was not necessarily to attract more tourists to Chesterfield, but rather to refine and enhance

existing tourists' experiences, encouraging them to stay longer and spend more money during their stay. Mr. Herring also clarified that the budgeted amounts in the proposal included all administration, creation fees, as well as the deliverable products, which would include advertisements and marketing materials. Mr. Herring proposed an alternative arrangement for the committee to consider, suggesting that the \$50,000 City contribution be contingent on the remaining budgeted funds being raised.

Councilmember Fults motioned to approve the proposal by the Chesterfield Chamber of Commerce to have the City contribute \$50,000 to a new tourism initiative. Councilmember Grissom seconded the motion. A voice vote was taken and the motion was defeated 1-3, with Councilmember Fults voting to approve the proposal.

A general consensus stated by the Committee members that more information and details regarding the plan would be welcomed and that they would entertain another presentation at the next meeting.

5. Adjournment

There being no further business to discuss, Chairperson Casey adjourned the meeting at 6:20 p.m.