

City of Arnold, Missouri

City Council
Council Chamber

June 1, 2017
7:00 p. m.

Agenda

1. Pledge of Allegiance:
2. Opening Prayer: St. David's Catholic Church – Father Charlie Ferrarra
3. Roll Call
4. Business from the Floor:
 - A. Rita Holt – Chamber of Commerce
5. Consent Agenda
 - A. Regular Minutes from **May 18, 2017.**
 - B. Payroll Warrant **#1265 in the Amount of \$290,795.46**
 - C. General Warrant **#5691 in the Amount of \$805,205.45**
6. Ordinances:

None
7. Resolutions:
 - A. **Resolution No. 17-27:** A Resolution Authorizing the Mayor to Purchase From Fabick Cat a Replacement Skid Steer Loader for the Public Works Department for the City of Arnold.
 - B. **Resolution No. 17-28:** A Resolution Appointing Robert Lindsley to the Board of Adjustment to Serve the Remainder of a Five-Year Term.
 - C. **Resolution No. 17-29:** A Resolution Approving a Contract with Republic Services to Provide Trash Services.
 - D. **Resolution No. 17-30:** A Resolution Approving an Agreement with the U.S. Department of the Interior Geological Survey for a Flood Inundation Mapping Project.

E. Resolution No. 17-31: A Resolution Accepting a Proposal from Retail Strategies to Provide Retail Recruitment Consulting Services.

8. Motion:

None

9. Reports from Mayor, Council, and Committees:

10. Administrative Reports

11. Adjournment

**Next Regular City Council Meeting June 15, 2017 @ 7:00 p.m.
Next Work Session June 8, 2017 at 7:00 p.m.**

The Public Hearing was called to order by Mayor Counts at 7:00 p.m. City Clerk Tammi Casey made note of those in attendance: Mayor Counts, Sullivan, Fleischmann (excused), Plunk, McArthur, Fulbright, Owens, Hood, Cooley (excused), Richison, Hull-Bettale, Sweeney, Brown, Blattner, Kroupa and Chief Shockey.

A. 2017-04 – DISTRICT CODE REVISION

Christie Hull-Bettale informed council that staff had noticed some inconsistencies with regard to the industrial zoning district compared to commercial regulations. Planning and Zoning Commission discussed this at a previous meeting and a public hearing was held at their 4/25/2017 meeting. There was no comment from the public and the Planning Commission is forwarding a recommendation of approval by a vote of 7-0.

PUBLIC COMMENTS

NONE

COUNCIL COMMENTS

NONE

The Public Hearing ended at 7:02 p.m.


City Clerk Tammi Casey, MRCC

Mayor Ron Counts called the meeting to order at 7:03 p.m.

The Pledge of Allegiance was recited.

Ron Lowry from Connect Ministry at First Baptist Church offered the opening prayer.

Those present per roll call taken by City Clerk Tammi Casey: Mayor Counts, Sullivan, Fleischmann (excused), Plunk, McArthur, Fulbright, Owens, Hood, Cooley (excused), Richison, Hull-Bettale, Sweeney, Brown, Blattner, Kroupa and Chief Shockey.

Mayor Counts recognized the following boy scouts in the audience:

Ethan Holtzman from Troop 776, working on his Communications Badge.

Jackson Drummonds from Troop 372, working on his Citizenship in the Community Badge.

Shane Mullany from Troop 372, working on his Citizenship in the Community Badge.

BUSINESS FROM THE FLOOR

Mike Evans – 509 Hannah Way – Is concerned about the traffic issue at Jeffco and Raising Canes Restaurant. He would like to see if something can be done to make that area safer.

Russell Trampe – 2020 Fairview Drive – Requested a private meeting with Mayor Counts concerning an issue he has had with the Police and Parks Departments.

CONSENT AGENDA

A. MINUTES FROM MAY 11, 2017 MEETING

B. PAYROLL WARRANT NO. 1264 IN THE AMOUNT OF \$298,852.98

C. GENERAL WARRANT NO. 5690 IN THE AMOUNT OF \$371,516.15

Vern Sullivan made a motion and so moved to approve the consent agenda.

Seconded by Jason Fulbright. Roll call vote: Sullivan, yes; Fleischmann, (excused); Plunk, yes; McArthur, yes; Fulbright, yes; Owens, yes; Hood, yes; Cooley, (excused); 6 Yeas: **Consent agenda approved.**

ORDINANCES

BILL NO. 2664 – AN ORDINANCE AMENDING CHAPTER 405: DISTRICT REGULATIONS 405.350.6 & 405.360.G FOR THE M-1 & M-2 INDUSTRIAL DISTRICTS OFF STREET PARKING AND LOADING REQUIREMENTS was read twice by City Clerk Tammi Casey. Roll call vote: Sullivan, yes; Fleischmann, (excused); Plunk, yes; McArthur, yes; Fulbright, yes; Owens, yes; Hood, yes; Cooley, (excused); 6 Yeas: **Ordinance passed.**

BILL NO. 2666 – AN ORDINANCE PROVIDING FOR THE AMENDMENT OF THE FISCAL YEAR 2017 BUDGET AT MID-YEAR was read twice by City Clerk Tammi Casey. Roll call vote: Sullivan, yes; Fleischmann, (excused); Plunk, yes; McArthur, yes; Fulbright, yes; Owens, yes; Hood, yes; Cooley, (excused); 6 Yeas: **Ordinance passed.**

RESOLUTIONS

RESOLUTION NO. 17-20 – A RESOLUTION FOR THE AARP NETWORK OF AGE-FRIENDLY COMMUNITIES

Vern Sullivan made a motion and so moved to approve Resolution No. 17-20. Seconded by Mark Hood. Roll call vote: Sullivan, yes; Fleischmann, (excused); Plunk, yes; McArthur, yes; Fulbright, yes; Owens, yes; Hood, yes; Cooley, (excused); 6 Yeas: **Resolution approved.**

RESOLUTION NO. 17-22 – A RESOLUTION AUTHORIZING THE MAYOR TO ENTER INTO A CONTRACT WITH GEORGE BUTLER ASSOCIATES (GBA) ENGINEERS INC. TO PROVIDE BRIDGE REPAIR DESIGN SERVICES FOR BRIDGE REPAIRS RECOMMENDED BY MODOT FOR THE CITY OF ARNOLD

Gary Plunk made a motion and so moved to approve Resolution No. 17-22. Seconded by David Owens. Roll call vote: Sullivan, yes; Fleischmann, (excused); Plunk, yes; McArthur, yes; Fulbright, yes; Owens, yes; Hood, yes; Cooley, (excused); 6 Yeas: **Resolution approved.**

**RESOLUTION NO. 17-23 – A RESOLUTION APPROVING THE PURCHASE OF
6 NEW POLICE VEHICLES AS AMENDED**

A scrivener's error was noted on Resolution 17-23 – This resolution has never been amended, therefore "AS AMENDED" has been stricken from the resolution title.

David Owens made a motion and so moved to approve Resolution No. 17-23. Seconded by Mark Hood. Roll call vote: Sullivan, yes; Fleischmann, (excused); Plunk, yes; McArthur, yes; Fulbright, yes; Owens, yes; Hood, yes; Cooley, (excused); 6 Yeas: **Resolution approved.**

**RESOLUTION NO. 17-24 – A RESOLUTION APPROVING AN AGREEMENT
WITH KONICA MINOLTA FOR COPIER EQUIPMENT**

Jason Fulbright made a motion and so moved to approve Resolution No. 17-24. Seconded by Brian McArthur. Roll call vote: Sullivan, yes; Fleischmann, (excused); Plunk, yes; McArthur, yes; Fulbright, yes; Owens, yes; Hood, yes; Cooley, (excused); 6 Yeas: **Resolution approved.**

**RESOLUTION NO. 17-25 – A RESOLUTION GRANTING SEWER LINE
EASEMENTS TO MISSOURI AMERICAN WATER**

Gary Plunk made a motion and so moved to approve Resolution No. 17-25. Seconded by Jason Fulbright. Roll call vote: Sullivan, yes; Sullivan, yes; Fleischmann, (excused); Plunk, yes; McArthur, yes; Fulbright, yes; Owens, yes; Hood, yes; Cooley, (excused); 6 Yeas: **Resolution approved.**

**RESOLUTION NO. 17-26 – A RESOLUTION RATIFYING A QUIT CLAIM
DEED**

Vern Sullivan made a motion and so moved to approve Resolution No. 17-26. Seconded by Gary Plunk. Roll call vote: Sullivan, yes; Fleischmann, (excused); Plunk, yes; McArthur, yes; Fulbright, yes; Owens, yes; Hood, yes; Cooley, (excused); 6 Yeas: **Resolution approved.**

MOTIONS

**A. A MOTION TO HOLD A CLOSED SESSION IMMEDIATELY
FOLLOWING THE CITY COUNCIL MEETING FOR THE PURPOSE OF
DISCUSSING LITIGATION PURSUANT TO RSMo SECTION 610.01 (1)**

Jason Fulbright made a motion and so moved to hold a closed session immediately following the city council meeting. Seconded by David Owens. Roll call vote: Sullivan, yes; Fleischmann, (excused); Plunk, yes; McArthur, yes; Fulbright, yes; Owens, yes; Hood, yes; Cooley, (excused); 6 Yeas: **Motion passed.**

REPORTS FROM MAYOR, COUNCIL AND COMMITTEES

Mayor Counts – Stated he was very pleased with the Farmers Market last Saturday. It will be held at the outdoor pool again this weekend due to the park still being closed.

Vern Sullivan – Ward 3 – Informed council that the Liquor Committee held a meeting this evening. Bellacino's Restaurant has applied for an Extension of Premise Liquor License and the committee is forwarding a recommendation of approval. The committee also reviewed all annual liquor license renewals received to date and is forwarding a recommendation of approval.

Vern Sullivan made a motion and so moved to approve the Extension of Premise Liquor License for Bellacino's Restaurant. Seconded by David Owens. Roll call vote: Sullivan, yes; Fleischmann, (excused); Plunk, yes; McArthur, yes; Fulbright, yes; Owens, yes; Hood, yes; Cooley, (excused); 6 Yeas: **Motion carried.**

Gary Plunk made a motion and so moved to approve all annual liquor license renewals received to date. Seconded by Vern Sullivan. Roll call vote: Sullivan, yes; Fleischmann, (excused); Plunk, yes; McArthur, yes; Fulbright, yes; Owens, yes; Hood, yes; Cooley, (excused); 6 Yeas: **Motion carried.**

Dan Kroupa – Complimented Ed Blattner on the striping work that has been completed on Old Lemay Ferry.

ADMINISTRATIVE REPORTS

Bryan Richison – Informed council that he, Jason Fulbright and Dave Courtaway have interviewed three companies to provide retail consulting services for the city. They all agree on the company they believe to be the best fit and should have it ready for the next council meeting.

Chief Shockey – Provided a list to City Clerk Tammi Casey, which is hereto attached and made part of this record, of equipment he would like to have declared as surplus. This equipment will either be disposed of or donated to a smaller municipality.

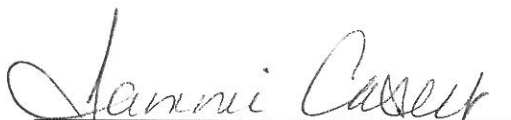
Jason Fulbright made a motion and so moved to declare the attached list as surplus and allow to have said equipment either disposed of or donated to smaller municipalities. Seconded by Vern Sullivan. Roll call vote: Sullivan, yes; Fleischmann, (excused); Plunk, yes; McArthur, yes; Fulbright, yes; Owens, yes; Hood, yes; Cooley, (excused); 6 Yeas: **Motion carried.**

Mayor Counts announced a five minute recess before going into Closed Session.

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Closed session ended at 8:02 p.m.

A motion to adjourn the meeting was made by Brian McArthur. Seconded by Jason Fulbright. Voice vote: All yeas.

Meeting adjourned at 8:02 p.m.


City Clerk Tammi Casey, MRCC

CITY OF ARNOLD, MISSOURI

ROLL CALL

MEETING: REGULAR

DATE: 5/18/2017

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BILL NO - RESOLUTION - MOTION

		ROLL CALL	CONSENT AGENDA	BILL NO. 2664	BILL NO. 2666	RESOLUTION NO. 17-20	RESOLUTION NO. 17-22
COUNCIL MEMBERS:							
MAYOR	RON COUNTS	PRESENT					
COUNCIL:	VERN SULLIVAN	PRESENT	YES	YES	YES	YES	YES
COUNCIL:	EJ FLEISCHMANN	EXCUSED	EXCUSED	EXCUSED	EXCUSED	EXCUSED	EXCUSED
COUNCIL:	GARY PLUNK	PRESENT	YES	YES	YES	YES	YES
COUNCIL:	BRIAN MCARTHUR	PRESENT	YES	YES	YES	YES	YES
COUNCIL:	JASON FULBRIGHT	PRESENT	YES	YES	YES	YES	YES
COUNCIL:	DAVID OWENS	PRESENT	YES	YES	YES	YES	YES
COUNCIL:	MARK HOOD	PRESENT	YES	YES	YES	YES	YES
COUNCIL:	BUTCH COOLEY	EXCUSED	EXCUSED	EXCUSED	EXCUSED	EXCUSED	EXCUSED
CITY ADMINISTRATOR	BRYAN RICHISON	PRESENT	PARKS DIR:		DICKIE BROWN	PRESENT	
CITY CLERK	TAMMI CASEY	PRESENT	PUBLIC WORKS:		ED BLATTNER	PRESENT	
COM DEV	CHRISTIE HULL-BETTAL	PRESENT	TREASURER:		DAN KROUPA	PRESENT	
CITY ATTORNEY	BOB SWEENEY	PRESENT	POLICE DEPT.		CHIEF SHOCKEY	PRESENT	

CITY OF ARNOLD, MISSOURI

ROLL CALL

MEETING: REGULAR

DATE: 5/18/2017

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BILL NO - RESOLUTION - MOTION

		APPROVE LIQUOR LICENSE RENEWALS RECEIVED TO DATE	MOTION TO DECLARE PROPERTY SURPLUS FOR P.D.				
COUNCIL MEMBERS:							
MAYOR	RON COUNTS						
COUNCIL:	VERN SULLIVAN	YES	YES				
COUNCIL:	EJ FLEISCHMANN	EXCUSED	EXCUSED				
COUNCIL:	GARY PLUNK	YES	YES				
COUNCIL:	BRIAN MCARTHUR	YES	YES				
COUNCIL:	JASON FULBRIGHT	YES	YES				
COUNCIL:	DAVID OWENS	YES	YES				
COUNCIL:	MARK HOOD	YES	YES				
COUNCIL:	BUTCH COOLEY	EXCUSED	EXCUSED				
CITY ADMINISTRATOR	BRYAN RICHISON			PARKS DIR:	DICKIE BROWN		
CITY CLERK	TAMMI CASEY			PUBLIC WORKS:	ED BLATTNER		
COM DEV	CHRISTIE HULL-BETTALE			TREASURER:	DAN KROUPA		
CITY ATTORNEY	BOB SWEENEY			POLICE DEPT.	CHIEF SHOCKEY		

APD Surplus Equipment (May 18, 2017)

Vehicles:

2010 Crown Victoria: 2FAMP7BV8AX113158

2010 Crown Victoria: 2FABP7BV4AX113156

2010 Crown Victoria: 2FABP7BV6AX113157

2010 Crown Victoria: 2FABP7BV9AX113170

2010 Crown Victoria: 2FABP7BV2AX113169

2010 Chevrolet Tahoe: 1GNUKAE02AR140467

K-9 Kennel (Ford Crown Victoria): 1

In-Car computers (Acer Travelmate 4720): 7

Light Bars: California Package: 3

Overhead: 5

In-Car Motorola Radios: M1225: 10

CDM 750: 20

CDM 1250: 11

Max Trac 300: 1

In-Car Stalker Radar Units: 10

Rearview Mirror Dash Cams: 14

Rearview Mirrors for Crown Vic: 20

In-Car Siren Box: 8

In-Car Arrow Stick Box: 11

In-Car Ram Computer Mounts: 6

Exterior Sirens (Code 3 PSE 100): 3

Shotgun Mounts: 3

Mag Flashlights: 5

Dispatch Radio Console (Motorola Centra Com – Gold Series): 2

Hand Held Radios: HT600 w/ charging dock: 6

HT1000: 1

P1225: 1

Old Speed Trailer: 1

Draft

**CITY OF ARNOLD
AGENDA ITEM SUMMARY**

AGENDA ITEM

7 A

NAME OF TOPIC/PROJECT: A resolution authorizing the Mayor to purchase a replacement skid steer loader from Fabick CAT for the City of Arnold Public Works Department.

SUMMARY EXPLANATION: This resolution authorizes the Mayor to execute a purchase order with Fabick CAT to acquire a replacement skid steer loader for the City of Arnold Public Works Department.

RECOMMENDED ACTION: APPROVAL

Why is this action necessary? This purchase replaces the existing public works skid steer unit which due salt dome loading use, resulted in the corrosion of the electric system and structural frame and no longer operates.

What does this action accomplish? Replacement of the skid steer loader for the public works department.

Positive impacts and to whom? The public works department operations and the general public.

Negative impacts and to whom? None.

ADDITIONAL COMMENTS: This purchase replaces the existing CAT skid steer loader which is being traded in to Fabick CAT for purchase of the new unit.

SUMMARY OF VENDOR/CONSULTANT/CONTRACTOR

Name: Fabick CAT

Previous city contracts: Yes

Transaction amount: \$35, 889.00

MBE/WBE Participation: N/A

Transaction type: Purchase Order

Comments:

SUMMARY OF SELECTION PROCESS

Number of bids: State Contract-MoDOT

Low bid:

High bid:

Comments: \$35,889.00 with trade in.

SUMMARY OF BUDGET/COST

Budgeted amount: Approved by mid-year budget summary for 2017

Additional Funding Required:

Comments:

RESOLUTION NO: 17-27

A RESOLUTION AUTHORIZING THE MAYOR TO PURCHASE
FROM FABICK CAT A REPLACEMENT SKID STEER LOADER
FOR THE PUBLIC WORKS DEPARTMENT FOR THE CITY OF
ARNOLD.

BE IT RESOLVED by the Council of the City of Arnold, Missouri, that the Mayor be, and is hereby authorized to enter into a purchase order with Fabick Cat to provide a replacement skid steer loader for the Public Works Department for the City of Arnold.

A copy of said contract is attached hereto and made a part hereof reference.

Presiding Officer of the City Council

Mayor Ron Counts

ATTEST:

City Clerk Tammi Casey

Date: _____

Item #5: One (1) new skid steer/track loader with min. 65 net horsepower

Make & Model: Cat 262D
Base Price: \$43,855

Option 1 Cold planer: PC205B \$15,000
Option 2 Training Modules: No Bid

32% discount off MSRP for all Machine Options and 13% for all Work Tool Options

For other options, please contact vendor or MoDOT buyer.

Delivery will be made approximately 120-140 days after receipt of order

Item #5: One (1) new skid steer/track loader with min. 65 net horsepower

Make & Model: Cat 277D
Base Price: \$62,300

Option 1 Cold planer: PC205B \$15,000
Option 2 Training Modules: No Bid

32% discount off MSRP for all Machine Options and 13% for all Work Tool Options

For other options, please contact vendor or MoDOT buyer.

Delivery will be made approximately 120-140 days after receipt of order

Item #5: One (1) new skid steer/track loader with min. 65 net horsepower

Make & Model: Cat 279D
Base Price: \$59,240

Option 1 Cold planer: PC205B \$15,000
Option 2 Training Modules: No Bid

32% discount off MSRP for all Machine Options and 13% for all Work Tool Options

For other options, please contact vendor or MoDOT buyer.

Delivery will be made approximately 120-140 days after receipt of order

Item #5: One (1) new skid steer/track loader with min. 65 net horsepower

Make & Model: Cat 287D
Base Price: \$64,870

Option 1 Cold planer: PC205B \$15,000
Option 2 Training Modules: No Bid

32% discount off MSRP for all Machine Options and 13% for all Work Tool Options

For other options, please contact vendor or MoDOT buyer.

Delivery will be made approximately 120-140 days after receipt of order



SALES AGREEMENT

DATE Feb 14, 2017

One Fabick Drive, Fenton, MO 63026 Phone:1-800-845-9188

Visit our website: www.fabickcat.com

PURCHASER <u>CITY OF ARNOLD</u>		<SAME>	
STREET ADDRESS	<u>2101 JEFFCO BLVD</u>	SHIPPING	
CITY/STATE	<u>ARNOLD, MO</u>	COUNTY	<u>JEFFERSON MO</u>
POSTAL CODE	<u>63010-2742</u>	PHONE NO.	<u>636-282-2386</u>
CUSTOMER CONTACT:	<u>EQUIPMENT</u>	OTHER	
	<u>PRODUCT SUPPORT</u>	F.O.B. AT:	<u>Fenton</u>
INDUSTRY CODE: GOVERNMENTAL HC(205A)		PRINCIPAL WORK CODE: BUILDING, COMMERCIAL & PUBLIC(250)	
CUSTOMER NUMBER	<u>1113870</u>	Sales Tax Exemption # (if applicable)	<u>12486485</u>
PAYMENT TERMS:		NET PAYMENT ON RECEIPT OF INVOICE <input type="checkbox"/>	NET ON DELIVERY <input type="checkbox"/>
		FINANCIAL SERVICES <input type="checkbox"/>	ISC <input type="checkbox"/>
		LEASE <input type="checkbox"/>	CASH WITH ORDER: \$0.00
DESCRIPTION OF EQUIPMENT ORDERED / PURCHASED			
MAKE: CATERPILLAR INC.	MODEL: 279D C3H2	YEAR: TBA	NEW <input checked="" type="checkbox"/> USED <input type="checkbox"/>
STOCK NUMBER: 17PM0277	SERIAL NUMBER: TBA	SMU: TBA	
279D CTL TIER 4 FINAL HRC	345-5279	TRACK, RUBBER, 450MM (17.7IN) BLCK	372-5790
LANE 2 ORDER	0P-9002	BATTERY, XTRA HVY DUTY, DISC	481-3908
CONVERSION ARRANGEMENT	421-0340	LIGHTS, HALOGEN	495-1672
CERTIFICATION ARR. (US/CANADA)	522-2549	SEAT BELT, 2"	258-4095
INSTRUCTIONS, ANSI, USA	388-8149	PRODUCT LINK, CELLULAR PL240	441-4818
PACKAGE, PERFORMANCE (H2)	435-8955	FAN, COOLING, DEMAND	486-6957
CONTROL, ISO, PROP, WT	485-0412	QUICK COUPLER, HYDRAULIC	515-8590
RIDE CONTROL, NONE	345-4937	SERIALIZED TECHNICAL MEDIA KIT	421-8926
ROPS, ENCLOSED WITH A/C (C3)	345-4919	RETURN TO DIG/WRKTL POSITIONER	345-5234
SEAT, AIR SUSPENSION, CLOTH, HEAT	345-6359	HEATER, ENGINE COOLANT, 120V	345-3556
DOOR, CAB, GLASS	345-6240	PACK, DOMESTIC TRUCK	0P-0210
RADIO, AM/FM, BLUETOOTH	345-6180	BUCKET-GP, BOT 78"	279-5378
DISPLAY, ADVANCED, LCD, CAMERA	416-9265		
RUBBER BELT, 2 SPD, D/S IDLER	357-0247		
TRADE-IN EQUIPMENT		SELL PRICE	\$60,889.00
MODEL: <u>279C2 - CATERPILLAR INC. (AA)</u>	YEAR: _____ SN.: <u>KKWB00229</u>	EXT WARRANTY	Included
PAYOUT TO: _____	AMOUNT: _____ PAID BY: _____	LESS GROSS TRADE ALLOWANCE	(\$25,000.00)
MODEL: _____	YEAR: _____ SN.: _____	SALES TAX (0%)	\$0.00
PAYOUT TO: _____	AMOUNT: _____ PAID BY: _____	AFTER TAX BALANCE	\$35,889.00
MODEL: _____	YEAR: _____ SN.: _____		
PAYOUT TO: _____	AMOUNT: _____ PAID BY: _____		
ALL TRADE-INS ARE SUBJECT TO EQUIPMENT BEING IN "AS INSPECTED CONDITION" BY VENDOR AT TIME OF DELIVERY OF REPLACEMENT MACHINE PURCHASE ABOVE.			
PURCHASER HEREBY SELLS THE TRADE-IN EQUIPMENT DESCRIBED ABOVE TO THE VENDOR AND WARRANTS IT TO BE FREE AND CLEAR OF ALL CLAIMS, LIENS, MORTGAGES AND SECURITY INTEREST EXCEPT AS SHOWN ABOVE.			
<input checked="" type="checkbox"/> CATERPILLAR EQUIPMENT WARRANTY	INITIAL _____	Payment Terms and Conditions:	
The customer acknowledges that he has received a copy of the Caterpillar Warranty and has read and understood said warranty. Scheduled oil sampling (S.O.S.) is mandatory with this warranty. The customer is responsible for taking oil samples at designated intervals from all power train components and failure to do so may result in voiding the warranty.			
Warranty applicable including expiration date where necessary: 12 Months, Unlimited Hours, Premier			
<u>279-36 MO/3000 HR POWERTRAIN + HYDRAULICS + TECH (Tier 4)</u>			
CSA:			
NOTES:			

NO AGREEMENTS OTHER THAN THOSE EITHER PRINTED OR WRITTEN ON THIS ORDER ARE BINDING ON EITHER PARTY OF THIS CONTRACT. This order is subject to the terms and conditions set forth on both front and reverse sides including the applicable manufacturer's warranty. In the event this machine is equipment with Product Link, I understand data concerning this machine, its condition, and its operation is being transmitted by Product Link to Caterpillar Inc., its affiliates (Caterpillar), and /or its dealers to better serve me and to improve upon Caterpillar products and services. The information transmitted may include: machine serial number, machine location, and operation data, including but not limited to: fault codes, emissions data, fuel usage, service meter hours, software and hardware version numbers, and customer privacy. I agree to allow this data to be accessed by Caterpillar and/or its dealers.

ORDER RECEIVED BY Nick Wolk Fabick REPRESENTATIVE

APPROVED AND ACCEPTED ON _____ PURCHASER
CITY OF ARNOLD PURCHASER

BY _____ SIGNATURE

TITLE _____

TERMS AND CONDITIONS

This order is subject to the following terms and conditions:

1. The Seller reserves the right to accept or reject this order and shall not be required to give any reason for non-acceptance.
2. This order when accepted by Seller shall become a binding contract, but shall be subject to strikes, lockouts, accidents, fire, delays in manufacture or transportation, acts of God, embargoes, or Governmental action and any other causes beyond the control of the Seller whether the same as, or different from the matters and things hereinbefore specifically enumerated, and any of said causes shall absolutely absolve the Seller from any liability to the purchaser under the terms hereof.
3. Title to the machine(s) being purchased shall remain in the name of Seller until the purchase price is fully paid, and release of the machine(s) to Purchaser for demonstration or as an accommodation shall not transfer title until payment for the machine is received. In the event of nonpayment, receipt of insufficient funds check, stop payment order, or other failure to pay agreed consideration, customer agrees that it is leasing any to be purchased machine in its possession or control at Fabick's daily rental rate from date of possession until return of possession to Fabick, and subject to Fabick's standard Rental Terms, which are incorporated herein by reference. In the event of default, Fabick shall be entitled to its costs of collection or repossession, including reasonable attorneys' fees and 18% per annum interest on delinquent payment.
4. The Seller's responsibility for shipment ceases upon delivery to the transportation company at Seller's place of business, or manufacturer's place of business if direct shipped to Purchaser, and any and all Risk of Loss for in transit damage, delay claims or shortages after such delivery is at Purchaser's risk (not Seller's risk) and claims shall be made by Purchaser to the transportation company. Purchaser agrees to acquire insurance on the machine prior to shipment.
5. Upon receipt of possession, Purchaser shall immediately inspect the machine(s) for non-compliance with terms of purchase, pre-transit damage, shortage claims, or any other claim against Seller, and shall immediately notify Seller of any such claims in writing, and shall be deemed to have accepted the machine in its as is condition if no written claim is made within fifteen days of receipt of possession, which the parties agree is a commercially reasonable period for inspection.
6. Upon acceptance by Seller, this contract contains all terms and conditions of purchase, and prior negotiations, different terms, or representations are superseded by the terms of this contract. Seller is not bound by any representation or term made or allegedly made by any agent or employee of Seller which is not expressly set forth in this contract.
7. Purchaser is buying the machines or goods herein subject to the manufacturer's warranty, if any. Seller **DISCLAIMS THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.** Purchaser assumes the risk of damage and/or injury from use or operation of the machines or goods, both personal injury and property or casualty damage, suffered or sustained in the operation thereof, and agrees to hold Seller harmless therefrom. Purchaser waives and holds Seller harmless from any and all claims in connection with delays, lost profits, consequential damages, and incidental damages. All used machines or goods being purchased are sold "as is" without any warranty, express or implied (except Seller warrants title), unless said warranty is set forth on page 1 of this contract in the section entitled WARRANTY ON EQUIPMENT EXTENDED BY SELLER, USED EQUIPMENT and is signed or initialed by both of the parties hereto.
8. New Caterpillar Products (to include machines, engines, attachments and parts manufactured by Caterpillar Tractor Co.), are warranted by Caterpillar as set forth in Caterpillar Warranty forms, which the Purchaser has reviewed and accepts in lieu of any and all warranties by the Seller, whether express or implied. All non-Caterpillar new products being purchased including machines, engines, attachments and parts are subject to their Manufacturer's Warranty, if any, which the buyer has reviewed and accepts in lieu of any and all warranties by the Seller, whether express or implied.
9. To the extent applicable, the contractor and subcontractor shall abide by the requirements of 41 CFR §§ 60-1.4(a), 60-300.5(a) and 60-741.5(a). These regulations prohibit discrimination against qualified individuals based on their status as protected veterans or individuals with disabilities, and prohibit discrimination against all individuals based on their race, color, religion, sex, or national origin. Moreover, these regulations require that covered prime contractors and subcontractors take affirmative action to employ and advance in employment individuals without regard to race, color, religion, sex, national origin, protected veteran status or disability.

BILL OF SALE FOR PROPERTY TAKEN IN TRADE

For value received, I/we hereby grant, sell, transfer and deliver unto John Fabick Tractor Company, One Fabick Drive, Fenton, Missouri 63026 at _____

I/we hereby certify that there is no lien, claim, debt, mortgage or encumbrance of any kind, nature or description against this property now existing, of record or otherwise, and that same is free and clear and is my/our sole and absolute property. I/we agree to assume all risk of loss and/or damage to above described equipment, beyond normal wear, until delivery is made to and accepted by Fabick.

by _____
(Title)

RESOLUTION NO: 17-28

A RESOLUTION APPOINTING ROBERT LINDSLEY TO THE
BOARD OF ADJUSTMENT TO SERVE THE REMAINDER OF A
FIVE-YEAR TERM

BE IT RESOLVED by the Council of the City of Arnold, Missouri, that Robert Lindsley is hereby appointed to the Board of Adjustment to serve the remainder of a five-year term, terminating on November 1, 2020 or until a successor has been appointed and qualified.

Presiding Officer of the City Council

Mayor Ron Counts

ATTEST:

City Clerk Tammi Casey

Date: _____

June 01, 2017

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ROBERT LINDSLEY
1182 Jere Drive
Arnold, MO 63010
636-296-0853

Objective: To serve the City and stay involved in its needs.

Resident of the City of Arnold for 40 years.

1182 Jere Lane from October 1, 1976 until present.

Retired 8 years

Board of Adjustments from 1978 – 1983 (5 years)

Arnold City Council 1983-1993 (10 years)

Arnold City Council 2009-2011 (2 Years)

Jeffco Health Board 1987-1991 (4 years)

Arnold Planning and Zoning (Council Liaison 1988-1992 4 years)

Arnold Chamber of Commerce (Council Liaison 1987-1989 2 years)

Arnold Park Board (1998-2008 10 Years)

Arnold Tourism Committee (Council Liaison 2009-2011 2 Years)

Arnold Clean Stream Volunteer (1990-2017 27 Years)

Arnold Farmers Market Committee (Kick off Committee 1 Year)

VFW Post 2593 – Auxiliary Member

Jeffco Veterans Tribute Park Committee (Arnold Site)

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RESOLUTION NO: 17-29

**A RESOLUTION APPROVING A CONTRACT WITH REPUBLIC SERVICES
TO PROVIDE TRASH SERVICE.**

WHEREAS, the City of Arnold contracts for the provision of trash service for its residents; and

WHEREAS, the City's current contract with Republic Services expires on June 30, 2017; and

WHEREAS, after considering its options the City Council decided that renewing our contract with Republic Services is in the best interests of the City and its residents;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF
ARNOLD, MISSOURI:

Section 1. The City's purchasing procedures are waived and the attached contract with Republic Services is approved.

Presiding Officer of the City Council

Mayor Ron Counts

ATTEST:

City Clerk Tammi Casey

Date: _____

CONTRACT
BETWEEN THE CITY OF ARNOLD, MISSOURI
AND
ALLIED SERVICES LLC, D/B/A REPUBLIC SERVICES OF BRIDGETON
FOR
COLLECTION AND DISPOSAL
OF HOUSEHOLD TRASH, RECYCLABLES, YARD WASTE AND BULK
TRASH

THIS AGREEMENT for the collection and disposal of household trash, recyclables, yard waste, and bulk trash is made and entered into on this 1ST day of July, 2017, by and between the CITY of ARNOLD, Missouri, a municipal corporation in the State of Missouri (hereinafter referred to as "CITY") and Allied Services LLC, d/b/a Republic Services of Bridgeton (hereinafter referred to as "HAULER"), in accordance with Ordinance No. _____. This contract is for an exclusive franchise for all residential units within the city limits of Arnold, Missouri.

WITNESSETH:

That for, an in consideration of payments and covenants hereinafter mentioned to be made and performed by the CITY, HAULER hereby covenants and agrees during the contract period stated herein to collect and dispose of household trash, recyclables, yard waste, and bulk trash to all single-family residential households within the City of Arnold.

ARTICLE 1: CONTRACT PERIOD

- 1.1 This agreement shall cover a six (6) year period commencing July 1, 2017 and ending June 30, 2023, with possible option years, mutually agreed by both parties.
- 1.2 In the event of a material breach of this agreement by either party, the non-breaching party may terminate this agreement after providing thirty (30) day written notice to rectify such breach, in addition to exercising any and all other rights and remedies at law or in equity.
- 1.3 A waiver in connection with any breach or event of default on the party of the CITY or HAULER shall be limited to the particular event so waived and shall not be deemed to waive the same or another default or event of default in the future.
- 1.4 HAULER shall not assign this agreement or sublet any portion of the work provided herein to any entity without the prior written consent of the Mayor and

Board of Aldermen of the City of Arnold. Such consent shall not be unreasonably withheld by CITY.

ARTICLE II: SCOPE OF SERVICES

- 2.1 HAULER agrees to provide all manpower and equipment necessary to provide for the collection and disposal of all solid waste, recycle and yard waste.
- 2.2 Unless otherwise specified in this agreement, the meaning given to terms and conditions within this agreement shall be as prescribed and written as is in the request for proposal.
- 2.3 The following terms and conditions are expressly defined and shall have the meaning ascribed to them in this contract:

Bulky Items – Furniture, and other household goods, exclusive of appliances.

Collection – Collection of household trash, recyclables, bulk and yard waste at one location at the curb fronting each residence or at an established dumpster(s) location in the case of a condominium complex.

Demolition and Construction Waste – Waste materials from the construction or destruction of residential, industrial or commercial structures.

Disposable Solid Waste Container – Disposable plastic bags with a capacity of 20 to 35 gallons specifically designed for storage of solid waste.

Disposable Yard Waste Container – Disposable Kraft paper bags with a capacity of 20 to 35 gallons specifically designed for storage of yard waste.

Hazardous Waste – Any waste or combination of wastes, as determined by the Missouri Hazardous Waste Management Commission by rules and regulations, which, because of its quantity, concentration, or physical, chemical or infectious characteristics may cause or significantly contribute to an increase in mortality or an increase in serious irreversible, or incapacitating reversible, illness, or pose a present or potential threat to the health of humans or other living organisms (subsection 260.360(9) or the Missouri Hazardous Waste Management Law) and as amended.

Household Trash – Unwanted or discarded waste materials in a solid or semi solid state, including but not limited to garbage, ashes, street refuse,

rubbish, dead animals, and other solid waste resulting from the maintenance and operation of dwelling units.

Recyclables – Materials from the solid waste stream that may be reprocessed and reused as a manufacturing resource to include, at a minimum, newspapers, magazines, cardboard, aluminum cans, tin-coated steel cans, glass bottles and jars, and plastic bottles collected at the curb fronting each residence; or other items as specified by Allied Waste Services.

Single-Family Dwelling – All single-family residential structures and all condominium units, including those that utilize commercial dumpster containers.

Trash Containers – Receptacle used by any person to store solid waste during the interval between solid collections.

White Goods – Large household appliances consisting of refrigerators, freezers, clothes washers and dryers, water heaters, trash compactors, dishwashers, microwave ovens, ranges, stoves, wood stoves, and air conditioners that can be easily and safely handled by two men and do not exceed 16 cubic feet of total volume or 100 pounds in weight, all in conformance to Allied Waste guidelines.

Yard Waste – Bagged or bundled grass clippings, leaves, tree trimmings and limbs, garden vegetation, flowers, Christmas trees, and pieces of wood collected at the curb fronting each residence all in conformance to Allied Services guidelines.

2.4 EQUIPMENT & VEHICLES – HAULER shall furnish all necessary vehicles and equipment, which shall be substantial, non-leakable, and metallic vehicles and trucks provided with tops or coverings to prevent the spilling or leaking of materials and to conceal the contents of such vehicle from view. Said vehicles shall be kept covered or closed at all times except when being loaded or unloaded. All such vehicles shall:

- a) Carry evidence of a current State of Missouri Safety inspection and any other licenses required as a condition of doing business by the County Department of Health or the Missouri Department of Natural Resources.
- b) The gross vehicle weight of the trash truck vehicles shall not exceed 20 tons for a single axle truck and 30 tons for a tandem axle truck, or except as otherwise provided by State or St. Louis County Law.

2.5 COLLECTION FROM CITY FACILITIES

HAULER shall furnish sufficient trash and recyclables containers to all public buildings owned and operated by the CITY and shall empty all such containers at least twice-per-week or more often as may be necessary and directed by the City Official.

2.6 COLLECTION OF BULK ITEMS

HAULER shall provide for the collection of bulky items from all households within the CITY, The service will provide a two (2) item per week pick up, the HAULER will require bulky items to be called in and scheduled.. Construction is not considered bulky and will be serviced at a charge identified by HAULER.

2.7 WHITE GOODS

HAULER shall provide for the collection of white goods from all households within the CITY no less often than once-per-month. HAULER shall bill resident for the collection of white goods at a rate of \$27.00 per item.

2.8 COLLECTION OF YARD WASTE

HAULER shall provide for the collection of yard waste from all households within the CITY twice-per-month for nine month time period, (April through December).

The residents must place yard waste at the curb in disposable Kraft paper bags or containers. Plastic bags may not be used for disposal of yard waste.

Bundles of branches must be no more than 4' in length and 1.5' in diameter.

An unlimited number of paper bags, containers, or bundles that may be picked up at any one collection time.

2.9 RECYCLING

HAULER shall collect recyclables from all homes in the CITY. Such collection may take place on the same day as the resident's scheduled trash pick up and shall occur once a week. Collection shall be from containers provided by the CITY for that purpose.

It shall be considered a breach of contract to dispose of items collected as part of the recycling program in a sanitary landfill. Any vehicle utilized for collection of recyclables shall be clearly marked for that purpose.

2.10 HOUSEHOLD GOODS

HAULER shall provide collection and disposal of household trash from containers provided by the HAULER and limited to said container. Collection shall be by schedule approved by the CITY once-per-week. Collection shall be curbside.

2.11 MISCELLANEOUS PROVISIONS

- a) No collections shall be required on the following legal holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.

The contractor shall provide for an alternate schedule for collection of all household trash, recyclables, and yard waste if missed due to one of the above holidays. Such alternate schedule shall be approved by the CITY in advance. Saturday pick-ups are allowed.

- b) Upon being notified of a missed collection by a resident, HAULER shall provide for collection of all items within 24 hours of receipt of the notification.
- c) In the collection of household trash, recyclables, bulk items and yard waste, HAULER and its employees shall not place the same upon or suffer the same to be placed or scattered upon any public or private street, alley, drive or public or private place or property and agrees to replace any receptacle, can or lid damaged by HAULER or its employees and upon collection to leave the premises in a neat and clean condition.
- d) No collections shall begin prior to 6:00 a.m. or end later than 8:00 p.m., without the prior written consent of the CITY.
- e) HAULER shall submit accurate reports reflecting the total volume or weight of household trash, the volume or weight of recyclables and the volume or weight of yard waste collected within the CITY. Such reports shall be filed with the CITY no less often than quarterly. If such a report is more than 30 days late, CITY may withhold payment of the monthly bill under this contract until such report is received. This requirement will be strictly enforced.
- f) HAULER will implement a toll-free local customer service number for residents of the CITY.
- g) The HAULER will check in with the City one (1) time per day, by visitation or by phone to collect any issues that might arise (missed pick-

ups, etc) prior to 3:00p.m. on each collection day, HAULER shall have a representative contact the designated CITY representative to receive and resolve all concerns regarding collections missed on that date.

ARTICLE III: INSURANCE

3.1 INSURANCE COVERAGES

HAULER agrees to obtain and keep in force during the life of the contract the following types of insurance with an insurance company licensed to do business in the State of Missouri:

- a) Worker's Compensation Insurance per the statutory limits in the State of Missouri;
- b) General Liability Insurance in an amount equal to the current sovereign immunity limits of the State of Missouri;
- c) Automobile Liability Insurance on any and all vehicles utilized by HAULER in performance of this contract, including leased and owned vehicles in an amount equal to the sovereign immunity limits of the State of Missouri

Further, the CITY is to be an additional named insured on all such policies. In the event any insurance policy required herein is cancelled, HAULER shall notify the CITY thirty (30) days prior to such cancellation and provide evidence of continuing coverage.

HAULER agrees to indemnify and hold harmless the CITY from any liability, claim, damage or cause of action which may be asserted or sustained against the CITY as the result, either directly or indirectly or in any manner, of the performance or failure of performance on the part of the HAULER.

3.2 COMPLIANCE WITH LAW

HAULER agrees to comply with all applicable laws including ordinance of the CITY, environmental or waste disposal laws enacted now or in the future by the United States of America, the State of Missouri, or any other state having jurisdiction because of the collection, removal or disposal of household trash, recyclables, bulk items and yard waste from dwellings within the CITY. HAULER will indemnify and hold harmless the CITY from all damages, fines, or penalties that may arise from violation of such laws by conduct of HAULER pursuant to this agreement.

ARTICLE IV: COMPENSATION FOR SERVICES

CITY will compensate HAULER for their service of, once per week curbside service of solid waste, recycle, bulky waste.

Approximately 6,964 Units

Year 1	7/1/2017 to 6/30/2018	\$13.92
Year 2	7/1/2018 to 6/30/2019	\$14.34
Year 3	7/1/2019 to 6/30/2020	\$14.77
Year 4	7/1/2020 to 6/30/2021	\$15.22
Year 5	7/1/2021 to 6/30/2022	\$15.68
Year 6	7/1/2022 to 6/30/2023	\$16.15

Optional Yard Waste Curbside, Individually Billed, per quarter.

Year 1	7/1/2017 to 6/30/2018	\$11.25
Year 2	7/1/2018 to 6/30/2019	\$11.59
Year 3	7/1/2019 to 6/30/2020	\$11.94
Year 4	7/1/2020 to 6/30/2021	\$12.30
Year 5	7/1/2021 to 6/30/2022	\$12.67
Year 6	7/1/2022 to 6/30/2023	\$13.05

Appliance, must be called in and scheduled, \$27 per item for the term of said agreement.

Bulky Waste, must be called in and scheduled, two item limit, no additional charge to the resident.

Container Rental, for solid waste or yard waste service, will incur a \$4.00 per month rental fee, HAULER will warranty and maintain said containers.

Electronics, since pricing fluctuates on a regular basis, charges will be between hauler and resident.

STATE OF MISSOURI)
)SS
COUNTY OF ST. LOUIS)

On this _____ day of _____, 2017 before me personally appeared, The Honorable Mayor Ron Counts to me personally known, who, being by me duly sworn, did say the he is the Mayor of the City of Arnold, Missouri, and that the seal affixed to the foregoing instrument is the corporate seal of the City of Arnold, Missouri, and that said instrument was signed and sealed in behalf of said City by authority of its City Council in accordance with Ordinance No. _____ enacted the _____ day of _____, 2017.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my seal in the County and State aforesaid the day and year first written above.

(SEAL)

My Commission Expires

Notary Public

RESOLUTION NO: 17-30

**A RESOLUTION APPROVING AN AGREEMENT WITH THE U.S.
DEPARTMENT OF THE INTERIOR GEOLOGICAL SURVEY FOR A FLOOD
INUNDATION MAPPING PROJECT.**

WHEREAS, the City of Arnold is frequently impacted by the flooding of the Meramec River;
and

WHEREAS, the U.S. Geological Survey has proposed a flood inundation mapping project that
will develop an internet based tool that will show which properties in Arnold will flood a various
flood stage levels; and

WHEREAS, the City Council believes this will be a valuable tool for both the City and its
residents to have for future flood events; and

WHEREAS, this is a sole source project;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF
ARNOLD, MISSOURI:

Section 1. The attached agreement with the U.S. Department of the Interior Geological Survey is
approved. The Mayor and/or City Administrator are authorized to sign the agreement and any
other necessary documents to implement the agreement.

Presiding Officer of the City Council

Mayor Ron Counts

ATTEST:

City Clerk Tammi Casey

Date: _____

**U.S. DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY**

Customer #: 600000
Agreement #: 17EMSG
Project #: SG00GGD
TIN #:
Fixed Cost Agreement YES

JOINT FUNDING AGREEMENT

FOR
WATER RESOURCE INVESTIGATIONS

THIS AGREEMENT is entered into as of the, 1st day of January, 2017 by the U.S. GEOLOGICAL SURVEY, UNITED STATES DEPARTMENT OF THE INTERIOR, party of the first part, and the City of Arnold, party of the second part.

1. The parties hereto agree that subject to availability of appropriations and in accordance with their respective authorities there shall be maintained in cooperation Flood Inundation Mapping for the Lower Meramec River between the Cities of Eureka and Valley Park and between the City of Fenton and the Mouth of the Meramec River at the confluence of the Mississippi River herein called the program. The USGS legal authority is 43 USC 36C; 43 USC 50; and 43 USC 50b.
 2. The following amounts shall be contributed to cover all of the cost of the necessary field and analytical work directly related to this program. 2(b) includes In-Kind Services in the amount of \$0.00
 - (a) by the party of the first part during the period

Amount	Date	to	Date
\$16,000.00	January 1, 2017		June 30, 2018
 - (b) by the party of the second part during the period

Amount	Date	to	Date
\$64,000.00	January 1, 2017		June 30, 2018
 - (c) Contributions are provided by the party of the first part through other USGS regional or national programs, in the amount of:

Description of the USGS regional/national program:
 - (d) Additional or reduced amounts by each party during the above period or succeeding periods as may be determined by mutual agreement and set forth in an exchange of letters between the parties.
 - (e) The performance period may be changed by mutual agreement and set forth in an exchange of letters between the parties.
3. The costs of this program may be paid by either party in conformity with the laws and regulations respectively governing each party.
 4. The field and analytical work pertaining to this program shall be under the direction of or subject to periodic review by an authorized representative of the party of the first part.
 5. The areas to be included in the program shall be determined by mutual agreement between the parties hereto or their authorized representatives. The methods employed in the field and office shall be those adopted by the party of the first part to insure the required standards of accuracy subject to modification by mutual agreement.
 6. During the course of this program, all field and analytical work of either party pertaining to this program shall be open to the inspection of the other party, and if the work is not being carried on in a mutually satisfactory manner, either party may terminate this agreement upon 60 days written notice to the other party.

- 7. The original records resulting from this program will be deposited in the office of origin of those records. Upon request, copies of the original records will be provided to the office of the other party.
- 8. The maps, records, or reports resulting from this program shall be made available to the public as promptly as possible. The maps, records, or reports normally will be published by the party of the first part. However, the party of the second part reserves the right to publish the results of this program and, if already published by the party of the first part shall, upon request, be furnished by the party of the first part, at costs, impressions suitable for purposes of reproduction similar to that for which the original copy was prepared. The maps, records, or reports published by either party shall contain a statement of the cooperative relations between the parties.
- 9. USGS will issue billings utilizing Department of the Interior Bill for Collection (form DI-1040). Billing documents are to be rendered quarterly. Payments of bills are due within 60 days after the billing date. If not paid by the due date, interest will be charged at the current Treasury rate for each 30 day period, or portion thereof, that the payment is delayed beyond the due date. (31 USC 3717; Comptroller General File B-212222, August 23, 1983).

U.S. Geological Survey
 United States
 Department of the Interior

City of Arnold

USGS Point of Contact

Customer Point of Contact

Name: Paul Rydlund
 Address: U.S. Geological Survey, MO WSC
 1400 Independence Rd.
 Rolla, MO 65401
 Telephone: 573-308-3572
 Email: prydlund@usgs.gov

Name: Jason Fulbright
 Address: 2101 Jeffco Blvd.
 Arnold, MO 63010
 Telephone: 314-853-4045
 Email: jfulbright@arnoldmo.org

Signatures and Date

Signature:		Date:	Signature:	Date:
Name:	Amy Beusink		Name:	_____
Title:	Director, MO WSC		Title:	_____

RESOLUTION NO: 17-31

**A RESOLUTION ACCEPTING A PROPOSAL FROM RETAIL STRATEGIES
TO PROVIDE RETAIL RECRUITMENT CONSULTING SERVICES.**

WHEREAS, the City of Arnold issued a request for proposals to provide retail recruitment consulting services; and

WHEREAS, the City received three proposals; and

WHEREAS, after interviewing all three firms the interview panel is recommending the acceptance of the proposal from Retail Strategies;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF
ARNOLD, MISSOURI:

Section 1. The attached proposal from Retail Strategies is accepted. The Mayor and/or City Administrator are authorized to sign any documents necessary for the implementation of the proposal.

Presiding Officer of the City Council

Mayor Ron Counts

ATTEST:

City Clerk Tammi Casey

Date: _____



retail strategies

Arnold, MO

Retail / Business Recruitment

April 2017

Strictly Private & Confidential

There's a lot of potential here.

Thank You!

From our team at Retail Strategies, thank you for allowing our firm the opportunity to present our service to you. Retail Strategies leads the industry in research, analytics, real estate experience, quality of materials, depth of team, and the ultimate results of our recruitment efforts in our Client markets. If we are given the privilege to work with and represent Arnold we will task a team of highly experienced and well connected real estate professionals to function as an extension of your staff to identify opportunities and implement proven strategies to connect your community with expanding retailers and prospective developers.

As we responded to this RFP we were aware that you are also considering additional options to provide a solution to your needs. Retail Strategies has over twenty Clients that have invested in alternative options and solutions to fulfill their retail and economic development needs. We have included contact information and written statements from references who will tell you the difference in the level of quality and service we're providing is far superior.

Our team understands the retail landscape and activity in Arnold. I personally have been in the market multiple times over the past three years. My team and I have experience and relationships with the retailers and restaurants who are targeting communities like Arnold and can immediately get in front of them to discuss the opportunities in your market.

The City of Arnold has strong demographics, a good base of retail and restaurants, and is positioned well for growth. Arnold does not have a data problem. Retailers, restaurants, brokerage houses, developers, and other industry professionals have access to, or have invested in, data platforms. Like many communities we represent, Arnold's gap is not in data but in connections, experience, and the time needed to perform the appropriate actions to attract new business.

We hope to have the privilege of being your retail partner to provide the best solution for your retail and economic development needs.

Thank you for your time and consideration,

Retail Strategies Team



retail strategies

Purpose/Objective

Retail Strategies is pleased to present our response to the City of Arnold for their Request for Proposals for Retail & Business Recruitment. Retail Strategies has extensive experience, resources, and knowledge of retail recruitment and commercial real estate.

Our team has extensively studied Arnold and believe that it is well positioned to attract new retail development and redevelopment. Since 2015 our professionals have been in the Arnold market multiple times to assess the real estate and opportunities. In addition, our team has studied Arnold from our offices in Birmingham, AL leveraging the most sophisticated data and analytical tools in the industry.

Our team ran a mobile data study from the Water Town Place Shopping Center to identify Arnold's preliminary trade area. This study was performed from March, 1st 2016 through March 1st, 2017. A sample size of Consumers who shopped in the Water Town Place Shopping Center over the time period were captured and their home zip code was identified. After studying the density of the consumers, we identified a trade area of **100,000+** consumers with an average household income of **\$62,964**. These data points further show that Arnold's opportunity for growth is not in more data, but in connections, experienced human resources, and adequate time to connect with real estate professionals.

In addition to a strong trade area, Arnold features several intersections with 15,000+ vehicles per day. This traffic combined with a strong trade area and a good base of National, Regional, and Local Retailers makes Arnold an ideal market for a new retailer or restaurant to locate.

GAP Analysis - \$635,763,079 in Leakage

With a total market leakage of **\$635,763,079** the Arnold GAP analysis shows multiple opportunities for new retail and restaurants. In addition to identifying opportunities through data and real estate analysis, our firm will have meetings with key stakeholders in Arnold to identify the desired retail and restaurant concepts and will identify if they are a fit for the community.

Beyond the Study

Members of our team come from a variety of retail real estate disciplines. We have experience in site selection, tenant representation, development, leasing, and redevelopment to name a few. Throughout our collective experience in the retail industry and our history of recruiting retail to municipalities we know that retailers need more than data to enter your market.

Retail Strategies will provide all data to the City of Arnold – free of charge.

Retailers, developers, brokers, and investors across the Country have access to data sources to identify the key attributes and points they desire in a market. What these professionals do not have is access to all the available real estate in your market and what, beyond the data, makes Arnold a primary expansion opportunity. This information and knowledge is what we articulate and present to expanding concepts who should be considering Arnold for expansion.

In addition to real estate experience we have helped communities navigate zoning, site plans, signage, incentives, and a number of other issues/opportunities to minimize hurdles and maximize the potential for new retail to enter your market.

If you align your community with our firm, we will work each day to exceed your expectations.

Scope of Services

If given the privilege of working hand in hand with Arnold, Retail Strategies will provide a team of highly trained real estate professionals to execute proven strategies that will be tailored to your unique opportunities to attract new, desired, retail to meet your vision for the community.

- Identify & attract new to market retailers that add incremental value to Arnold
- Identify key, attractive, data points that make areas in Arnold a destination for new retail
- Identify strategic and underutilized real estate assets within Arnold
- Attract desired retail and restaurants to the community
- Identify opportunities, create strategy, and implement the strategy on behalf of Arnold
- Promote and attract development to the community
- Leverage the momentum of current and future projects within Arnold
- Assist in the retention of business and entrepreneurs through research, analytics, and real estate expertise
- Educate City Staff, Community Leaders, & Key Stakeholders on retail trends, expansion, and deal making
- Be represented at Retail Trade Shows nationwide (ICSC & Retail Live)
- Provide feedback, negative or positive, from retailers on why they are or are not considering the market

Discover Process

Data and Analytics	Boots on the Ground Real Estate Analysis	Community Input And Vision
Retail Strategies has partnered with the industry leaders in research and analytics so we can provide the deepest, most thorough, look in to your community and its consumers. Data enables our professionals and your community to leaders to gain a world-class knowledge of critical data points and how they can be used as a tool to promote the community.	Through deploying real estate professionals to your community we are able to identify the key real estate assets within the community. These real estate assets are your product and we spend countless hours identifying who the buyers are. All of the sites are logged and recorded on a GIS platform so they can be fully utilized by your recruitment team.	Our model and strategies are not 'one size fits all' because each community we work with has unique attributes and vision for their future. The professionals who work on behalf of Arnold are here to incorporate the community vision, desired retailers, and feedback to your strategy.

Below are Examples of Information We Investigate to Develop Your Retail Strategy

Trade Area Identification	GAP Analysis	Peer Analysis	Psychographic Analysis	Mobile Data Collection	Consumer Spending Analysis
Real Estate Analysis	Focus Properties	Development Opportunities	Redevelopment Opportunities	Key Intersections	Key Retail Nodes
Retail Competitor Mapping	Market Supply Analysis	Market GLA Analysis	Priority Business Categories	Shopping Center Analysis	Workplace Analysis
Quarterly Population Trends	Community Input	Desired Businesses	Traffic Counts	Industry Trends	Retail Expansion

Data & Analytics

STI: PopStats

Since 1992, Synergos Technologies Inc. (STI) has been providing market-focused companies with many of today's most innovative and confidence-boosting demographic data building blocks. Demographic data building blocks, for example, are a powerful alternative to cookie-cutter data products. Unlike other data, they allow you to unleash your company's maximum market research potential. These data building blocks and others can be applied in uncountable configurations to meet your exact research needs — without limits.

"We have been using PopStats since it first became available for three primary reasons. First, I was impressed that I could get all of my demographic data from one source. Secondly, PopStats was the only product that was updated quarterly, including population counts, ethnicities, incomes, and seasonality. Third, I have great confidence in the source of the data — residential postal delivery."

- Dale Caldwell, Kroger Corp.

Tetrad

Tetrad is Retail Strategies data partner. Tetrad works with retailers across the Country developing and implementing software to fit their needs. Retail Strategies aligned with Tetrad after an exhaustive search of the premier data and software providers throughout the Country. The software developed by Tetrad for Retail Strategies is tailored to help City's identify opportunities and package those opportunities to attract retail in their market.

Below are a Few of the Demographic Data Sources Used



Boots on the Ground Real Estate Analysis

Real Estate Analysis

Retail Strategies will dedicate real estate professionals to Arnold to perform the heavy lifting of retail recruitment. A critical piece of the analysis these professionals perform is the Boots on the Ground Real Estate Analysis. We come to your community to put fresh eyes on the real estate assets, categorize them, and identify potential uses and prospects. This information is logged and recorded on our GIS platform and utilized on your behalf.

Broker, Developer & Property Owner Outreach

It is critical that outreach to local industry professionals is done on a regular basis. Retail Strategies will contact local brokers, developers, and property owners to build relationships and articulate how we can be of assistance to them on the City's behalf. We will continue to stay in contact with local industry professionals to hear feedback and provide assistance to maximize the potential for growth.



Retail Strategy

Following our Discovery process, your Retail Strategies team will present the findings and provide a **70+ page** comprehensive review on the unique data points, strategic and underutilized real estate assets, retailers who fit your market, and many more topics to give you community and it's leaders the greatest insight into the market. Below are key items covered in the deliverable and presentation.

Trade Area Identification

By utilizing mobile data collection, data and analytics, and real estate acumen, our team will identify shopping patterns within your community that will answer key questions for retailers.

Mobile Data Collection

An industry leading report which utilizes cell phone data to identify the home location of consumers that visit a defined shopping area within the community.

GAP Analysis

Examining the market supply and market demand within the trade area to uncover the categories of retail being desired by your community.

Psychographic Analysis

Psychographic analysis is demographic short hand. This information was developed to segment consumers by demographics, consumer preferences, and spending patterns

Peer Community Analysis

Identification and comparison of similar communities to measure your retail base and identify opportunities from a categorical perspective

Real Estate Assets

An in-market study which identifies within the community various opportunities: strategic focus properties, underutilized assets, development zones, and redevelopment zones

Retail Prospects

Your team will present a list of expanding concepts looking for markets just like yours.

Retail Trends & Expansion

Education on the trends of retail and who is expanding. This information is critical to understand who your market can and will attract.



Implementation

Proactive Recruitment

Following the presentation of the the Retail Strategy, we then begin the heavy lifting of retail recruitment. The professionals at Retail Strategies will put your data and underutilized real estate assets to work by connecting them with targeted businesses. Our team has connections nationwide that we will leverage on your behalf. We know who to contact, expansion plans, and site criteria for thousands of retailers and restaurants.

Property Owners & Brokers

Retail Strategies will connect and network with property owners and brokers in your community. It is mission critical for our team to build relationships with these individuals and provide an understanding that we are here to help and not diminish their return on efforts or investment.

Timeline for New Retail

Retail recruitment is a marathon, not a sprint. Real estate transactions involve multiple parties and every deal will be influenced by uncontrolled variables which may speed up or slow down the timeline for retailers' commitment to new locations.

The bottom line: this process takes time. Patience and persistence are critical. Our team understands the common obstacles of real estate transactions and will implement strategies to bypass these pitfalls. Aligning your community with Retail Strategies best positions your market to attract new retail.

Who We Connect With On Your Behalf

Our Team will be contacting those parties necessary to get deals done:

- Identified city contact(s)
- Local property owners
- Brokers
- Developers
- Investors
- Directors of real estate
- Franchisees
- Local business owners
- Many other decision makers

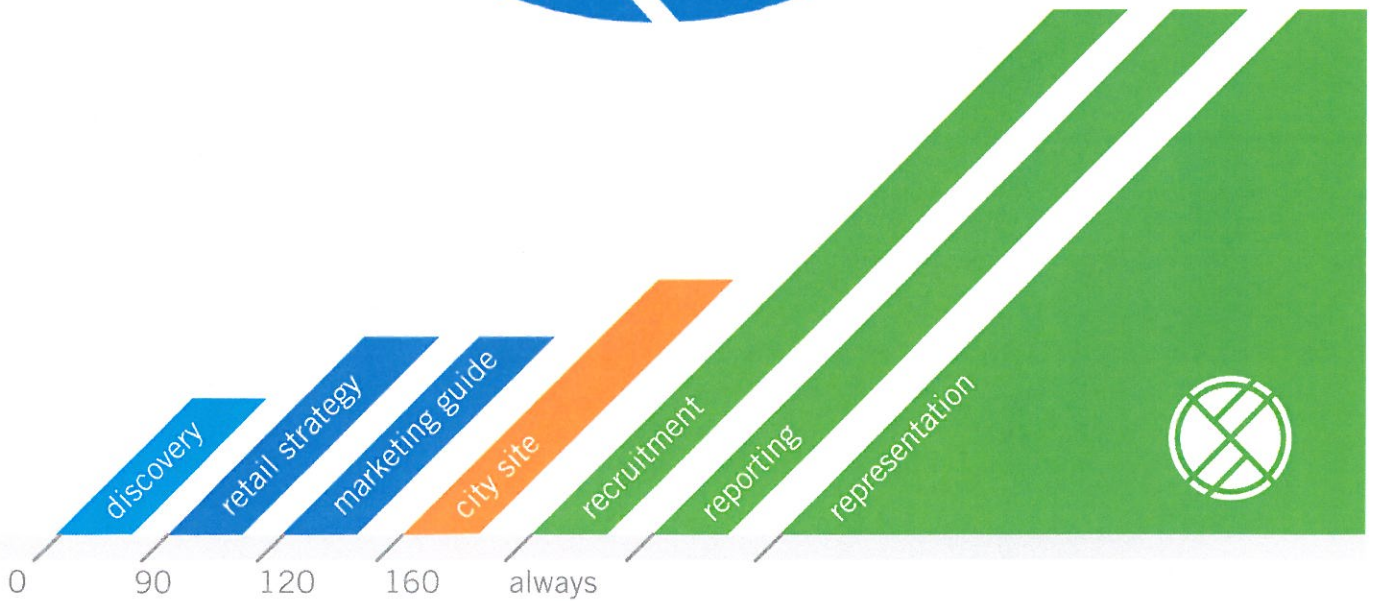
Marketing Guide

Retail Strategies marketing experts will develop a four page marketing guide for your community. The purpose of this marketing guide is show a retailer the primary information they request as effectively and efficiently as possible. Information available in the Marketing Guide include but are not limited to:

- Population
- Daytime Population
- Demographic Trends
- Community Dynamics
- Median Household Income Levels
- Major Psychographic Segmentations
- Top Employers
- School System Information
- Focus Properties
 - Listing Agent
 - Square Feet Available
 - Address
 - Contact Information
- Aerial Overview of the Community with Retailers identified by logo
- Retailers identified by logo
- Traffic Counts (Vehicles Per Day)
- Regional map to show the location of the market and metropolitan areas
- Client Contact Information
- Pictures from the community
- Web Site link
- Retail Strategies contact information

Initial Timeline

Following the execution of our agreement, Retail Strategies immediately begins working to better understand and identify opportunities within the market. The following diagram gives you a brief perspective on the completion dates for the materials that go in to the Retail Strategy. These dates can fluctuate depending on time of year, conference dates, and other opportunities that can benefit your community.



National Representation

The International Council of Shopping Centers (ICSC) and Retail Live are the leading global trade associations for the retail industry. ICSC and Retail Live help the public and private sectors understand the industry through educational programs, publications, certification programs, and (most popular) Deal Making Conventions. Each year these two organizations put on over twenty conferences for real estate professionals to connect to discuss deals and opportunities. We attend each conference on your behalf to communicate, one on one, the opportunities in your market with the business we are targeting on your behalf.

Exhibiting

Retail Strategies invests in an impactful presence at each trade show that allows exhibitors. Our image at these conferences benefits our Clients because retailers identify that the community has aligned itself with professionals to attract new retail to their communities. Retailers understand that, by meeting with Retail Strategies, they maximize their time and know they will be receiving vetted opportunities that fit their concepts expansion plans.

Key Conferences for Arnold in 2017

One critical difference between Retail Strategies and other firms who will be responding to this request is our investment in Real Estate Professionals who can identify and execute strategies on your behalf to bring new retail and restaurants to your market. A very visible example of this is the number of individuals we send to key conferences on behalf of our Clients. I encourage you to log in to ICSC.org and view each respondent's investment in these critically important events. What you will find is Retail Strategies sends more than double the number of professionals of other respondents.

What this equates to is more, one on one, conversations with retailers, developers, brokers, and investors on behalf of Arnold.

ICSC RECON: Las Vegas, NV – May 2017

ICSC Chicago - October 2017

Retail Live Chicago – March 2018



Web Platforms

Many communities seeking economic growth do not have the appropriate information available to searching retail real estate professionals or expanding businesses. To address this major need, Retail Strategies has developed web platforms for our Client communities.

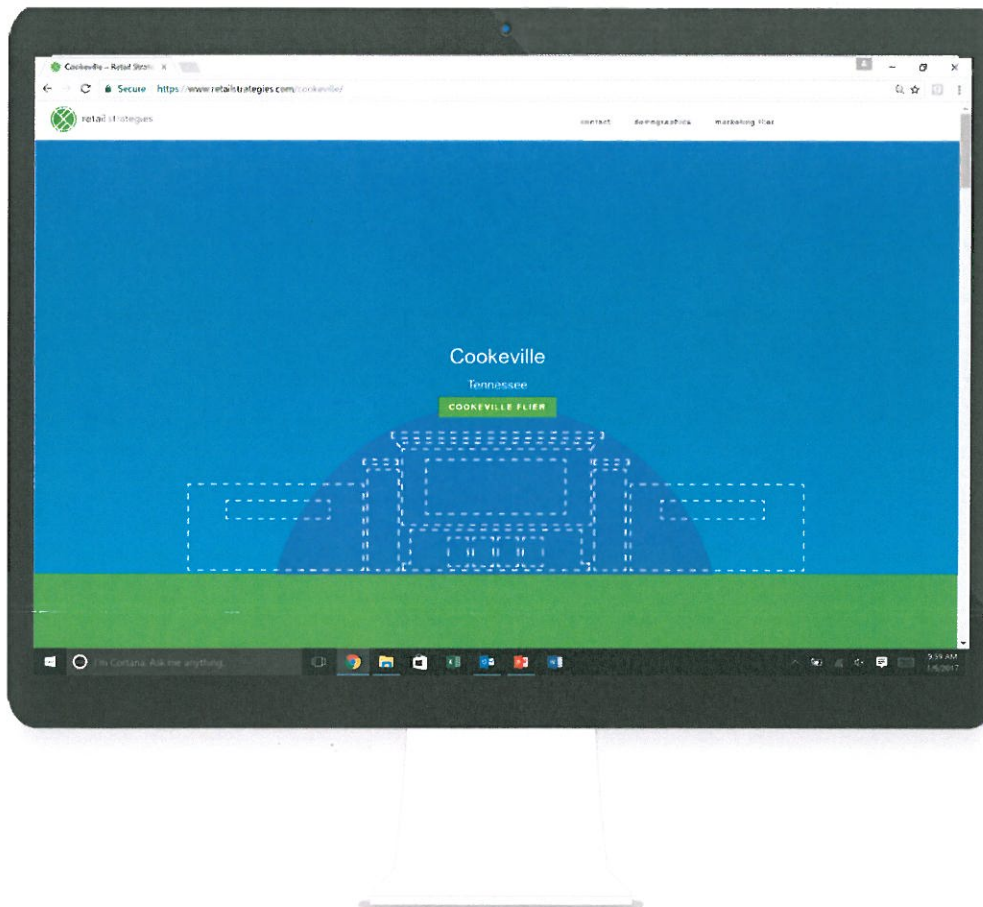
Your Web Platform

The information available on your web-platform was curated through our conversations with industry professionals. Your web platform will be a one-stop shop for searching businesses and real estate professionals to provide them with data, real estate, zoning, community message, school information, ordinance information, and other desired information.

Helping Local, Regional, and National Business

The web platform features information to support local/current business and provide the desired information to businesses searching for opportunities in Arnold. One key feature is the "Reporting Request" where any current business, future business, real estate professional, or property owner can request specific reporting or information on Arnold. This feature requires the entry of their contact information so we can connect and discuss their opportunity directly.

For an example site please visit: www.retailstrategies.com/raymore



Technical Proposal

DATA & ANALYTICS | REAL ESTATE ANALYSIS | COMMUNITY INPUT | RETAIL STRATEGY

- Identify market retail trade area using political boundaries, drive times and radii and custom boundary geographies
- Perform market and retail GAP analysis for trade area (i.e. leakage and surplus)
- Conduct retail peer market analysis
- Competition analysis identified target zones trade area(s)
- Tapestry lifestyles – psychographic profile of trade area / market segmentation analysis
- Aerial imagery of trade area(s)
- Retail competitor mapping/analysis
- Identification of at minimum 30 retail prospects to be targeted for recruitment in the first year of our partnership
- Updates provided on retail industry trends
- Custom on-demand demographic research – historical, current, and projected demographics – to include market trade areas by radius/drive time, and custom trade area
- Analysis of future retail space requirements in relation to the retail market analysis, the market's growth potential and trends in the retail industry
- Retail Real Estate Analysis performed by Licensed Retail Real Estate Professionals with 10+ years of collective experience
- Identify/Evaluate/Catalog priority commercial properties for development, re-development and higher and best use opportunities
- Identification of priority business categories for recruitment and/or local expansion
- Perform competitive analysis of existing shopping centers and retail corridors
- Active outreach to local brokers and land owners
- Target List of Retailers and Restaurants (minimum of 30)
- Customized Marketing Guide (four pages)
- Target Zones for Development, Redevelopment, and Leasing
- Focus Properties
- Presented by the Team via Conference Call and/or Skype

RETAIL & RESTAURANT RECRUITMENT | IMPLEMENTATION | NATIONAL REPRESENTATION

- Aggressive and Pro-active retail recruitment
- Will contact a minimum of 30 retailers, restaurants, brokers and/or developers each year
- Updates on new activity will be provided to Client's designated primary point of contact via Basecamp, telephone, or email on a monthly and/or as needed basis
- ICSC conference representation- updates provided according to the yearly conference schedule
- One market visit per calendar year included in agreement, any travel outside of the agreement shall be approved and paid for by the contracting entity
- On Demand Reporting – by partnering with Retail Strategies we become your research arm providing data to our contracting entity as it is requested.
- Retail trends, mergers, and acquisitions

WEB PLATFORM

- Publicly accessible customized Web Platform
- Select demographics and analytics available for easy access and download.
- Marketing Flier and city snapshot accessible and downloadable
- Personalized messaging
- City Information Linked to Web Platform
 - Example: www.retailstrategies.com/raymore

Project Description

Retail Strategies will conduct a site assessment of the City's market trade area and profile the customer's buying habits, lifestyle characteristics and media habits across segment customers. The results of the assessment will be used to guide the elected officials and staff of the city to make decisions and commitments for the City's retail sector and shape goals and policy long term.

The assessment will take into consideration and include:

- Population and growth trends
- Competition
- Existing retail firms
- Retail leakage/surplus
- Retail development in similar cities
- Retail trends

Retail Strategies will be able to address the following concerns/issues:

- Develop profiles of customers in the trade area based on buying habits, media habits, and lifestyle characteristics
- Assess the retail potential of selected sites in the City of Arnold
- Match the customer profiles with profiles of specific retailers and restaurants that would consider the City for a location or expansion.
- Prepare marketing packages for each of the retailers/restaurants identified and identify the individual in companies who makes location decisions
- Make other recommendations as seen pertinent to the assessment
- Provide a retail leakage / surplus analysis
- Provide on-going support to the City throughout the recruitment process.
- Provide long-term partnership
- Provide information on consumer preferences and spending patterns.
- Provide feedback, negative or positive, from retailers on why they are or are not considering the market.
- Represent the City at retail trade shows nationwide (ICSC & Retail Live).



Qualifications

Attracting new retail to a community is a complex, connection critical, and time consuming endeavor. Before Retail Strategies was founded in 2011, communities who desired to attract retailers often turned to consultants that sold promises of what the information they provide would lead to. Communities who invested in these consultants were often left with research reports, a list of prospects, an unrealistic idea of the timeframe for new retail, and little or no guidance on how to use the tools they were sold.

Retail Strategies was formed to give communities the option to have well connected, experienced, and licensed retail real estate professionals aggressively identify and execute tailored strategies to attract new retailers to the market. Our model is a staff augmentation. We become an extension of your team and will provide world class service to your community. We will utilize best in class data, input licensed real estate professionals in to your market to identify strategic and underutilized real estate assets, devise and implement tailored and achievable strategies, represent you nationally at trade shows, and dedicate professionals to execute your strategy providing the necessary on-going support and communication which will yield tremendous value to your community.

Retail Strategies has the financial capability, required industry experience, connections, and credibility with retailers, restaurants, developers, and brokers throughout the Country. We connect with industry professionals on a daily basis to promote our Client markets. Retail Strategies has a rolodex of thousands of retailers with their contact information, site selection criteria, and expansion plans. Due to the experience and reputation of our team there is no retailer that we cannot approach on your behalf.

Being the first to do something isn't as important as **getting it right is**. There is no shortage of consultants who are happy to engage under any terms a community puts forward. We have several clients that had previously invested in, or were approached by, cheaper alternatives. **They'll tell you the difference in the level of quality and service we're providing is far superior and worth the investment**

Our process is to utilize industry leading tools and dedicate well connected professionals to your community. Having these professionals on your side, creating a long term partnership, will generate tremendous value for your community and protect your investment in this economic development effort. We invite you to lock arms with our team and it will be our privilege to exceed your expectations.



3
Birmingham, AL
Green Bay, WI
Fort Worth, TX



31
team
members



4:1
staff to client
ratio



180+
years of retail real estate
experience



132
partners

Industry Thought Leaders

Retail Strategies leads the industry in research, quality of materials, depth of team, and the level of service we provide to our Clients. Being an industry leader comes with a responsibility to not only provide tremendous service but to also educate on the trends, expansion, and best practices within the retail real estate industry.

Webinars, Industry Trends, and Retail Expansion

Each month Retail Strategies educates and informs our Clients and the industry on the latest in retail real estate. We have published twelve original reports on retail expansion and trends. We provide access to Webinars where we interview retailers such as Hibbett Sports, Smashburger, Smoothie King, Kroger, ICSC, Petsense, and several others on industry trends and expansion. Through these discussions our Clients have the ability to hear firsthand from industry professionals which will allow them to be the retail experts within their community.

Educating the Industry

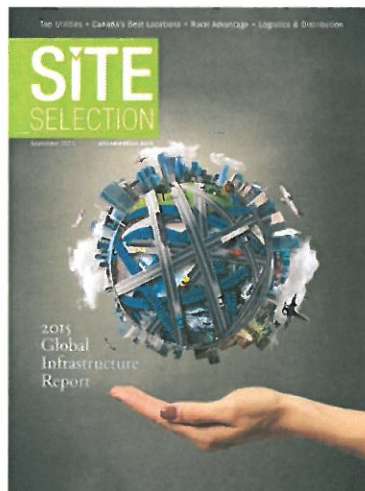
Each year Retail Strategies is featured in retail and economic trade organization magazines. Over the past three years our firm has had articles in Site Selection Magazine and Shopping Centers Today. Our firm is called on to discuss the issues that are effecting the retail industry and how retail is truly economic development for communities throughout the Country.

Speaking Engagements

Over the past 3 years Retail Strategies has spoken at 75+ local, regional, National, and International conferences. Our firm has a working relationship with ICSC, which is the Retail Industry's leading trade organization, and we are called on to speak at several ICSC events each year. In 2016 Retail Strategies was asked to speak at ICSC RECON which is the largest retail real estate conference in the World. At RECON we spoke on the topic "Retail as a Catalyst for Economic Development." There is a video of our discussion at ICSC RECON which we invite you to view on our website at www.retailstrategies.com. Our team will speak again at RECON in 2017

Advocacy for Municipalities

Many of our Client communities rely heavily on sales tax collections to fund a portion of their general revenue fund, schools, and other programs that benefit communities. In March of 2016 Retail Strategies joined ICSC and several other industry leading organizations in Washington DC to meet with congressmen and women to discuss the importance of online sales tax collections.



Primary Points of Contact

“If I Say I will, I Will”

Our mantra at Retail Strategies is, “If I say I Will, I Will.” We strive each day to meet and exceed the expectations of our Clients. Managing and building the relationship with our Clients is our highest priority and we have developed a system to execute on what we promise.

The City of Arnold will be designated three primary points of contact from Retail Strategies. Those individuals are Clay Craft, Ford Fitts, and Matthew Petro. Clay, Ford, and Matthew are supported directly by our Executive team, Research team, and Marketing team to provide all necessary information and outreach on behalf of Arnold. In addition, the relationships and best practices from the entirety of our team will be utilized on behalf of Arnold.

Communication

The key to every partnership is communication. The primary points of contact for Arnold, Clay, Ford, and Matthew will be in regular communication with the point of contact designated by Arnold to update our progress, efforts, and to provide the desired reporting needed by the City. Throughout the life of our partnership the City will receive data reports, correspondence (written/verbal) on progress of recruitment, reports to recap the conferences we attend on behalf of the City, and other documents, reports, and communication from Retail Strategies.

Basecamp

Basecamp is our Project Management and Collaboration Platform that is user-name and password protected. During the first week of our partnership the City of Arnold will be given access to this platform and will begin receiving documents and correspondence regularly from Retail Strategies through this tool. The purpose for Basecamp is to keep dozens of documents and conversations organized. By utilizing Basecamp we are able to keep our partnership with the City of Arnold efficient and effective.

Our Partnership: Start to Finish

From Day 1 our focus is providing value to your community. Through regular communication and reporting (written/verbal) we will keep the City of Arnold up to date with our efforts. Our team is quick to re-act to any change in needs or documentation requested by each community we work with.



Our Team



Retail Strategies is uniquely qualified to fulfil the needs for the City of Arnold. We know the process. We know the players. We have a track record of success working with communities like Arnold to position them for growth. Our team features multiple members with the coveted CCIM designation and over a dozen members of our team are licensed real estate professionals.



"Our investment in Retail Strategies has been one of the best decisions passed by our Chamber's leadership. I strongly recommend you consider using their services. You will definitely be pleased with their product."

Linda Lewis, Walker County, AL



"I have been more than pleased with the work Retail Strategies has done on behalf of the city. Not only has Retail Strategies worked closely with us but they have also worked directly with a local investment group as well as with both local and regional developers to attract retailers to Liberal."

Jeff Parsons, Liberal KS



"What closed the deal finally was when Retail Strategies came in and gave the company the demographic information they wanted and showed the company how Macerich was making the investment in SouthPark Mall."

Ray Forsythe, Moline IL



ROBERT JOLLY

CEO

Robert Jolly co-founded Retail Strategies in 2011 and since then has overseen development of numerous retail projects and has assisted some of the most well-known tenants in the United States with their expansion into new markets.

Robert brings years of experience with previous sales and management positions at Eason, Graham, and Sandner, Inc. and Black and Decker Corporation. He was the Birmingham Commercial Rookie of the Year in 1998, named one of the "Top 40 Under 40" in 2004, and "Who's Who of Commercial Real Estate" in 2005 and 2010. Over the course of his career Robert has leased, managed, and developed millions of square feet of retail space.

Robert graduated from the University of Alabama majoring in marketing and English. He is a member of ICSC and in 2008 earned the coveted Certified Commercial Investment Member (CCIM) designation from the Commercial Real Estate Investment Institute. **Robert holds a broker's license in Alabama, Mississippi, Georgia, Florida, Tennessee, Louisiana, South Carolina and Oklahoma.**

EXPERIENCE

Lane Parke – Mountain Brook, AL
27 Acres
100+ Jobs Created

Robert was involved in the identification, development, and leasing of a mixed use luxury retail center in Mountain Brook, AL. Over the course of a decade Robert helped facilitate the deal and help locate several new to market luxury retailers within the property. In addition to retail, the property contains a 5-star hotel and luxury apartments.

Hollywood Video & Movie Gallery
200+ Locations
5 States

During the heyday of movie rental, Robert located Hollywood Video and Movie Gallery at over 200 locations in five States. Roberts travel and deal making lead him to hundreds of markets throughout the Southeast. Many of these markets are our current Clients at Retail Strategies.



MEAD SILSBEE, CCIM

CFO

Mead Silsbee co-founded Retail Strategies in 2011 and brings over a decade of real estate experience to the company. Most recently Mead worked on the retail team at Eason, Graham, and Sandner, Inc. in Birmingham, Alabama. Over the course of his career Mead has leased, managed, and developed millions of square feet of retail space.

Mead graduated from the Randolph-Macon College in Ashland, Virginia where he earned a bachelor's degree in history and economics. In 2008, he earned the coveted Certified Commercial Investment Member (CCIM)

designation from the Commercial Real Estate Investment Institute and is a member of the International Council of Shopping Centers (ICSC).

EXPERIENCE

29 Seven – Birmingham, AL

Mixed Use Facility

40+ Jobs Created

Mead was involved in the identification, development, and leasing of a mixed use luxury retail center in Mountain Brook, AL. Over the course of a decade Mead helped facilitate the deal and help locate several new to market luxury retailers within the property. In addition to retail, the property contains a 5-star hotel and luxury apartments.

Shoppes of Hinesville - Hinesville, GA

240,000 + square feet

30+ Retailers & Restaurants

Mead's company, Retail Specialists, leases and manages the Shoppes of Hinesville in Hinesville, GA. This center is over 240,000 square feet and features Ollie's Bargain Outlet, Dollar Tree, Petsense, Harbor Freight and Tools, Rent-a-Center, UPS Store, Little Caesars, Shoe Show, and many additional retailers and restaurants.



LACY BEASLEY

PRESIDENT & COO

Lacy serves as *President & COO*. She has been involved in retail real estate since 2005. Her experience with *The Shopping Center Group* and the *Dickson County Chamber of Commerce* prior to joining Retail Strategies provides her with the insight to understand the connections needed from the public and private side of the conversation.

A graduate of Lipscomb University, she earned her double major in Marketing and Management. Beasley is the ICSC TN Government Relations Chair and has served on committees with CCIM, EDAA, and multiple ICSC planning committees. Her articles have been published in *Shopping Centers*

Today, *Site Selection Magazine* and *AL Retail Federation*. She has spoken on retail trends and best practices in retail recruitment to the at more than 75 events including ICSC, American Association of Retirement Communities, American Public Power Association, Tennessee Valley Authority, ElectriCities of NC, Georgia Power, Southeastern Economic Development Council and state-wide economic development and municipal associations in AZ, LA, OK, TN, AL, MS, KY and GA.

EXPERIENCE

Shoppes at Eagle Pointe, Cookeville, TN
240,000+ SF of Retail Space,
\$45 Million Investment

Lacy worked closely with the City and Developer to overcome hurdles including a wetlands mitigation plan, public-private partnership financial incentive and economic impact analysis. The Shopping Center is anchored by Publix and Academy Sports. It will employ more than 600 people and add \$2.3M annually to the local tax revenue.

Market Research & Tenant Representation
Tenant representation broker for Dick's Sporting Goods and Office Depot 2009-2012.
GIS & market research for 30 national retailers 2005-2009.

In 2005 when Lacy started at the country's largest tenant representation firm, The Shopping Center Group, she conducted GIS and market research for retailers such as Costco, PetSmart, TJX Companies, Best Buy, Michaels, Party City, Dick's Sporting Goods, JCPenney and Firestone. In 2009, she began acting as the tenant representation broker in Tennessee for Dick's Sporting Goods and Office Depot. In 2012, she stopped working those accounts to focus full time on municipal consulting.



MATTHEW PETRO

CHIEF DEVELOPMENT OFFICER

As Chief Development Officer Matthew leads a team of professionals who identify communities seeking solutions to maximize their real estate assets to attract desired businesses, generate additional revenue streams, and increase the quality of life within their community. Over the course of his career at Retail Strategies Matthew has served and excelled in every position on the team. Matthew has extensive knowledge and experience in retail recruitment and development, market research and analysis, marketing, and relationship management. Matthew has years of experience and a deep knowledge of the needs of communities through working hand in hand with local elected officials, economic development professionals, chambers of commerce, and municipal and County Governments. Matthew's passion to succeed, willingness to help others, and relentless work ethic brings tremendous value to our team and our Clients.

Matthew completed his undergraduate work at University of Alabama achieving a degree in Marketing with a specialization Sales. Matthew is a licensed Real Estate Professional and a member of the International Council of Shopping Centers (ICSC).

EXPERIENCE

Chick Fil A - Laurens, SC
\$2,500,000+ Average Sales
20+ Jobs Created

Chick-fil-A purchased land in Laurens, SC in 2010 but there had been no official timeframe to begin construction and open a location on their site in Laurens. Retail Strategies partnered with Laurens in 2014 and after four months of leveraging contacts with Chick-fil-A, they announced to open a location in Laurens, SC in 2015. The ground breaking took place on March 12th of 2015 and they are currently open for business. The Chick Fil A opening sparked even greater interest in the market by other retailers and restaurants. This win will lead to additional retailers and restaurants opening in the community.

Black Walnut Café – Edmond, OK
Fast Casual Restaurant
20+ Jobs Created

Edmond, OK partnered with Retail Strategies in 2013 to attract new retail and restaurants to the community. During our discovery process we identified an opportunity for new restaurants within the community and several pieces of real estate that would fit a restaurants site criteria. At the 2014 ICSC Texas Conference and Deal Making, Retail Strategies met with Black Walnut Café on behalf of Edmond, OK. At the time Black Walnut Café was looking to expand outside of Texas but was looking at opportunities in over ten different States. Our follow up with Black Walnut Café from the conference provided custom data, analytics, and real estate that enabled Edmond to stand out over the other areas they were considering. Within three months the real estate team for Black Walnut Café was in the market looking at sites we had sent them. They are currently open for business in Edmond, OK.



CLAY CRAFT

DIRECTOR OF RETAIL DEVELOPMENT

Clay joined Retail Strategies in 2014 with a passion for real estate and helping communities grow. Clay works with developers, brokers, property owners, and retailers across the Country to connect them with opportunities in our Client markets. Clay is a licensed real estate broker and has helped retailers locate in multiple States throughout the Country. Clay graduated from Auburn University in 2010 with a Masters of Landscape Architecture.

EXPERIENCE

Sky Zone – Rockledge, FL

\$1,800,000+ average store sales

15+ Jobs Created

Retail Strategies formed a great working relationship with the leasing broker for an Aldi Anchored Shopping Center in Rockledge, FL and were assisting his recruitment efforts for a 30,000 vacancy next to Aldi. The broker had gotten some traction from Trampoline Park concept called Sky Zone but they were reportedly on the fence about the site and the market. The leasing broker asked us if we could run some custom demographic reports from the site. Our reports showed pent up demand for recreational activities and that consumer expenditures within the trade area aligned with Sky Zone's needs. Sky Zone opened in Rockledge, FL the last week of July 2016.

Another Broken Egg – Jax, Beach, FL

Fast Casual Restaurant,

20+ Jobs Created

When Retail Strategies first made contact with Another Broken Egg Café for Jacksonville Beach, FL they told us they had looked in the market but could not find any real estate that fit what their site criteria. Another Broken Egg wanted to be in the market, but admitted they had settled for a site in an adjacent community. Our team did not give up on this opportunity and sent Another Broken Egg a site in a soon to be redeveloped grocery anchored shopping center. Our team had insider information on the new grocery shopping center was and shared that info with Another Broken Egg. A year later Another Broken Egg had a lease signed at the center we sent them and have just updated their website to say "coming soon" to Jacksonville Beach, FL.



TIFFANY KILPATRICK

PORTFOLIO DIRECTOR

Tiffany joined Retail Strategies in 2015 as *Account Executive & Acquisitions Specialist*. She will be the day to day point of contact for our client cities in Tennessee, North Carolina and Kentucky. Prior to joining the Retail Strategies team, Tiffany was a Real Estate Manager for Hibbett Sports. Her primary role was site selection for new Hibbett Sports stores. Tiffany has overseen the site selection process and negotiated leases for over 130 locations in 10 states.

Tiffany started her career with Hibbett in 2004 as the Assistant to the Real Estate Department and quickly moved into the role of Real Estate Manager. As Real Estate Manager, Tiffany worked in the states of AZ, CO, NC, MS,

NM, AL, IL, KY and TN.

Tiffany is a graduate of the University of Alabama, where she earned a Bachelor's Degree in Public Relations. She served two terms as the ICSC AL/MS Retail Chair, as well as the Next Generation Chair for AL/MS.

EXPERIENCE

Hibbett Sports

Real Estate Manager

Opened 130+ Locations

Tiffany spent 10 years at Hibbett Sporting Goods as a Real Estate Manager identifying markets to expand their footprint. Over the course of her career at Hibbett Tiffany opened 130 locations across the Country.

Krispy Kreme

Bartlett, TN

20+ Jobs Created

At ICSC Southeast in Atlanta Retail Strategies met with a developer to discuss the opportunities in Bartlett, TN. A premier suburb of Memphis, Bartlett had many opportunities that we discussed with Deep River Partners. Over the course of eighteen months we had several meetings and conference calls with the developer regarding numerous opportunities in the market. One of the key opportunities was restaurants and destination retail. Krispy Kreme, a consumer destination for donuts identified the area as a target for expansion. Working with Deep River Partners we were able to put a site in front of Krispy Kreme and custom analytics which led to the destination restaurant locating in Bartlett, TN. This "win" for the City has led to many additional retailers and restaurants being interested in locating the market.



BETH MILLER

PORTFOLIO DIRECTOR

Beth joined Retail Strategies as a *Portfolio Director* with over 10 years of industry experience and an extensive knowledge of real estate transactions, shopping center management, and leasing.

Beth is a 2003 graduate of the University of Alabama, where she earned a *Bachelor's of Commerce and Business Administration* degree in Finance with a concentration in *Real Estate* and a Minor in *Economics*.

Over the course of her career Beth has identified and attracted tenants from Apple to Buffalo Wild Wings to shopping centers across the Country. Beth understands what a retailer, broker, and developer need to enter a market and has years of experiencing putting deals together. Her ability to leverage connections, identify opportunities, and react in an informative and persuasive manner to requests and questions by leveraging her past experiences puts her Clients in the best position to attract new retail to their market.

At Retail Strategies Beth connects the dots between the available space within her Client markets and retailers seeking new opportunities. Beth and her team leverage industry leading tools to put critical information on the desks of retail real estate decision makers across the Country. Beth uses her exceptional interpersonal skills to update her Clients on her progress regularly. Like the rest of the team at Retail Strategies, Beth embodies the "If I say I will, I will" culture. Beth delivers answers and provides tremendous value to her Clients on a daily basis.

EXPERIENCE

Paddock Shoppes

300,000+ sf of retail space

60+ Retailers and Restaurants

Beth was tasked with leasing the Paddock Shopping Center This 300,000+ square foot shopping center features over 62 retailers featuring J. Crew, DSW, GAP, Bed Bath and Beyond, Men's Warehouse, Jos A. Bank, Lane Bryant, Ulta, Orvis, and many more.

The Summit

500,000+sf

50+ Retailers

Beth was tasked with leasing The Summit in Reno, NV. This half a million square foot shopping center features over 50+ retailers such as Apple, J. Crew, Dillard's, Pottery Barn, Century Theatre's, Lululemon, Old Navy, Buffalo Wild Wings, Lucky Brand, and many more.



SCOTT VONCANNON

PORTFOLIO DIRECTOR

Scott vonCannon came to *Retail Strategies* from Nashville, TN with an extensive background handling economic and community development marketing initiatives. He brings over 6 years of experience working with State officials, Economic Developers, Chambers of Commerce, and municipalities to help promote business growth within Cities, States and Regions around the Country. Scott graduated from Auburn University with a bachelor's degree in Business Administration with a concentration on Marketing. Scott has been an ICSC member for over 3 years and serves as the *ICSC P3 Retail Private Sector Chair* in Alabama. He also serves on the *AL EDAA Retail Committee*. Scott is a licensed real estate professional and has completed working to obtain his CCIM designation.

Scott has presented on retail trends and best practices to **over 50** municipal, economic development, chamber of commerce and regional groups throughout the Southeast. He has worked with numerous developer, retailers and brokers throughout the Southeast and Sun Belt region. He and his team has assisted in the recruitment of over 45 retailers to our client markets.

EXPERIENCE

Which Wich & Dunkin' Donuts – Augusta, GA
\$1,000,000+ average store sales
10+ Jobs Created

Retail Strategies made contact with representatives from Which Wich and Dunkin' Donuts in 2014. The market was approved by the franchisee and corporate at both companies and Retail Strategies shared several sites to the real estate director(s) to identify where they may be best positioned. A final site was chosen and a local brokerage group is putting together the 3,400 SF multi-tenant development in downtown Augusta. The franchisee anticipates hiring at least 25 employees for Dunkin' Donuts and another 20 employees to work at Which Wich.

Krispy Kreme – Statesboro, GA
\$2,500,000+ average sales per store
20+ Jobs Created

Retail Strategies has a great relationship with Krispy Kreme and their real estate team. Our president Lacy Beasley met Krispy Kreme at the Charlotte ICSC and they identified Statesboro as a market they needed to be in. After Charlotte ICSC the Retail Development Director for Statesboro immediately began sending sites to Krispy Kreme. Krispy Kreme identified a site where a Title Max building was located at the time. They were able to tie up the land and plan on starting construction in August 2016. This is a great win for the community because they are inputting Krispy Kreme to a main site on their retail corridor. This retailer will increase traffic counts and enable more opportunities for retailers around them to attract dollars to their business.



JOE KUCHARSKI

DEVELOPMENT

Joe has over 25 years of Retail Real Estate experience, helping retailers achieve their goals for expansion. Joe has completed real estate projects for major grocery store chains (SUPERVALU, Food Lion, Weis Markets), specialty retailers (Office Depot), general merchandise retailers (Shopko, Shopko Hometown), and warehouse clubs (Costco Wholesale). The variety of retailers for whom he has completed real estate projects has provided him the opportunity to work in communities ranging in size from large metropolitan areas to small rural towns. In all, Joe has worked on Retail Real Estate projects in 42 different states and Puerto Rico.

Joe has a Bachelor's Degree from Purdue University in Landscape Architecture, with a background in Urban Economics and Urban Planning. He was born in the upper Midwest and had also lived and worked in the Northeast and the mid-Atlantic prior to moving back to the Midwest

EXPERIENCE

Vice President Northwest Atlantic Costco

Joe was the Vice President at Northwest Atlantic which was the outsourced real estate arm of Costco. Joe was responsible for formulating and executing the expansion strategy for Costco Wholesale in the Southeastern US. Joe successfully lead public/private partnerships in Fort Oglethorp, GA and Augusta Ga, which were critical to get Costco to open in both communities. In addition, he lead the redevelopment of an under-utilized strip center (Farragut, TN) and a vacant mall anchor (Sarasota, FL) for new Costco locations.

Vice President of Real Estate Shopko Shopko Hometown

Joe created the expansion strategy for a new retail concept called Shopko Hometown (small stores in small markets). Joe assembled a Real Estate team, created site criteria, established market parameters and defined expansion strategies. His strategies yielded 53 new Shopko Hometown stores in 2015 alone.



JOE STRAUSS

DIRECTOR OF RETAIL DEVELOPMENT

Joe joined Retail Strategies in 2014 with a background in real estate. He specializes in retail recruitment and focuses on the identification of companies to fill the product and service gaps within each city's trade area. He brings over 9 years of real estate experience to Retail Strategies. Joe has represented over 60 municipal, economic development, Chambers of Commerce, and regional groups throughout the Southeast and Midwest. Joe has worked with numerous developers, retailers, brokers, and property owners assisting in finding retail tenants in his territory. He and his team has assisted in the recruitment of over 60 retailers to our client markets and have many more in the pipeline for

2017.

Joe graduated from the University of Alabama with a bachelor's degree in Finance and a concentration in Real Estate and got into the business when he was a sophomore at the University. Joe is a licensed real estate professional and is also working on getting his CCIM designation, which is a Certified Commercial Investment Member. He has currently completed CI 101 and CI 102. He has also been a member of ICSC for over 3 years.

EXPERIENCE

Panda Express – Statesboro, GA
\$1,250,000+ average sales per store
10+ Jobs Created

In May of 2014 Retail Strategies met with the real estate director for Panda Express at the ICSC RECON in Las Vegas. Our team spoke about the market and the Panda Express Real Estate Director identified Statesboro as a market for their strategic growth plan. The Real Estate Director told the Retail Development Director for Statesboro to help them find a site because they were having trouble getting the location they wanted for this market. Retail Strategies followed up with him for the next year sending sites and reaching out to property owners to see if they would sell. At the ICSC Deal Making Conference in Atlanta I met with brokers representing the an available outparcel in front of a new Walmart Neighborhood Market in Statesboro. This broker had a perfect corner lot next to McDonalds and our team told them that Panda Express wanted to be in the market and we thought their site would work. Our team then sent Panda's real estate director and tenant rep brokers that site. They have since then closed on that piece of property and have started construction.

Dunham Sporting Goods – Fort Payne, AL
30,000+ sf of retail space
20+ Jobs Created

In August of 2014 the Portfolio Director and Retail Development Director for Fort Payne reached out to Dunham's real estate director John Palmer to discuss the opportunities in Fort Payne. Retail Strategies had identified Dunham's Sporting Goods, which is headquartered in Michigan, was expanding their footprint in to the Southeastern United States and that Northern Alabama was a focus zone. Fort Payne had a vacant Kmart building and we identified this as a site for Dunham's. After presenting this opportunity the real estate director got back with us and told us he was interested in the market and that specific site. At that time they sent our company an LOI to give to the owner of the vacant Kmart center. Unfortunately, the deal did not work with the property owner. Our team did not give up on this opportunity. Our team approached a development group out of Mississippi who we thought would be interested in the site because Dunham's was interested in locating there. Our team was able to work with them, Dunham's, and the City to make the economics of the deal work. On April 22, 2016 Dunham's had their grand opening in Fort Payne, AL.



WADE ROBINETT

EXECUTIVE VICE PRESIDENT

Wade assists in devising and executing each Retail Strategy in the State of Florida. Prior to joining Retail Strategies, Wade spent twelve years at Colonial Properties Trust, a publicly traded REIT, where he specialized in new development project leasing. He was involved in all aspects related to new developments including site plan design, tenant strategy and leasing execution. Wade's project leasing experience has resulted in developing working relationships with a network of national brokers, developers and retailers. His experience also included ground up development and mixed used projects that incorporated retail, office and residential.

Wade managed the leasing team for 20 open air centers totaling over five million square feet in Texas, Tennessee, Florida, North Carolina, Alabama, and Georgia. He handled all communication with the asset managers and was responsible for overseeing all deal making. Wade's first ten years in the industry began at Colliers Keenan in South Carolina where he leased distressed shopping centers throughout the Southeast.

SAMPLE WORK

Colonial Town Park – Lake Mary, FL
200,000+ sf of retail space
25+ Retailers and Restaurants

Wade was tasked with developing a site in Lake Mary from the ground up. The results of Wade's efforts yielded a 200,000 square foot shopping center featuring a 12 screen movie theatre and a variety of restaurants and retailers.



JORDAN WILLIAMS

DIRECTOR OF RETAIL DEVELOPMENT

Jordan specializes in retail recruitment and focuses on the identification of the right companies to fill the product and service gaps within each city's trade area. He joined Retail Strategies in 2014 with a passion for real estate and helping communities grow. He has worked with developers, brokers, property owners, and retailer site selectors in TN, NC and KY. Jordan has helped retailers locate in each of these states.

Jordan graduated from the University of Alabama at Birmingham with a bachelor's degree in Economics and a concentration in analysis and policy.

In his spare time, Jordan enjoys Auburn football, golf, basketball, and visits to the farm with his wife.

EXPERIENCE

Bartlett, Tennessee

Krispy Kreme

Due to City signage codes, an L.O.I. and new development from a potential new to market retailer was on the verge of being killed. The Retail Strategies team worked directly with the City of Bartlett to arrange multiple discussions between the city and a prominent, North Carolina developer to overcome these issues- leading to a new retailer opening its business in their community. Through Retail Strategies' partnership with the city, we were able to raise the signage issue which led to the reviewal of previous code language and ultimately identified an opportunity for a win-win solution. Krispy Kreme opened its doors in the Fall of 2016.

Lexington, North Carolina

PetSmart

18,000 SF of new retail space

Following the completion of the strategic plan, which identified an opportunity to recruit a pet supplies retailer to the community, Jordan reached out to a broker for PetSmart in August of 2015. After generating initial interest, he provided this PetSmart broker with a detailed marketing guide of Lexington along with an ideal location for development. PetSmart opened on December 15th, 2016.



BRANDON CUMMINGS

RETAIL DEVELOPMENT ASSOCIATE

Brandon specializes in retail recruitment and focuses on the identification of companies to fill the product and service gaps within each city's trade area. Brandon is a licensed real estate broker and has helped locate retailers in multiple States throughout the Country.

Brandon graduated from Auburn University with a Bachelor's Degree in Business Administration. He is a Birmingham native. In his free time, he enjoys Auburn football, golf, zip lining, and trying new restaurants.



FORD FITTS

RETAIL DEVELOPMENT ASSOCIATE

Ford is a member of the Retail Strategies team assisting in the research and retail recruitment efforts for municipal clients. He works with business developers and client managers on creating trade areas and research reports for their clients. He brings research experience from working for a strategic advocacy firm in Washington D.C. that served political campaigns, non-profit organizations and corporate clients.

Ford graduated from the University of Alabama with a bachelor's degree in History.



WESLEY VAUGHN

PLANNING AND ZONING PROFESSIONAL

Wesley Vaughn joined Retail Strategies with experience in city planning. Wesley previously worked for the City of Birmingham as a senior planner drafting community plans, leading public engagement, and developing policies on demolition, street resurfacing, and housing.

Wesley completed his undergraduate work at the University of Alabama in 2012 with a Bachelor's Degree in Public Relations and Political Science. He also graduated from the University of Pennsylvania in 2014 with a Masters of City Planning. He currently serves as the president of the Red Mountain Park Junior Board.



LAURA MARINOS

DIRECTOR OF MARKETING

As the Director of Marketing for Retail Strategies, Laura specializes in GIS mapping, market research, market development plans, site submittal marketing packages, project coordination, event management, and team operations. Laura also assists in database management, client communication, advanced research and the organization of all digital media.

Laura graduated from the University of Alabama at Birmingham in 2011 with a Bachelor of Science in Marketing. In her free time, she enjoys traveling and spending time with her family and friends.



MADELINE BRANCH

MARKETING COORDINATOR

As Marketing Assistant, Madeline assists in creating market development plans, site submittal packages, GIS reports and aerial maps. She interacts directly with several retail clients and helps in coordinating the efforts of multiple Retail Specialists producers. She is also responsible for helping create marketing packages and other advertising materials for third party property listings.

Madeline graduated from Auburn University in 2014 with a Bachelor of Arts degree in Public Relations and a business minor. She enjoys spending time with friends and family, traveling, and being at the lake.



WALTER MONROE, IV

DIRECTOR OF FINANCE

Walter is the Director of Finance for Retail Strategies, overseeing & developing a strong staff, process, and procedures in real estate accounting and finance. Walter earned his Bachelors & Masters degree in Accountancy from the Patterson School of Accountancy at The University of Mississippi. With over 14 years of accounting under his belt, Walter is a results-oriented finance and accounting leader with comprehensive construction and real estate experience, handling multiple business operations leading to increased profitability and cash flow.

References

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"I was with a competitor of Retail Strategies for a few years before coming over to Retail Strategies. One of my biggest complaints with the competitor was that I was really looking for the contacts, for them to be the leader in reaching out to these retailers on my behalf. I was a one man shop, still am a one man shop, and trying to do all of this stuff by myself was difficult to do. I don't have those contacts, I don't have those relationships, and I needed somebody that did. That is the one thing that I absolutely love about Retail Strategies. Besides giving me the information is actually getting me, and more importantly my community, in front of the retailers that should be looking at my community."

- Brian Murphy, Plainfield, IL



"Wanting to ramp up our retail recruitment we turned to Retail Strategies and we've never looked back. Retail Strategies has been instrumental in analyzing our market and providing us and our regional developers the information necessary to make the right case to the right prospects as to why they belonged in our market. Since launching our retail recruitment initiative Greater Dubuque Development has booked over \$20,000,000 in new taxable valuation that yields over \$500,000 in property tax annually for our City, County and Schools. We're obviously high on Retail Strategies because they work, figuratively and literally."

- Rick Dickenson, Dubuque, IA



"Having the Retail Strategies team working with us has been like having four extra staff people at a fraction of the cost. In addition to reaching out to numerous property owners and brokers who represent sites in the local area to assist and help them market their sites, the company is constantly identifying and contacting regional and national retailers on our community's behalf. Our team works with their team to maintain a continuing prospect list of potential retailers whose requirements might fit with our community. We are beginning to see the visible fruits of our joint efforts over the past several years."

- Thom Robinson, Tullahoma, TN



"The work that Retail Strategies conducts AFTER the data collection, separates them from the competition. Not only do they provide the analytic insight, but they establish relationships with potential prospects and then follow up by actively recruiting these prospects on our behalf. This was the key factor in our decision."

- Devin Parks, Conway, SC



After interviewing several, "we identified Retail Strategies as the firm that would be most appropriate to help us," he said. "They go one step further in that they'll do active recruiting of the retailers for us, and also they would represent us at all the International Council of Shopping Centers trade shows," Burke said. "And I think probably the biggest benefit we can see from Retail Strategies is they'd be bringing industry knowledge to help us."

- Patrick Burke, Carpentersville, IL





Our investment in Retail Strategies has been one of the best decisions passed by our Chamber's leadership. I strongly recommend you consider using their services. You will definitely be pleased with their product.

Linda Lewis, Walker County AL



I have been more than pleased with the work Retail Strategies has done on behalf of the city. Not only has Retail Strategies worked closely with us but they have also worked directly with a local investment group as well as with both local and regional developers to attract retailers to Liberal.

Jeff Parsons, Liberal KS



What closed the deal finally was when Retail Strategies came in and gave the company the demographic information they wanted and showed the company how Macerich was making the investment in SouthPark Mall.

Ray Forsythe, Moline IL



We're pleased with the feedback from retailers and the work Retail Strategies has performed. In just a short time, Hartwell has a detailed report of our community demographics, a market study, and a road map for recruiting retail in the future. We've received good responses and have several interested parties to date. It's getting exciting.

Brandon Johnson, Hartwell GA



Backed by a very talented and productive supporting cast, Retail Strategies has produced compelling demographic reports for our retail program, and have updated all information on a consistent basis. Their reputation with various corporate retail professionals and developers gives us "Instant" credibility. When Retail Strategies tells a prospective company that they "really ought to take a strong look" at our City, they do it.

Thomas Robinson, Tullahoma TN



It's a hard business, but Retail Strategies has a good track record of being able to help communities obtain businesses that are a good fit for them. The company already knows and works with many national and regional retailers to help them find new locations. We expect the contract with Retail Strategies is going to provide an excellent return on our local investment and is an important part of the revitalization of the Union County Development Association." - Wayne Mitchell, New Albany MS



Retail Strategies has become a constant resource for our development team. Currently, we leverage their insights and relationships along with their tech savvy approach and local market knowledge. This give us the advantage we need across a number of difficult markets."

Brian Peterson, Fourteen Foods



The real estate brokerage community is able to work with Retail Strategies and expose them to the sites we have listed or under development. The company (Retail Strategies) allows us to maximize and multiply our efforts, exposing our Moline locations to potential users across the country.

Jeff Miller, Commercial Broker



The LDC partnered with Retail Strategies to update previous market analytics, but again, more importantly, to implement a long-term recruitment strategy that recognizes and accounts for the city's changing needs, real estate challenges, and unique demographics. In the first year of this engagement, Retail Strategies has recruited a national, new to market, grocery concept to Lynchburg, assisted with research on several ad-hoc development projects in Downtown Lynchburg.

Marjette Upshur, Lynchburg VA

Proposed Cost

The agreement is year to year. However, we structure agreements with an option to renew for a total of thirty-six months (3 years).

Project Fees

Arnold, MO

The total fee for completion of work is \$105,000 payable in three installments over the 36-month period:

- \$35,000 for the first year of service.
- \$35,000 upon contract renewal date for Year 2. An invoice will be sent 60 days prior to renewal date.
- \$35,000 upon contract renewal date for Year 3. An invoice will be sent 60 days prior to renewal date.

Should Arnold request a special assignment, additional work, and/or additional travel needs not specifically referenced in the contract, we will prepare written authorization to be signed by Arnold in advance of commencing any additional work. Pricing valid until October 1, 2017.

Client Responsibilities

Arnold will designate a project liaison who will serve as Retail Strategies' primary contact during the partnership.

Arnold will provide information relevant to the project such as prior retail studies, current traffic count data, surveys, maps, aerials, infrastructure plans, and any other plans that may influence the development of the Retail Recruitment Plan.

Arnold will provide city or organization logo and contact information as it should appear on the marketing material.

Exhibit A
Affidavit of Work Authorization

Comes now Mead Silsbee (name) as CFO (office held)
first being duly sworn, on my oath, affirm Retail Strategies, LLC (company
name) is enrolled and will continue to participate in a federal work authorization program
in respect to employees that will work in connection with the contracted services related
to **Electronic Content Management System**, for the duration of the contract, if
awarded in accordance with RSMo Chapter 285.530 (2). I also affirm that
Retail Strategies, LLC (company name) does not and will not knowingly employ a
person who is an unauthorized alien in connection with the contracted services related
to **Electronic Content Management System** for the duration of the contract, if
awarded.

In Affirmation thereof, the facts stated above are true and correct (The undersigned understands
that false statements made in this filing are subject to the penalties provided under Section
575.040, RSMo)

[Signature]
Signature
Chief Financial Officer
Title

W. Mead Silsbee III
Printed Name
4/27/17
Date

Subscribed and sworn to before me the 27th day of April, 2017. I am
commissioned as a notary public within the county of Jefferson, State of
AL, and my commission expires on 10-22-2020.

[Signature]
Signature of notary

4/27/17
Date

DALIA F GRIGGS
NOTARY PUBLIC
ALABAMA STATE AT LARGE
My Commission Expires October 22, 2020