

West (U. City) Loop SBD Board Meeting
Minutes
Blueberry Hill, Pac-Man Room
6504 Delmar Blvd
University City, MO 63130
Tuesday, April 9, 2019

Attending Board Members: Michael Alter, Kathy Caton, Joe Edwards, Ryan Patterson, Jen Rieger, Nakita Smith, Steven Stone

Absent Board Members: Ben Evans

Guests: Rachelle L'Ecuyer (Delmar Loop Executive Director), Libbey Tucker (Director of Economic Development), Paulette Carr (Council Member), Tim Cusick (Council Member), Mary Gorman (property owner), Jeff Hales (Council Member)

Call to Order: Joe Edwards called the meeting to order at 10:07am

Approving of Minutes: Joe asked for a motion to approve the minutes of March 12, 2019 Board meeting as documented in the monthly newsletter. Jen Rieger motioned, Tom Schmidt seconded. The motion carried unanimously.

Items of Discussion:

- **Budget** – via email the budget was discussed. Joe asked for a formal vote to approve the budget in person and distributed copies – pending clarification of line items on the budget. Kathy Caton made a motion, Tom Schmidt seconded. All voted in favor.
 - **Libbey Tucker** mentioned that some of the budget items (EDRST funds) will need to be requested formally. EDRST board meeting April 16th – so hopefully by June/July the guidelines will be available. No applications are available yet.
 - **Steve Stone** – Wanted to make sure U City pay a fair portion of the Executive Director salary. Rachelle mentioned that the marketing time of her salary is only a part of the overall spend, so the split is fair as it currently stands.
 - **Marketing** – Rachelle is working on Delmar Loop Week (see Executive Director's Report for details, attached) now and the various groups will decide on marketing for the events.
 - **Steven Stone** commended Rachelle on the recent Real Estate Broker event (see Executive Director's Report).
 - **Paulette Carr** – requested that change the line item on the budget from Marketing/Administration to Marketing/Executive Director.
 - **Tim Cusick** – asked about getting some break downs on a couple of checks. Treasurer Tom Schmidt will provide information.
- **Real Estate Tour** – marketing materials packet is available online. There will be a May luncheon for Brokers.
- **Delmar Loop Week** – flyer was distributed for review. Where Magazine will be featuring us in June to coincide with our Delmar Week series of events. Rachelle is working with a variety of groups to coordinate the event schedule.
- **Get Looped** – First Friday event of each month – has been growing. Loop Trolley is involved now as well.
- **Directors and Liability Insurance** – Tim Cusick mentioned that LSBOD is not covered under U City umbrella and encouraged the Board to further investigate. Steven Stone mentioned that we should ask the City Manager to review and look at costs to include us on the City policy as it may result in cost savings.

- **Strategic Plan and Annual Report** – need to start working on this and finish by mid-June at latest. Joe Edwards will compile some ideas for the group. We may want Rachelle and Libbey to input their thoughts and help with SWOT analysis and lead the session as well. Steven Stone also agreed to assist.
- **Jeff Hales** – marketing conversation – recommended a marketing campaign targeting increasing local U City resident traffic to The Loop. Rachelle is working on a new video as well as other initiatives to spread the message. We could advertise in ROARS or create our own direct mailing.

Adjourn: Joe asked for a motion to adjourn at 10:53am. Kathy Caton made a motion, Steven Stone seconded. The motion carried unanimously.