

M I N U T E S
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.