

M I N U T E S
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, November 10, 2020 at 10:00 a.m.

Attending Board Members: Michael Alter, Joe Edwards, Wendy Harris, & Steve Stone. All present, however no quorum without five board members.

Absent Board Member(s): Five vacancies exist. Derek Deaver has been appointed, but not sworn in yet.

Others on the Call: Mayor Terry Crow, City Manager Gregory Rose, City Attorney John Mulligan, Planning and Economic Director Cliff Cross, Senior Project Manager Jenny Wendt, Marketing/Event Contractor Jessica Bueler, Captain Dana Morley, Captain Fredrick Lemons, Derek Deaver, Dan Wald, Deb Henderson.

Call to Order: Board Chairman Joe Edwards called the meeting to order at 10:05 a.m. and took attendance of those on the call.

Announcements: Chairman Edwards announced that the next LSBDD Board Meeting will be held virtually on Zoom on Tuesday, January 12, 2020 at 10:00 a.m. Sheabella is a new wedding gown and dress designer/retailer that opened at 6161 Delmar. Wizard's Wagon has moved to 6176 Delmar. A new Korean restaurant K-Bop is opening at 6120 Delmar. A promotion to highlight black-owned businesses is occurring in the East Loop. There was a 2-page article in St. Louis Business Journal about Tom Schmidt and Salt + Smoke.

Approval of the Minutes: Chairman Edwards requested that Jessica Bueler bring the LSBDD minutes up to date from April 2020 through November and that he would ask former Board Member Ben Evans to submit a formal letter of resignation to University City. City Manager Gregory Rose commented that University's City's contractual responsibility of taking minutes begins with the November meeting, but he will meet with the other directors to figure out a way to address the concern and make a recommendation. Chairman Edwards thanked City Manager Gregory Rose for his assistance.

Public Comments: There were no requests to speak.

Security Update: Chairman Edwards complimented University City police on their hard work and recent awards. Captain Dana Morely wants to remind everyone that the crime prevention tips are on the website and Nextdoor. Captain Fredrick Lemons invited everyone to the U City Focus group meetings on the 4th Tuesday of every month via Zoom. Details are posted on the website.

City Hall Update: Cliff Cross said tent requirements have been sent out to the restaurants and a potential fourth round of forgivable loan funding may be possible in the future and is currently being reviewed. Chairman Edwards asked for an update if the garage door of the city-owned parking garage had been repaired. Jenny Wendt provided an update that it was being worked on currently and also shared details about a campaign yard sign recycling event at the Heman Park Community Center from 9am-12pm on November 14, 2020.

Chairman Edwards requested that the insurance policy from Daniel Henry be sent over to Cliff Cross and Jessica Bueler along with original bids. City Manager Gregory Rose asked if the insurance policy was through the city or if it was separate coverage through the LSBSD.

Chairman Edwards explained that the LSBSD was covered separately for Directors Insurance. Dan Wald asked if the liability coverage for the LSBSD was active at this time and Mr. Edwards said that the Directors Insurance was renewed in June in 2020, but he would make sure that all of the information would be sent over to University City. Steve Stone explained that the insurance must be closely examined such as Liability, Directors Insurance, Errors and Omissions, Events Insurance and the correct coverage amounts need to be closely examined and purchased. City attorney John Mulligan explained that he would have to look into if the LSBSD would be eligible for SLATE.

Chairman Edwards asked if other commissions in University City are covered by University City's insurance. City Manager Gregory Rose explained that since the LSBSD is its own taxing district, it would not be able to be eligible to fall under the city's umbrella for insurance.

Chairman Edwards wanted to know if the accounting company KEB should continue doing the finances or not and City Manager Gregory Rose said that we would not be requiring the services any longer as Finance Director Keith Cole has assumed that role.

Free Speech Zone Update: There are three zones that have been identified and City Attorney John Mulligan will provide an update as soon as there is additional information to share with the group.

Activities Committee Report: Michael Alter explained that the drive-in movies were sold out events. Leland street closures had some success but could have been better attended, but the overwhelming success to report is the expanded outdoor dining. It was agreed that Jessica Bueler should send out an email to all the restaurant owners to gather their input on the expanded outdoor dining.

Small Business Saturday: Two proposals were submitted and Michael Alter suggested allocating dollars towards a gift card program. Wendy Harris thanked Michael Alter for advocating for retailers during this very difficult time of COVID-19 for retailers.

Chairman Edwards recommended Tim Lorson's proposal be considered for Small Business Saturday for \$25,000 and Michael Alter recommended Jessica Bueler's proposal be considered for \$24,000.

City Manager Gregory Rose explained that the LSBDB Board can submit a letter to University City with the request of a Small Business Saturday event and the components of the event will be reviewed to determine the best way to coordinate the requested event. Michael Alter agreed to submit the letter with the request of \$10,500 for Small Business Saturday, and additional funds to create a video for retail stores as well as painting window scenes on store windows that will be effective December through February. Joe Edwards thanked Michael Alter for his efforts in submitting the letter.

Loop Ice Carnival: Chairman Edwards suggested waiting to discuss this topic until after Small Business Saturday was confirmed. Everyone was in agreement.

Holiday Lights and Illuminated Loop Directories: Chairman Edwards said that holiday lights are going up November 14, 2020. The illuminated directories have been updated with LED lighting.

Strategic Plan Update: Chairman Edwards contacted the i5 group. They will start back up again on January 1, 2021. City Manager Gregory Rose asked who he would like to be the contact of the strategic plan and both Steve Stone and Joe Edwards volunteered.

Board Vacancies: Derek Deaver has recently been appointed by Mayor Terry Crow and will be sworn in this week. There are four more board vacancies available.

Old Business: Joe Edwards requested to know the ordinance that prevented changing his business listing on the Explore U City website from "University City" to "St. Louis." City Manager Gregory Rose explained that University City tax dollars would not be allocated to promote St. Louis City businesses.

New Business: Joe Edwards shared that three national travel writers have written stories on the Delmar Loop. St. Louis Family Magazine features family-friendly places to bring the kids as Blueberry Hill, Chicken Out, and Fitz's.

Having no further business, a motion was made to adjourn by Joe Edwards and since there was no quorum, there was no second.

The meeting adjourned at 11:33 a.m.