

AGENDA
U City Loop Special Business District Board Meeting
Blueberry Hill-Pac Man Room, 6504 Delmar
Tues., March 10, 2020, 10 am

1. Call to order and Introductions
2. Approval of minutes from February 11, 2020 meeting
3. Public comments: three-minute limit requested
4. City Council Updates
5. New Business:
 - a. Review & Approval of FY 20 LSBDD Budget
 - b. Ownership & Content Management of www.visittheloop.com
6. Old Business:
 - a. LSBDD By Laws & Board Change Updates
7. Next Meeting-April 15, 2020
8. Adjourn

M I N U T E S
U City Loop Special Business District Board Meeting
Blueberry Hill-Pac Man Room, 6504 Delmar Blvd.
Tues., February 11, 2020

Attending Board Members: Michael Alter, Joe Edwards, Ben Evans, Wendy Harris, Tom Schmidt, Nakita Smith & Steve Stone

Absent Board Member(s): Ryan Patterson

Guests: Councilmember Tim Cusick, Mary Gorman (property owner), Stephen Ibendahl (I5 Group), Aleta Klein (City Council Candidate), Beth Noonan (I-5 Group), Paul Schoomer (resident), Tameka Stigers (East Loop CID Board Member), Libbey Tucker (Director of Economic Development), Dan Wald (property owner) and Jackie Wellington (I5 Group)

Call to Order: Board Chairman Joe Edwards called the meeting to order at 10 a.m.

A motion was made by Wendy Harris and seconded by Tom Schmidt to affirm the board's decision at the January meeting to retain the current officers. They felt this was important to do since Mr. Alter - Vice Chairman, wasn't present at the January meeting. The current officers are Joe Edwards – Chairman, Mike Alter – Vice Chairman, and Tom Schmidt – Secretary/Treasurer. The Board unanimously voted to approve the motion.

10:08 – Board Member Nakita Smith arrived.

Discussion with i5 Group regarding the City's Economic Development Strategic Plan. Introductions were made and Stephen Ibendahl, Principal of the i5 Group gave an overview of the nine-month process they are conducting to complete the study. Part of the work they are doing is to identify industry clusters, strengths, challenges, talent retention and financial resiliency. The City has formed a Task Force to assist with the process and a kick-off meeting was held on February 3. In response to a question, Mr. Ibendahl confirmed there is not a representative from The Loop on the Task Force. Relative to the process, he stated that a draft report will be released later in the spring and a community open house will also take place to review their findings with it being finalized in the fall. As a part of their information gathering, the i5 Group consultants are meeting with individual community stakeholders and the LSBDB Board has been identified as a stakeholder group for this city-wide plan. Mr. Ibendahl stated they are happy to meet individually with anyone from The Loop as well. After a substantial amount of the work is done for the City's plan, they will define the scope that is being sought for the strategic plan for the LSBDB Board and the West Loop, so as not to confuse the public with the two plans.

10:09 – Board Member Ben Evans arrived.

Mr. Ibendahl asked what concerns the Board had about city-wide trends and current market conditions? Responses were:

- Security & safety - real and perceived
- Parking
- Concerns about Washington University relative to taxes and the impact on the City.
- Current state of The Loop Trolley
- Concerns were expressed that there has been a slippage from being a top destination area over the last 7-10 years.
- Concern was expressed that The Loop has lost its competitiveness
- Occupancy is down but may be turning a corner.
- Competition from internet sales
- Changes in dining out habits & competition from home delivery
- Other neighborhood districts are becoming more competitive (The Grove, Cortex, etc.) – Need to market more heavily.

Mr. Ibendahl asked what positive changes had occurred for the businesses in the past five years? Responses were:

- Removal of the protestors and hate groups from the area.
- Better after the Trolley construction, as it adversely impacted businesses
- The Loop is more than just shopping & dining. There's a lot of entertainment and art options with galleries, a theater & music venues.
- The new proposed hotel will be a good draw.
- There has been an increase in the number of businesses joining the Explore St. Louis/Convention & Visitor's Bureau which helps our on-line and print presence for their publication.
- Strategic Plan funding for the West Loop was approved by the City.

Approval of Minutes. A motion was made by Tom Schmidt and seconded by Wendy Harris to approve the minutes of the January 14, 2020 meeting. The motion was approved unanimously.

OLD BUSINESS

LSBD Coordinator Position Update. Libbey Tucker stated that the City will be posting a part-time Loop Coordinator position based on the previously approved job description. The position will report to the City Manager. The Board has taken no action to amend or end the MOU with the East Loop CID for services, which runs through June 30. In response to a question, Mr. Edwards stated that the LSBD pays one-third of the salary for the Loop Executive Director. Councilmember Cusick stated that the LSBD is a quasi-governmental entity and that while it's advisory in nature, it's the only City Board receiving tax funding. The Coordinator will help with the administrative functions and work closely with Ms. Tucker and the Loop Executive Director.

Tameka Stigers, East Loop CID Board Member asked whether this meeting was still a joint meeting of the two boards. Mr. Edwards stated that the general meeting at 9 a.m. is between both boards and for all businesses in The Delmar Loop. This meeting is

only a meeting of the U City Loop Special Business District Board. Ms. Stigers suggested having joint board meetings to discuss business for the entire Loop. Mr. Edwards stated that he was open to doing that, however, he feels the communication between the two is good and that some of the needs are different. Ms. Stigers suggested the meeting should be more formal and liaisons from each board should attend the other's meetings. Mr. Alter agreed it would be good and Mr. Stone stated that Mr. Edwards is informally that person, as he is on both boards. Mr. Schoomer stated he felt it was important for the boards to coordinate. Ms. Stigers stated it would be good to have something more formal, perhaps a retreat at least once per year, for the boards to meet together. Mr. Edwards said he would be happy to host the joint meeting.

Mr. Stone noted that a West Loop CID is being formed that will be funded by property owners and has been worked on for five years. They are still determining the level of support from the property owners in order to be able to form the CID.

LSBD Bylaws & Board Change Updates. Ms. Tucker stated that the City is continuing to review the bylaws and changes with City Attorney John Mulligan. Mr. Edwards and Mr. Schmidt were designated by the Board to work with Mr. Mulligan on the changes. Regarding the election of officers, Mr. Schmidt stated that the Mayor wants a different process wherein people must apply to express their interest in the positions, similar to other boards and commissions and then the Mayor will make appointments. Councilmember Cusick stated that the Loop is the City's economic engine and that he is supportive of the LSBD and recognized that they do important work. The City just wants to ensure they are in compliance with the ordinances and financial reporting. Mr. Stone and Mr. Edwards expressed their appreciation for Councilmember Cusick's comments.

Quarterly Financial Report Ending 12-31-2019. The LSBD quarterly financial report was included in the Board packet for their review. Treasurer Tom Schmidt stated that relative to comments from last month's meeting regarding the language in the accountant's compilation report, the language is standard accounting language and is not indicating that the Board directed the firm to omit any documentation. The fund balance is \$71,606. He noted that no funds have been received from the city for the taxes and business license fees for FY 2020.

NEW BUSINESS

There was no new business

The next meeting will be March 10, 2020.

Having no further business, a motion was made to adjourn by Tom Schmidt and seconded by Nakita Smith and was unanimously passed.

The meeting adjourned at 11:12 a.m.

Loop SBD Budget PROPOSED 7/1/20 – 6/30/21

<u>Income</u>		2019 Actual
Business License Fees (estimated)	\$29,000	29,170.48
Real Estate Taxes (estimated)	\$48,000	43,764.59
	TOTAL REVENUES	\$77,000

Expenses

Auditing & Accounting

Accounting Expense	\$2,400
Annual	\$600

Professional Services

Marketing & Events	\$35,800
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Maintenance Contracts

Trash & Graffiti Removal	\$6,500
Walk of Fame Repair	\$3,400

Postage	\$500
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Printing Services	\$1,800
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Telephone	\$100
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Internet Services

Web Site Hosting	\$2,000
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Insurance

Directors Liability	\$3,000
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Memberships

St. Louis Convention & Visitors Center Annual Membership	\$1,000
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Office Supplies

Misc Supplies	\$1,000
Quickbooks	\$300

Agricultural Supplies

Planters & watering	\$8,000
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Recreational Supplies

Holiday Lights (one strand annually)	\$4,000
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MISC

Duck Walk Project	\$2,500
Contingency	\$5,500

TOTAL EXPENSES \$78,400

DIFFERENCE (\$1,400)