

West (U. City) Loop SBD Board Meeting Minutes  
Blueberry Hill, Pac-Man Room  
6504 Delmar Blvd, University City, MO 63130  
Tuesday, May 14, 2019

**Attending Board Members:** Joe Edwards, Ryan Patterson, Jen Rieger, Tom Schmidt, Nakita Smith,  
**Absent Board Members:** Ben Evans, Michael Alter, Kathy Caton  
**Guests:** Rachelle L'Ecuyer (Delmar Loop Executive Director), Libbey Tucker (Director of Economic Development), Tim Cusick (Council Member), Mary Gorman (property owner), Dan Wald, Kevin Taylor

**Call to Order:** Joe Edwards called the meeting to order at 10:32am

**Approving of Minutes:** Joe asked for a motion to approve the minutes of April 9, 2019 Board meeting as documented in the monthly newsletter. Tom Schmidt motioned, Jen Rieger seconded. The motion carried unanimously.

**Items of Discussion:**

- **Rachelle update**
  - Delmar Loop Week is moving forward
  - Explore St Louis and brochure work is being done right now.
  - Rachelle has been asking Gregory Rose about ribbon cutting ceremonies and he approved. Tom mentioned that we may not all be members of the Northwest Chamber after June 30<sup>th</sup>. The Board expressed concern over the expense.
  - Rachelle mentioned the anniversaries of businesses and an idea for a program called "Loopgevity" to promote business anniversary. Mary Gorman suggested honoring buildings as well. Joe suggested contacting West-End Word and Skinker-DeBaliviere times to also promote.
- **Insurance**
  - Joe is still looking into quotes. The insurance companies still had several more questions and requests we need to address in order to prepare the quotes. One topic requested for the quote included sexual harassment and discrimination policy and the suggested policy and procedure was discussed. Tim Cusick suggested posting the policy publically and providing it to vendors and contract workers. Ryan Patterson motioned to approve the policies as read by Joe Edwards, Nakita Smith seconded. The motion passed unanimously.
  - He reminded anyone planning events to get The Loop listed as additional insured on any events.
- **Accounting Firm Update**
  - Tom got one response to our RFP from Kerber, Eck, and Braeckel. The quote looked in line with our needs. The company already does the East CID accounting so Tom Schmidt felt satisfied that this company could do a good job. Joe Edwards agreed. The total cost was \$1600 per year with a one-time set up of \$500. Jen Rieger motioned to approve and Nakita Smith seconded. The motion carried unanimously.
- **Strategic Plan and Annual Report and EDRST application**
  - Joe has been working on a similar EDRST application as used in the past. He requested The Board submit any specific line items as desired.
  - Joe is also requested a one-time special large request for lighting and signage to come out of the reserve City funds.

- Joe handed out a 5-year strategic plan from 2000 as a platform for creating a new annual report for The City Council. We could hire a firm or attempt to do on our own. Joe will call a firm to get costs on assisting with the strategic plan.
- Libbey Tucker mentioned applications are due May 31 with a second cycle in early Fall.
- **Dan Wald** – asked about the new contract worker for the summer events. The West is paying \$1500. He then asked about the Standpoint Media money for public relations. Standpoint will also do PR for the Loop Arts Fest.

**Adjourn:** Joe asked for a motion to adjourn at 11:18am. Nakita Smith made a motion, Ryan Patterson seconded. The motion carried unanimously.