

AGENDA
U City Loop Special Business District Board Meeting
Blueberry Hill-Pac Man Room, 6504 Delmar
Tues., November 12, 2019, 10 am

1. Call to order and Introductions
2. Approval of minutes from October 8, 2019 meeting
3. Public comments: three-minute limit requested
4. Old Business:
 - a. LSBDD Annual Election-Update
 - b. EDRST Funding Decisions-Update
 - c. Strategic Plan Consultant Recommendation-Vote
 - d. Randy Burkett Lighting Design Development Proposal-Vote
 - e. Executive Director Job Description-Vote
 - f. Registration of Fictitious Name- “The Delmar Loop”-Update
 - g. Sidewalk Use if Sponsored by a Businesses” - Update
5. New Business:
 - a. Selection of West Loop Four Major Events-Discussion & Vote
 - b. Introduction of Term Sheet for Memorandum of Understanding with City for Staff Support, John Mulligan, City Attorney (Discussion only)
 - c. Introduction of By-Laws Revisions, John Mulligan, City Attorney (Discussion only)
6. U. City staff report: Libbey Tucker
7. Next Meeting-December 10, 2019
8. Other Business & Adjourn

M I N U T E S (DRAFT)
U City Loop Special Business District Board Meeting
Blueberry Hill-Pac Man Room, 6504 Delmar Blvd.
Tues., October 8, 2019

Attending Board Members:, Joe Edwards, Ben Evans, Wendy Harris, Ryan Patterson, Tom Schmidt, Nakita Smith & Steve Stone **Absent Board Members:** Michael Alter
Guests: Councilmember Paulette Carr, Councilmember Tim Cusick, Mary Gorman (property owner), Libbey Tucker (Director of Economic Development)

Call to Order: Joe Edwards called the meeting to order at approximately 10:20 a.m.

Approval of Minutes: A motion was made by Tom Schmidt and seconded by Ben Evans to approve the minutes of the August 13, 2019 as published in draft form in Newsletter. The motion was approved unanimously.

Public comments – There were no requests to speak in public comments.

Old Business: Strategic Plan. Joe noted that two proposals were received in response to the RFP for the Strategic Plan. Those were from Community Growth Strategies and The i5 Group. Ryan Patterson agreed to coordinate with Joe and Libbey to review the proposals and make a recommendation to the City Manager for consideration by City Council.

Executive Director or Deputy Director Position. Joe opened the discussion by noting that this position is currently shared between the East Loop CID and LSBSD, with the LSBSD paying one-third of the salary. Administrative functions are not included in the Memorandum of Understanding (MOU) for the position, only marketing and promotions. He noted that Libbey has been instructed to assist temporarily with preparing the agendas and minutes, but not in preparation of other things such as the annual report.

Councilmember Carr stated that the City Manager had met with Rachelle and also sent her a list of administrative items that Council would like added to the MOU. Council feels the West Loop is not being promoted and that the administrative functions could be better handled by an employee rather than the volunteer board members. They would like to see more large events. She noted that the LSBSD Board is not autonomous but reports to City Council, who is ultimately responsible. She also stated Council is still waiting for the books to be reconciled between city staff and the LSBSD. Joe and Tom noted that all invoices have been submitted as requested and that they are not withholding any information.

Councilmember Carr also raised concerns about the East Loop CID doing business as the Delmar Loop. She would prefer to see the West Loop take care of their own business but collaborate when possible. She was concerned that the branding of the Delmar Loop wasn't brought to the LSBSD Board. She noted that Libbey is temporarily

performing administrative functions such as the agenda and minutes and that the City is also offering assistance with the finances and legal aspects.

Steve Stone agreed that since the City Council thinks the LSBSD should have their own director, the Board should take steps to move in that direction. Council funds the LSBSD and it's important to listen to their request.

Steve also noted that he believes there are significant concerns about the fictitious name filing by the East Loop CID, dba The Delmar Loop. After discussion among the Board, a motion was made by Steve Stone to vote on whether to request that the East Loop CID withdraw the fictitious name filing of the "Delmar Loop". The motion to proceed to a vote on the matter was seconded by Ben.

There was considerable discussion regarding the use of the fictitious name as to why it was filed to begin with, who authorized it be done and whether the West Loop could file "jointly" and use the name as well and whether it infringed on trademark rights or "first use" rights.

Joe called for the vote with the results being one in favor (Steve), two against (Joe and Ben) and three abstaining (Nakita, Ryan and Wendy). The motion failed.

Joe offered to contact Rob Klahr, the attorney for the East Loop CID, and request that he meet with City Attorney John Mulligan to see if the issue would be resolved.

Next, Steve asked to go back to the Executive Director discussion and motioned to unwind the MOU with the East Loop CID and stop funding the West Loop's share and instead use those funds to pay for a new executive director who works for the LSBSD exclusively. Ryan requested the motion be amended to state that the MOU would remain in place until an executive director could be hired. Steve agreed to that amendment. The Motion was seconded by Ryan.

There was discussion on what duties the executive director (ED) would perform and if they would work together with the East Loop executive director. The consensus was that if an ED was hired, the ED would perform administrative functions such as record keeping, minutes, agendas, and the annual report. There was also considerable discussion as to whether this person would also manage West Loop events and promotions. Questions were raised as to whether it would be a full or part-time position and if the City would be able to assist through EDRST funding if Council prefers it to be a full-time position.

Ben stated that he thinks Rachelle is doing a good job that he didn't think it made sense to separate marketing efforts for the LSBSD and CID. Rather than end the existing MOU, Ben suggested that the Board could keep handling some of the administrative functions like the minutes and agendas. Councilmember Carr stated Council wants these duties to be handled by an ED to take the responsibility off the volunteer board members.

Joe commended the work Rachelle has been doing for both the East and West Loop. He suggested that since 25% of the EDRST funds are set aside for administrative functions, that City staff could continue handling this role. Members also discussed that

the ED position would give the ability to have continuity of services as the board members change. Joe suggested that for \$10,000 someone could be hired to do the other administrative things that are very time consuming, like the annual report.

Ryan stated he also thinks Rachelle has been doing a good job, but, along with Steve, discussed the importance of listening to what City Council is saying. Steve noted that several times in their meetings, the Board has suggested the West Loop have larger events, but that Rachelle didn't seem to agree. He expressed he feels it's time to separate and find someone who can be responsive to what the Board and City Council is asking.

Joe noted that the Marketing Committee is working on events but that it takes time and money to build and conduct larger events.

Steve suggested moving forward with a separate hire and working with the City Manager and Libbey to develop an exact scope and move away from the MOU and the LSBD's funding of it. He felt it should be a full-time position. Joe noted that he thought it might make sense to hire someone to handle administrative functions for a relatively low salary (e.g. \$10,000), but not to otherwise separate out marketing efforts and events (e.g. the Loop Ice Carnival).

Steve withdrew his previous motion.

Ryan motioned that Steve, Joe and Libbey meet with the City Manager to develop a full-time executive director job description and scope of work for the ED position, which would also include marketing functions and eventually terminating the MOU agreement with the East Loop CID. Steve seconded the motion.

Upon a vote, the motion passed with five voting in favor, with Ben abstaining. He explained that he only agreed with half of the motion, to hold a meeting among the appropriate people to further the discussion and work on a job description. He was not in favor of terminating the MOU (and Rachelle's services) or otherwise separating out marketing for the east and west sides.

Lighting Proposal

Steve discussed the lighting design services proposal received from Randy Burkett Lighting Design for Delmar Blvd. The scope includes three main areas:

1. Design Development for the Loop Streetscape (6600 Delmar to 5800 Delmar in the East Loop).
2. Design and documentation for the exterior illumination of two buildings. No buildings have been identified, but property owners for two building could volunteer to make the investment with the potential for reimbursement by the LSBD via the EDRST funds.
3. Detailed study and recommendation for using existing lighting poles for "festival" style lighting.

The cost for these three areas is \$38,000. Steve reiterated that these costs are only for design and not the actual lighting or work to install it. Ryan seconded the motion.

Steve motioned that the LSBF fund half of the work at an amount of \$19,000 and suggested the East Loop could pay for the other half. In response to a question, Joe stated the LSBF would still be requesting \$80,000 from the EDRST in their Loop Lighting request.

Steve and Mary volunteered to have their buildings be considered for design as part of the study. Steve clarified that the funding would not pay for the work to install any enhancements but only the study for the design.

The motion passed unanimously.

The meeting was adjourned at 11:43 a.m.



University City Loop
Special Business District

6504 Delmar in The Loop
University City, MO 63130
314-727-0110

Board Resolution – Strategic Plan – i5Group

WHEREAS, there is a need for the LSBSD to develop a five-year strategic plan based on the needs of the area, with the strategic plan to serve as an action plan for the district and serve as a policy instrument;

And WHEREAS, an RFP was released on September 7, 2019 requesting proposals to be submitted to assist the LSBSD with the development of a strategic plan;

And WHEREAS, two proposals (out of seven requested) were submitted;

And WHEREAS, the LSBSD Board concluded that the i5Group was the best firm to assist the LSBSD in developing a strategic plan;

THEREFORE, BE IT RESOLVED by the LSBSD Board that the i5Group is selected to assist in developing a strategic plan for the LSBSD. A scope of work, fee, and contract shall be negotiated with the i5Group. The scope of work, fee, and contract shall be subject for approval by the LSBSD Board.

Sincerely,

Joe Edwards
Chair, Loop SBD

“One of the 10 Great Streets in America!”

– American Planning Association

November 6, 2019

Mr. Steve Stone
Stone Leyton & Gershman
7733 Forsyth, 5th Floor
St. Louis, MO 63105

RE: University City/Loop Streetscape - Design Development Phase (REV E)
Professional Lighting Design Services

Dear Steve:

Randy Burkett Lighting Design, Inc. is pleased to submit this Revision D of our proposal to provide professional lighting design services for the University City/Loop Streetscape - Design Development Phase project. This proposal revision has been updated to address the West Loop Special Business District only.

I. Scope of Work

- A. University City/Loop Streetscape – Delmar from Kingsland to Limit.
- B. Design and documentation for the exterior illumination of two (2) buildings (TBD).
- C. Detailed study and recommendation for utilization of existing light poles for “festival” style lighting.

II. Scope of Services

- A. Design Concept Phase - COMPLETED
- B. Design Development Phase
 - 1. Develop a design and cost assessment for the lighting of each building/structure on both sides of Delmar, throughout the entire scope area. Study will include documentation that outlines basic lighting equipment and controls for each contiguous structure. Prototype layouts will be used as reference for each building type. Additional design and engineering needed for completion would also be estimated.

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Professional Lighting Design Services

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II. Scope of Services (Continued)

B. Design Development Phase

2. Develop basic design and cost approach for additional components, unrelated to buildings or structure, including these areas:
 - a. Connector elements to/from off-street parking lots/areas to Delmar.
 - b. Specialty lighting at entry points into the Loop.
 - c. Exploration of possible visual 'canopy' elements over side streets or Delmar. Consider use of trolley poles.
 - d. Develop basic streetscape guidelines for nighttime storefronts.
3. Develop and provide a "how-to" for building owners to help in their understanding of how they would get their building's lighted.
4. Design and document lighting for two (2) select buildings.
 - a. Working with Client, review and select two (2) buildings in the Delmar Loop for more complete lighting design development and documentation.
 - b. Once buildings are selected, provide detailed development of recommended lighting concepts. Visit buildings for detailed review and inspection.
 - c. Provide and present recommended design options for consideration, including approximate costs. Work with Client to determine final designs.
 - d. Following design selections, develop design/build documentation for each building, including lighting equipment selections and schedules.
 - e. Prepare final drawings for use by the Client in securing contractor bids.

Note: Construction Administration work is not included here, and would be handled on an hourly-as-needed basis.



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II. Scope of Services (Continued)

B. Design Development Phase (Continued)

- 5. Produce lighting design utilization study for poles in the Delmar Loop.
 - a. Conduct more detailed study of poles in Scope area.
 - b. Produce lighting design options and approximate costs for review and consideration by the Client. Assist in final selection of options.
 - c. Provide basic design/build lighting package for use by the Client in securing contractor bids.

III. Lighting Design Compensation Schedule

- A. The Client shall compensate Randy Burkett Lighting Design, Inc. for this Design Concept Phase described above on a lump sum basis, as follows:

Design Development Phase including (2) building exterior lighting design and documentation and light pole development.

Note: It is understood that the East Loop CID is also engaging a similar scope of work for which the East Loop CID will be solely responsible to pay.

- B. Hourly rates for those personnel currently assigned to work on the project are as follows:

Principal	\$215.00/hr.
Senior Designer	\$195.00/hr.
Designer II	\$130.00/hr.
Designer I	\$115.00/hr.
Design Assistant	\$105.00/hr.
Technical Support	\$ 90.00/hr.

The hourly rates include customary overhead costs such as employment taxes and other statutory employee benefits, insurance, sick leave, holidays, vacations, pensions and similar contributions and benefits, and profits.

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III. Lighting Design Compensation Schedule (Continued)

- C. Randy Burkett Lighting Design, Inc. will bill, and the Client shall pay, monthly for services rendered and for reimbursable expenses as defined in Article V hereof.

IV. Additional Services and Compensation

If, upon request and authorization by the Client, Randy Burkett Lighting Design, Inc. shall provide services in addition to the Basic Lighting Design Services described above for the Project, Randy Burkett Lighting Design, Inc. shall be additionally compensated therefore as agreed.

V. Reimbursable Expenses

Randy Burkett Lighting Design, Inc. shall be reimbursed at cost, for incidental expenses incurred in performing services, including presentation materials, printing, telephone and travel outside the St. Louis area. Total reimbursables are estimated at \$650.00.

VI. Acts of Others

Randy Burkett Lighting Design, Inc. will not be responsible for the acts or omissions of the Client, the Client's other consultants, the Contractor and Subcontractor or their agents or employees, or any other persons involved in the Project.

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Professional Lighting Design Services

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VII. Termination

This Agreement may be terminated by the Client at any time upon written notice of termination to Randy Burkett Lighting Design, Inc. Randy Burkett Lighting Design, Inc. shall be paid for all services rendered to the date of receipt of the notice of termination.

Please review this proposal in detail and let me know if you have any specific questions or comments.

Sincerely,

A handwritten signature in black ink, appearing to read "Randy Burkett", written in a cursive style.

Randy Burkett, FIALD, FIES, LC
President and Design Principal

Executive Director
University City Loop Special Business District
Job Description

Executive Director

Full Time Career Position

An Executive Director with strong leadership and communication skills is needed by the Loop Special Business District (LSBD) in University City, Missouri. The LSBD is a political subdivision dedicated to keeping University City's downtown—The West Loop—vibrant. Position requires a bachelor's degree in business administration, public administration, public relations or related field, with a solid record of accomplishments in the government, quasi-government, private or public non-profit sector. Must have an entrepreneurial spirit with the ability to work independently. Exceptional organizational skills and the drive to follow long-term projects to completion are requisite.

Duties will include:

- Community relations and promotion of District policies and programs
- Working with the LSBD Board of Directors to develop and implement strategic plans and related activities
- Benchmarking and program evaluation
- Budgeting and fiscal integrity
- Ensuring compliance with all regulatory and legal requirements
- Recruitment and retention of businesses in partnership with the City's Director of Economic Development
- Event Planning and Management
- Administrative functions associated with record keeping including agenda preparation and proper recording of meeting minutes.

Summary: Position requires collaboration with and accountability to a 9-member board. The Executive Director represents over XX property owners, XX business owners, XX residents, and the City of University City for a six-block area along Delmar Boulevard, known as the U. City Loop. The District's main goals are to create an authentic urban space that is both dense and sustainable, cultivate a creative and innovative culture of diverse enterprises, and maintain the local and eclectic flavor of the area through improvements in cleanliness, safety, beautification, advocacy, and overall promotion of the area.

Responsibilities:

- Foster collaboration and build collations with community organizations, public agencies, political leaders, individual constituents, board members, and local businesses
- Participate in various civic organizations and attend boards' and commissions' meetings, hearings, and events including on weekends as needed

- Financial Management: budget planning/creation, working with the City's Director of Finance to maintain the organization's fiscal integrity and compliance on local, state and federal levels
- Maintain public transparency
- Development, implementation, and accomplishment of annual work plan
- Facilitate long-term strategic planning
- Develop strong working relationship with public officials, city staff, school districts, colleges/universities, and other non-profit groups
- Monitor public perception and marketing budget of the District
- In Partnership with University City Staff, use various performance metrics to measure vitality of downtown- tax collection, property values, sales, business mix, online metrics, demographics, traffic counts
- Benchmarking: track achievements, address obstacles, propose corrections as needed
- In partnership with the City's Director of Economic Development, recruit and retain businesses, balance historic preservation and new construction, mixing commercial and residential as appropriate for the District
- Recognize issues effecting the LSBDD and take initiative to create board-approved action plans to resolve the situations

Required Skills, Knowledge and Experience:

- Experience managing government entities, non-profits, or political subdivisions
- Familiarity with legal aspects and technical obligations of local and federal laws
- Demonstrated history of making and communicating sound decisions based on strategic planning
- Demonstrated experience building consensus and collaboration with others in partnership and supervisor settings
- Strong Knowledge of Missouri Sunshine Laws
- Strong time-management and organizational skills
- Ability to prioritize requests by board and constituents
- Demonstrated experience developing and implementing long-term plans including organization visioning and branding campaigns
- Effective verbal and written communication to a wide variety of audiences- including public speaking, crisis communication, press releases and advocacy
- Coherent in brand management, traditional and nontraditional advertising, and PR
- Academic and experience-based knowledge of urban planning, community planning, real estate, municipal services, strategic communications, marketing, and economic development with an emphasis on preserving and revitalizing downtowns
- Strong understanding of the retail, restaurant and business environment
- High level of interest and passion for social networking and collaboration technologies
- Ability to be creative with communication strategy and analytical for event execution
- High level of initiative and an aptitude for system and business process development
- Ability to prioritize and handle multiple projects simultaneously
- Understanding and knowledge of popular social media and digital marketing networks including their design, functionality, and audiences