

**MEETING OF THE U CITY LOOP SPECIAL BUSINESS DISTRICT
(Board Meeting)
VIA VIDEOCONFERENCE
Tuesday, January 12, 2021, 10:00am**

**IMPOTANT NOTICE REGARDING PUBLIC ACCESS TO THE LSBD MEETING & PARTICIPATION
LSBD Will Meet Electronically on January 12, 2021.**

On March 20, 2020, City Manager Gregory Rose declared a State of Emergency for the City of University City due to the COVID-19 Pandemic. Due to the current order restricting gatherings of people and the ongoing efforts to limit the spread of the COVID- 19 virus, the January 12, 2021 meeting will be conducted via videoconference.

Observe and listen to the Meeting (your options to join the meeting are below):

Webinar

<https://us02web.zoom.us/j/87212222994?pwd=T3lLZ25wcmZ5cHlac1BlelpvaGU3dz09>

Passcode: 406709

Audio Only Call:

Or iPhone one-tap :

US: +13017158592,,87212222994#,,,,,0#,,406709# or +13126266799,,87212222994#,,,,,0#,,406709#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 301 715 8592 or +1 312 626 6799 or +1 929 205 6099 or +1 253 215 8782 or +1 346 248 7799 or +1 669 900 6833 or 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)

Webinar ID: 872 1222 2994

Passcode: 406709

Citizen Participation

Those who wish to provide a comment during the “Public Comment” portions of the agenda may provide written comments or request video participation invites to the Director of Planning & Development ahead of the meeting. Please specify which portion of the agenda you wish to comment.

ALL written comments or video participation invites must be received **no later than 8:00 a.m. the day of the meeting**. Comments may be sent via email to: ccross@ucitymo.org or mailed to the City Hall – 6801 Delmar Blvd. – Attention Clifford Cross, Director of Planning & Development. Such comments will be provided to the LSBD prior to the meeting. Comments will be made a part of the official record and made accessible to the public online following the meeting.

Please note, when submitting your comments or invites, **a name must be provided**. Please also note if your comment is on an agenda or non-agenda item, and a name is not provided, the provided comment will not be recorded in the official record. An e-mail address is also required to receive a virtual invite to the meeting.

The Board apologizes for any inconvenience the meeting format change may pose to individuals, but it is extremely important that extra measures be taken to protect employees, residents, business owners, board/commission members and elected officials during these challenging times.

AGENDA

U CITY LOOP SPECIAL BUSINESS DISTRICT BOARD MEETING

Tuesday, January 12, 2021, 10:00am

1. Swearing-in New LSBDD Board Members
2. Call to Order
3. Public Comments – (Limited to 3 minutes)
4. Approval of Minutes
5. University City Update
 - a. Security Update – Capt. Frederick Lemons and/or Capt. Dana Morley
 - b. City Hall Updates – Cliff Cross and/or Jenny Wendt
6. Loop Trolley Update – Joe Edwards
7. LSBDD Budget Process Discussion
8. Committee Reports
 - a. Activities Committee Report – Michael Alter, Wendy Harris, Dan Wald
 - b. Preparing for Spring/Summer Promotions
9. Old Business
 - a. University City Loop Website
 - b. Strategic Plan Update
 - c. Trash Collection and Street Cleanup
 - d. Gift Cards Program for Retailers
10. New Business
 - a. Duck Walk Project – Tim Cusick and Joe Edwards
11. Announcements: Next Meeting will be held Tuesday, February 9, 2021 at 10:00 am
12. Closed Session (if necessary) pursuant to Missouri Sunshine Law Sections 610.021 (1) and (3) in order to conduct confidential, attorney-client privileged discussions regarding personnel, contractual and financial strategies.
13. Adjournment

M I N U T E S
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, December 8, 2020 at 10:00 a.m.

Attending Board Members: Michael Alter, Joe Edwards, Wendy Harris, Steve Stone, & Derek Deaver.

Absent Board Member(s): All in attendance.

Others on the Call: Mayor Terry Crow, 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, Dan Wald, Frank Ollendorff, Marla Stoker Ballenger, Mike Giger, Ryan Griffore.

Call to Order: Board Chairman Joe Edwards called the meeting to order at 10:07 a.m. and took attendance of those on the call.

Announcements: Chairman Edwards announced that the next LSBSD Board Meeting will be held virtually on Zoom on Tuesday, January 12, 2020 at 10:00 a.m. Explore St. Louis is holding a virtual meeting to discuss holiday promotions on Wednesday, December 9, 2020 at 2:00 p.m.

Approval of the Minutes: Michael Alter made a motion to approve the minutes from the November 10, 2020 LSBSD meeting and Wendy Harris seconded the motion. Chairman Joe Edwards requested minor changes in the minutes.

Michael Alter made a motion to approve the minutes as amended by Mr. Edwards, Wendy Harris seconded the motion, and the motion passed unanimously.

Public Comments: There were no requests to speak.

Security Update: Chairman Edwards congratulated the University City police their new body cameras and in-vehicle cameras. Captain Dana Morely reminded everyone that the University City Police Focus group meetings on the fourth Tuesday of every month via Zoom. Details are posted on the website.

Activities Committee Report: Michael Alter reported that the Small Business Saturday plan was put on hold due to St. Louis County's ordinance to close in-door dining at restaurants. Wendy Harris thought a good time to focus on a new marketing campaign is when the St. Louis County restrictions are lifted. Wendy also asked approximately how long the expanded outdoor dining would be in place. Cliff Cross said outdoor dining is allowed through the end of the year and then will be reevaluated in January 2021. At that time any new St. Louis County ordinances can be taken into account that will be mandated in January.

Jessica Bueler reported that for the “Pay it Forward” meal delivery program has made six deliveries to four different hospitals. There are now 23 participating University City restaurants that have donated a total of 249 meals. The virtual Holiday Gift Guide on the Explore U City website features 20 different retailers throughout University City.

City Hall Update: Mayor Terry Crow announced that Mohammed Qadadeh from American Falafel will be appointed for the LSBDB board at the next University City Council Meeting and two other vacancies are still available.

Cliff Cross reported that round four of forgivable loan funding will be reviewed to potentially be implemented in January 2021. He also reported that the i5 Group has almost completed the Economic Development Strategy for University City. The final task force meeting will take place before year end.

Steve Stone requested an update on the status of the i5 Group for working with the strategic plan for the LSBDB and Cliff Cross said he would follow up to find out.

Free Speech Zone Update: The insurance company and City Manager have approved a settlement proposal and City Attorney John Mulligan will update the group as soon as he has more information.

Sunshine Laws: City Attorney John Mulligan said the Missouri Sunshine Law information will be sent to all LSBDB board members from Jessica Bueler. Each LSBDB should review the citizens’ guide to Sunshine Laws to understand proper record keeping and transparency.

Visit The Loop Website: Topic needed to be skipped for the time being because Chairman Edwards dropped off of the Zoom call.

Strategic Plan Updated: Cliff Cross confirmed that the i5 Group has put the plan on hold until the end of 2020. Mr. Edwards joined the call and confirmed that the i5 Group would working with the LSBDB in January 2021.

Gift Cards Program for Retailers: Michael Alter reported that the Gift Card program was tabled because it was a part of the Small Business Saturday proposal and he suggested waiting until Sam Page to make a decision on when and how restaurants will open up again for in-restaurant dining.

Board Vacancies: Terry Crow reported that Mohammed Qadadeh will be appointed next week at the University City Council meeting along with the other two vacancies.

Trash Collection and Street Cleanup: Michael Alter reported that a gentleman named Ethan was doing trash collection, but it has not been reported that the LSBDB was paying someone else to clean the area and he and looking for clarification on the matter from Chairman Edwards. Mr. Edwards dropped off of the call. Dan Wald reported that he had been paying Ethan to do extra trash/recycling pickups on Sundays and Michael Alter had shared in the expense.

Jenny Wendt asked if the LSBSD was currently paying someone to do extra cleanups on the weekend because trash cans have been overflowing on Sundays since Ethan stopped conducting the Sunday trash and recycling services. Michael Alter and Dan Wald said they would follow up with Joe for an answer when he was not dropping off the Zoom call.

Preparing for Spring/Summer Promotions: Jenny Wendt suggested that the Activities Committee plan a meeting to discuss future promotions. Derek Deaver said that he thinks we need to start planning for a Spring event now to close Delmar, have live music, and open the street back up.

Visit The Loop Website: Steve Stone asked if we could now revisit the topic of the website and Wendy Harris and Derek Deaver agreed. Michael Alter concurred that it needed to be discussed while everyone was waiting for Chairman Edwards to join the call again.

Michael Alter requested that the LSBSD be given immediate access to the VisitTheLoop.com website and social media accounts of Facebook, Twitter, Instagram or the LSBSD should create their own west loop website and social media accounts.

Steve Stone made a motion to ask for University City's help in getting the rights to the VisitTheLoop.com website, logo, and trademark.

Chairman Edwards returned to the call and Michael Alter explained that all the board members were in agreement that the LSBSD be provided access the VisitTheLoop.com website and social media accounts. Wendy Harris agreed.

Steve Stone reported that Frank Ollendorff called and confirmed that the Loop logo is an LSBSD asset and he worked on its creation with Chairman Edwards and Kiku Obata during his time as City Manager. There was no East Loop CID at this time, and therefore could not be owned by the East Loop CID. Mr. Stone agreed that immediate access should be provided.

City Attorney John Mulligan read an email from Rachelle that was sent to Gregory Rose dated March 17, 2020 that said the website was registered in the name of the East Loop CID and that Rachelle was not in a position to transfer ownership or control of the website. The email said Rachelle was happy to share information for Loop west businesses on the website and social media platforms but that requires time and effort and therefore compensation.

John Mulligan asked Chairman Edwards how the website became to be registered in the name of the East Loop CID, who authorized this transfer to take place, and if there are meeting minutes available to document this transfer of the website. Chairman Edwards would not answer the question but instead stated that Rachelle had submitted a proposal in March of 2020 to work for the LSBSD.

Steve Stone made a motion to have Jessica Bueler create a new University City Loop website for the expense of \$5,000. Michael Alter seconded the motion. Derek Deaver and Wendy Harris voted yes. Joe Edwards voted no. The motion carried.

Steve Stone and Michael Alter asked Chairman Edwards to carefully consider the refusal to grant the LSBD access to the Visit The Loop website and social media platforms because they have both been on the board for a long time and do not have any recollection of voting on any proposal or having any discussion that permitted the East Loop CID to take ownership of the Visit The Loop website. Refusal to grant access will cause the east and west to drift further apart.

Steve Stone reported that before COVID-19 the East Loop CID had filed a trademark for the Delmar Loop name and that filing should be rescinded if the East Loop CID expects to have any collaboration or working partnership with the LSBD.

Attorney John Mulligan asked if it might be appropriate to make a Sunshine Law request of the East Loop CID to ask who approved the transfer of the Visit The Loop website, what emails were sent regarding this transfer, etc.

Michael Alter made a motion for the City Attorney to write a letter to contact the East Loop CID asking about the use of the Delmar Loop logo, Visit The Loop website, and both where and when this transfer occurred. Derek Deaver seconded the motion, and it passed unanimously.

Michael Alter asked Jessica Bueler what was needed for the website to be built and Ms. Bueler reported the URL would be needed and a written agreement outlining the services provided.

Michael Alter requested that Jessica Bueler call the domain owner of UCityLoop.com and see how much it would cost to purchase the name back again.

Michael Alter said the Activities Committee will schedule a meeting asap to begin working on the website with Jessica Bueler and Ryan Griffore. Michael Alter also invited Mohammed Qadadeh and Derek Deaver to the Activities Committee meeting to help with the website and both accepted the invitation.

Having no further business, a motion was made to adjourn by Michael Alter and seconded by Wendy Harris. The motion passed unanimously.

The meeting adjourned at 11:59 a.m.