

**MEETING OF THE U CITY LOOP SPECIAL BUSINESS DISTRICT
(Board Meeting)
VIA VIDEOCONFERENCE
Tuesday, February 9, 2021, 10:00am**

**IMPOTANT NOTICE REGARDING PUBLIC ACCESS TO THE LSBD MEETING & PARTICIPATION
LSBD Will Meet Electronically on February 9, 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 February 9, 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/81908975327?pwd=K1F5WklQOE5LOGrd3VFUjAzSHNGZz09>

Passcode: 615632

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

Webinar ID: 819 0897 5327

Passcode: 615632

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, February 9, 2021, 10:00am

1. Call to Order
2. Public Comments – (Limited to 3 minutes)
3. Approval of Minutes
4. University City Update
 - a. City Hall Updates – Cliff Cross and/or Jenny Wendt
5. Committee Reports
 - a. Activities Committee Report – Michael Alter, Mohammed Qadadeh
 - b. 2021 Calendar of Events / Promotions – Jessica Bueler
 - Expanded Outdoor Dining in 2021
 - Gift Cards Program for Retailers
 - Measured Social Distancing Events
6. Old Business
 - a. Trash Collection and Street Cleanup
 - b. Strategic Plan Update
7. New Business
8. Announcements: Next Meeting will be held Tuesday, March 9, 2021 at 10:00 am
9. 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.
10. Adjournment

M I N U T E S
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, January 12, 2021 at 10:00 a.m.

Attending Board Members: Michael Alter, Mohammed Qadadeh, Wendy Harris, Steve Stone, Dan Wald, Derek Deaver, Kumar Satish, Mary Gorman & Joe Edwards.

Absent Board Member(s): All in attendance.

Others on the Call: Mayor Terry Crow, City Attorney John Mulligan, City Clerk LaRette Reese Planning and Economic Director Cliff Cross, Senior Project Manager Jenny Wendt, Marketing/Event Contractor Jessica Bueler, Captain Dana Morley, Captain Fredrick Lemons & Ryan Griffore.

Swearing-In of New Board Members: LaRette Reese swore in new board members Mohammed Qadadeh, Kumar Satish, Mary Gorman & Dan Wald.

Resignation of Chair: Board Chairman Joe Edwards announced that he would be resigning as Chair of the LSBSD at the conclusion of the January 12, 2021 Board meeting. Mayor Terry Crow thanked Chairman Edwards for his years of service to the LSBSD. The board election was determined to be held on Friday, January 22, 2021 at 10 a.m.

Call to Order: Board Chairman Joe Edwards called the meeting to order at 10:12 a.m. and took attendance of those on the call.

Public Comments: There were no requests to speak.

Approval of the Minutes: Chairman Joe Edwards requested minor changes in the minutes and asked for a roll call vote to amend the minutes as suggested. The motion carried.

Security Update: Captain Fredrick Lemons thanked the LSBSD for providing lunch to the University City police department as part of the "Pay it Forward" giveback program for first responders. An incident was reported in parking lot 4 of a robbery, and three juvenile suspects were taken into custody a few hours later and warrants were issued for their arrest. Increased patrols will take place in the University City Loop as the weather begins to warm up.

The police department will start sending out monthly business tips to all University City businesses to help with any possible security matters and provide insight on how to make businesses more secure.

Any businesses in University City that have active surveillance systems are encouraged to sign up for the community camera program with the University City police.

City Hall Updates: Cliff Cross announced that the federal Paycheck Protection Program has reopened and round 3 of the EDRST fund program has been completed. Parameters for a fourth round of funding are currently being discussed.

Steve Stone announced he is replacing the storefronts and adding new lighting to his building at Kingsland and Delmar.

Loop Trolley Update: Chairman Edwards reported income for the Loop Trolley Company is down by approximately 40%. The balance in the Loop Trolley TDD bank account is approximately \$750,000.

LSBD Budget Process Discussion: Jessica Bueler explained the LSBD budget is funded by property tax and business license fees and the fiscal year begins on July 1 and ends on June 30. The LSBD will need to create a budget and submit to University City Council for approval. Mohammed Qadadeh suggested that the Activities Committee come up with a proposed budget for the LSBD and make a recommendation. Steve Stone agreed with the approach and stated an emphasis needs to be on marketing and special events. Steve inquired about how much money is currently in the LSBD account and Michael Alter said he would contact Finance Director Keith Cole to find out the total.

LSBD Activities Committee Report: Michael Alter reported that the LSBD created two different events that were funded and ready to go in 2020 but had to be canceled due to the pandemic and we need to keep this in mind as we move forward in planning. Michael suggested the Activities Committee get together as soon as possible to start planning for 2021. Jessica Bueler reported that 787 meals have been donated for frontline essentials workers through the "Pay it Forward" give back program.

University City Loop Website: Ryan Griffore presented the new University City Loop website at UniversityCityLoop.com. Functionalities include a business directory, events, news, social, history, and contact page.

Steve Stone asked how the East Loop CID would be working with the LSBD moving forward in the spirit of collaboration. City Attorney John Mulligan read the response from the East CID regarding the website and use of logo. The East Loop CID recognizes "Delmar Loop" as a generic term used by the public and believes neither St. Louis City or University City has ownership of the logo. The East Loop CID stated they have sole control of the VisitTheLoop.com website and is willing to update the University City business information in the directory or create posts on social media outlets for an additional fee.

Michael Alter suggested that some LSBD board members volunteer to work with City Attorney John Mulligan to take ownership back of the LSBD property. Steve Stone volunteered to work with John Mulligan.

Strategic Plan Updated: Chairman Edwards confirmed that the i5 Group would be working with the LSBD in January 2021. Joe Edwards, Steve Stone, Dan Wald and Jessica Bueler will meet with i5 Group when they are ready. The project length would be 9 months at a cost of \$15,000.

Trash Collection and Street Cleanup: Chairman Edwards reported that Scottie Floyd had been doing the trash collection over the past 3-4 years and was paid \$15 per hour for 40 hours per week. Dan Wald volunteered to speak with Scottie Floyd and get bids from two others as well.

Gift Card Program: Michael Alter reported that there was a gift card program in place for the LSBDD for Small Business Saturday, but it was cancelled due to Covid-19 and the restaurants being closed in St. Louis County on November 17, 2020.

Duck Walk: Chairman Edwards reported that next to the Chuck Berry statue, he would like to install a cross walk light of Chuck Berry doing the Duck Walk. The project is estimated to cost \$20,000.

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. Explore St. Louis is holding a virtual meeting to discuss holiday promotions on Wednesday, December 9, 2020 at 2:00 p.m.

Having no further business, a motion was made to adjourn by Dan Wald and seconded by Mary Gorman. The motion passed unanimously.

The meeting adjourned at 12:08 p.m.

DRAFT

M I N U T E S
U City Loop Special Business District Election
Via Tele Conference
Friday, January 22, 2021 at 10:00 a.m.

Attending Board Members: Michael Alter, Mohammed Qadadeh, Wendy Harris, Steve Stone, Dan Wald, Derek Deaver, Kumar Satish & Mary Gorman.

Absent Board Member(s): All in attendance.

Others on the Call: City Manager Gregory Rose, City Attorney John Mulligan, Planning and Economic Director Cliff Cross, Senior Project Manager Jenny Wendt, Marketing/Event Contractors Jessica Bueler & Ryan Griffore.

Call to Order: Interim-Board Chairman Michael Alter called the meeting to order at 10:14 a.m. and took attendance of those on the call.

City Manager Gregory Rose announced that the summer edition of ROARS will have an article featuring Former Chair Joe Edwards and to highlight the work he has done for the district over the years.

Election of LSB D Board Chair, Vice-Chair and Treasurer/Secretary: Mary Gorman made a motion to elect Michael Alter as Chair, Mohammed Qadadeh as Vice-Chair and Derek Deaver as Treasurer. Wendy Harris seconded the motion, and the motion carried unanimously.

Marketing Proposal for Loop Website/Social Media: Ryan Griffore presented the new UniversityCityLoop.com website to the board and screenshared a digital marketing presentation of how to connect with customers using social media.

Steve Stone proposed entering into an agreement with Ryan Griffore and Jessica Bueler for a 90-day period to begin posting on the University City Loop Facebook, Twitter, Instagram, and other social media. Michael Alter seconded the motion and it carried unanimously.

Adjournment: Having no further business, a motion was made to adjourn by Wendy Harris and seconded by Mary Gorman. The motion passed unanimously.

The meeting adjourned at 10:51 a.m.



Loop Special Business District Board Meeting

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 862-6767, Fax: (314) 862-3168

MEETING CANCELLED

**UNIVERSITY CITY LOOP SPECIAL
BUSINESS DISTRICT BOARD MEETING**

Tele Conference

10:00 am; Tuesday, April 14, 2020

The Loop Special Business District Board Meeting scheduled for Tuesday, April 14, 2020 has been **cancelled**.

MEETING CANCELLED



Loop Special Business District Board Meeting

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 862-6767, Fax: (314) 862-3168

MEETING CANCELLED

**UNIVERSITY CITY LOOP SPECIAL
BUSINESS DISTRICT BOARD MEETING**

Tele Conference

10:00 am; Tuesday, May 12, 2020

The Loop Special Business District Board Meeting scheduled for Tuesday, May 12, 2020 has been **cancelled**.

MEETING CANCELLED



Loop Special Business District Board Meeting

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 862-6767, Fax: (314) 862-3168

MEETING CANCELLED

**UNIVERSITY CITY LOOP SPECIAL
BUSINESS DISTRICT BOARD MEETING**

Tele Conference

10:00 am; Tuesday, June 9, 2020

The Loop Special Business District Board Meeting scheduled for Tuesday, June 9, 2020 has been **cancelled**.

MEETING CANCELLED

M I N U T E S
Annual Meeting of University City
Loop Special Business District
Via Tele Conference
June 26, 2020 at 10:00 a.m.

Attending Board Members: Nikita Smith, Michael Alter, Joe Edwards, Wendy Harris, Ryan Patterson, Tom Schmidt, Steve Stone.

Absent Board Members: Ben Evans

Others on the Call: John Mulligan (City Attorney), Cliff Cross (Director of Planning), Jessica Bueler (Contractor)

Call to Order: Board Chairman Joe Edwards called the meeting to order at 10:03 a.m. and took attendance.

Approval of the Minutes: Nikita Smith made a motion to approve the minutes, Wendy Harris seconded the motion, the motion carries unanimously.

Public Comments: Dan Wald submitted a public comment on if the TDD funds could be distributed to the TDD businesses since the trolley was not operational.

Joe Edwards explained that if the trolley does not restart, the LSBSD can look at restoring the street and disbursing funds from the TDD, but he is optimistic.

Ryan Patterson asked if the \$300k bond to restore Delmar if the trolley project does not succeed is still in place. John Mulligan stated that \$300k is not enough to restore the street and asked when the bond expires. University City also has a conditional use permit that will be expiring in the near future for the trolley. Joe Edwards will look into the expiration dates and report back on July 14, 2020 at the next LSBSD meeting.

University City Update: Cliff Cross began discussing the formal Administration Request from stated that Section 120 of City Code states that the LSBSD needs to file an annual report, budget, and take minutes.

An example of things that could be formally requested from the city of University City is administration tasks to create the agenda, take minutes, legal assistance, and assistance from the finance department.

Joe Edward's suggestions of items to review as a board would be their current insurance policy, because the provider they are currently using will not be renewing the LSBSD's policy.

Joe Edwards would like City Hall to take the minutes, like Libbey used to do as that was very helpful and assistance from University City to help with the annual report and would like to make a formal request.

Tom Schmidt inquired to know if KEB should still do the accounting or turn it over to the city.

Michael Alter requested to circle back to the conversation about insurance and that there is a line budget for \$3k for LSBSD insurance coverage. He also asked if other commissions in University City pay for insurance.

Cliff Cross explained the LSBSD is funded by a different source than other commissions, so it's a different entity with different bylaws. The short answer is no, other commissions do not have insurance because they are not an outside taxing district.

Joe Edwards would like to formally request that the city do the accounting and financial reports, the annual report, minutes, and insurance.

John Mulligan explained that University City is going to have to determine the cost to provide these services and need to address this before making a decision. John Mulligan said he does not have the authority to do agree to this, only to pass on the recommendation.

Tom Schmit says there is a budget line item in the LSBSD budget for for \$2,400 for accounting and for the annual audit of \$600.

Michael Alter wants to know if other commissions pay their full accounting costs.

John Mulligan says the LSBSD is a separate political subdivision. Other commissions are not, with the exemption of Parkview Gardens. But he cannot think of any other commissions that are a political subdivision that are funded by taxes and other fees that are imposed on those jurisdictions. The other University City commissions are advisory and do not have their own separate budget or taxing district. That is why the other commissions are an arm of University City and fall under their umbrella, the LSBSD is separate.

Michael Alter thinks there may be inconsistency between what is being asked of the LSBSD versus other University City Commissions.

Dan Wald said the Parkview Gardens does have additional requirements than all other University City commissions because he has been the Vice President of the organization for the past 20 years. He clarified that what is being asked of the LSBSD is the same as what is expected from the Parkview Gardens Association.

John Mulligan understands the point raised by Michael Alter, but would like to make it clear when the LSBSD was created there were regulations put in place, some required under state law and some are best practices; bylaws, annual report, taking minutes, among other items are all specifically listed in the code. These requirements are not new and there's recently been questions of if these procedures have been followed. The City Manager wants to ensure that the LSBSD is following proper procedures because the University City Council has jurisdiction over the LSBSD and they want to ensure if everything is being followed.

City Administrative Assistance Request/Needs of Board: Tom Schmidt made a motion that insurance, taking minutes, and filing the annual report. Michael Alter seconded the motion and it passed unanimously.

Bylaw Updates: The discussion began regarding LSBSD Bylaws Updates. John Mulligan asked procedures of notifying LSBSD members for annual meetings and voting rights. The important item to address is that elections are held for the members.

John Mulligan explained that the University City Council passed an ordinance on March 10, 2020 that made key changes to the LSBSD board that there is an appointment process that involves any interested individual who would like to become a board member, fill out an application that is furnished by the City Clerk, and return to the City Clerk so that the filing may be made public and passed on to Councilmembers for their review before making LSBSD Board member appointments. John Mulligan clarified that the University City Council makes the appointments, not the LSBSD.

John Mulligan reiterates that there is nothing in the ordinance for the members-at-large to govern the operations of the LSBSD. In terms of providing some governance authority, the LSBSD does not have the ability to do so.

John Mulligan explained the elections are advisory, but in the past, whomever is elected may very-well be appointed. The LSBSD may recommend board members to be appointed by University City Council. The University City Council has discussed and concluded that they want the appointment process sanctioned by the University City Council.

Ryan Patterson says he is unsure of how to change the bylaws because he does not think that there is a system in place to make the changes.

John Mulligan said the ordinance trumps the bylaws and he would be happy to help create a draft of new bylaws for the LSBSD and could submit those to be voted on or not.

Joe Edwards noted that it's difficult to get the 10 days notice out in advance as according to LSBSD bylaws.

John Mulligan said that bylaws address in article 7 that the board is to hold at least 1 annual meeting and must give 10 days notice via fax, mail, hand-delivery. If the LSBSD would like a different form of notice, that's up to the LSBSD in terms of contacting these individuals who own property or own a business. The goal of this notice is to be transparent in that the LSBSD is inviting members to the meeting, it does not mean the LSBSD is requesting the members to vote on any agenda items. This is in addition to the sunshine laws to be a transparent entity so that all LSBSD members' voices may be heard.

Joe Edwards suggested amending the bylaws so that the notice is being sent in the monthly LSBSD newsletters. He believes this would save a lot of time and simplify the process for when he sends out the notices.

Cliff Cross explained that the bylaws cannot be inconsistent with the ordinance. The ordinance says members-at-large must be noticed, if the LSBSD would like to amend their bylaws, they have the authority to make those changes with the proper vote.

Joe Edwards expressed that he would like to change LSBSD bylaws to make it easier for him to send out the notices via the monthly newsletter, instead of mail, fax, or hand-delivery.

Ryan Patterson says the LSBSD is considering changing their bylaw language from "members-at-large" to "members of the district" so that the LSBSD does not need to be required to follow the guidelines for members at large in providing the 10-days notice for the annual meeting.

John Mulligan clarified this is that there is no members-at-large phrase in the code. In the code it says all property owners and individuals who are operating a business with a municipal license.

John Mulligan read that Code 129.50 requires the LSBSD board is to hold at least one annual meeting and members are actively encouraged to participate in the budget and in reviewing it.

Steve Stone is not sure if the LSBSD is still voting on board members, eligibility, and number of votes and if the council made a decision on this and on the bylaws.

John Mulligan said the application process in the ordinance passed in March states that no individual may be considered unless the individual has submitted an application to the city clerk. Once the application is submitted, the University City Council will consider it with any others with appointments to the board. As far as the internal election that the LSBSD holds each year, that is not addressed in the ordinance. The University City

Council is not bound by the LSBSD internal election. Although in practice, for many years, those who were elected were appointed. This, however, is not a requirement.

Steve Stone would like to ask if there is a purpose of continuing to hold elections if there is no authority granted to the LSBSD in making the appointments.

Joe Edwards explained that for the last 40 years, the University City Council has always confirmed who was chosen by the LSBSD election. The University City Council has followed the lead of the LSBSD leadership. It should be taken into account that the LSBSD self-taxed the district and therefore should have authority to appointment the LSBSD board members.

Ryan Patterson reiterated that the LSBSD has never actually had that authority to define who has to be on the board. University City has always had the authority to make the appointments, but that has only become clear to him and other board members recently.

John Mulligan explained that the amendment in March passed by University City Council stated that anyone appointed must be a business owner or property owner. So the eligibility standard has not changed in regards to being a property owner or business owner. Therefore, there will never be anyone appointed by University City Council who isn't a stakeholder.

Ryan Patterson requested clarification on if a designated employee of the business is eligible to run as an LSBSD Board Member, instead of the business owner.

Joe Edwards said a designated legal representative may be appointed by the business owner, upon the business owner's approval.

Steve Stone requested to have a conversation of the number of votes each property owner is allowed to be allocated. Some property owners have more than one vote because they own more than one property. When Steve Stone was looking at this from the CID standpoint, Joe Edwards has 10-11 votes from his properties. We need to have a conversation about this.

Joe Edwards says he is fine discussing it in the future.

Michael Alter explained that he would like to have a discussion about COVID-19, this incredibly difficult time, what can the LSBSD can do as a group and as a community to strengthen our businesses on the University City Loop. Specifically, Michael Alter would like to know, "How do we let LSBSD businesses who were not invited to this call, get involved?"

Michael Alter explained that he knows that the LSBSD bylaws are important, but there has not been any focus on how the LSBSD board is going to take action to help promote the businesses. There needs to be a meeting scheduled immediately on how a marketing plan should be created to sustain the street.

Wendy Harris agreed with Michael Alter and emphasized this topic is of the utmost importance of how the LSBDB is going to attract people back to the street.

Ryan Patterson agreed.

Nakita Smith thanks everyone for these comments and expressed her desire to get involved in helping create a group to focus on marketing.

Joe Edwards requested the conversation return to the bylaws and then schedule another meeting at a later day to address marketing.

Joe Edward said LSBDB businesses need to take all of the plywood down from businesses to increase sales. He explained that Blueberry Hill's business picked up immediately once the boards were removed and others should do the same.

Michael Alter says one thing he would like to suggest is that the LSBDB reconvenes on what we can do for marketing, events, and promotions. The LSBDB needs to be highly creative and energetic right now in their approach to marketing. As early as next week would be wonderful for scheduling a meeting.

Reports: Joe Edwards requested from Cliff Cross if he may be provided with a report of the results of the survey of how COVID-19 has affected University City businesses.

Cliff Cross confirmed that he would follow up on this request for the next meeting.

Development Plan: Dan Wald explained that Mayor Terry Crow suggested Delmar Blvd be a big event that included music, food on the street, kid activities and sending the message to customers and residents that the University City Loop is open.

Nikita Smith said she supports the idea wholeheartedly and wants to create a "Love in The Loop" event or something similar.

Michael Alter explained that most bigger cities are setting up through fares to attract people back to other business districts.

Wendy Harris, Nikita Smith, and Dan Wald all agreed that they want to work with Michael Alter with marketing.

Dan Wald suggested the group create a plan to share with University City the benefits of shutting the street down and he would like to include city staff, such as Jenny Wendt who could help execute the plan.

A marketing committee was formed with the Nikita Smith, Michael Alter, Dan Wald, Wendy Harris, and Ryan Patterson that will schedule a time to meet next week.

Review & Approval of FY21 LSBDB Budget: Joe Edwards asked if anyone wanted to make a motion to approve the budget. Wendy Harris made a motion to approve budget, Tom Schmidt seconded the motion, and it was approved.

Annual Report: Joe Edwards announced he put together the annual report and would be able to read to everyone outline. Cliff Cross asked what the status was with the development plan.

Joe Edwards explained it was on hold for right now.

Cliff Cross inquired who was the coordinator of the plan.

Joe Edwards said he is waiting for the firm they hired to reach back out to finish the plan.

Joe Edwards requested that everyone on the call please send him business openings and closing, and contact information of new businesses including address, phone number, website, hours, etc. for the new directories that would be going to print next Monday.

Cliff Cross explained that when finalizing the LSBDB budget, something to consider is how that budget is going to rotate around administration costs.

Joe Edwards said a proposal was sent to University City by the East Loop CID that had a \$20,000 cost for administration costs that has not been approved.

John Mulligan asked with respect to the annual report that Joe Edwards read out loud during this call, has this been voted on by the board and it has been approved.

Joe Edwards said he tried to cover all of the points in the annual report, it had not been voted on by the board, and he asked if the LSBDB would like to vote on the annual report now.

Steve Stone said he would be happy to vote on it, but the LSBDB Board members who are voting on the report would need to read first before voting on the annual report. Steve Stone expressed his appreciation to Joe Edwards for working on the plan and would like to have the board members read it before voting on it.

John Mulligan said that if COVID-19 is a factor in this annual report being delayed, the LSBDB may want to think about requesting an extension. He explained that it may be more important to file an accurate report, rather than a quickly-generated report. John Mulligan said If the intention of the board is that they want to review the annual report first, there would not be a motion at this point and the annual report should be placed on the following meeting agenda.

Joe Edwards asked for someone to make a motion to approve the annual report.

Steve Stone made a motion to approve the annual report with addition of a supplement being submitted. Ryan Patterson seconded the motion. The motion was approved.

Tom Schmidt asked if there was any way to redirect EDRST funds to LSBDB businesses.

Cliff Cross said the best answer at this time is that U City has a forgivable loan program with phases I and II already rolled out. Now there is a phase III being discussed with specific criteria that will open it up to more businesses.

Joe Edwards wanted to know if EDRST money that was pre-approved for an event, could be reallocated to the LSBSD.

Cliff Cross says he understands the question, but if funds were approved by EDRST, no one cannot reallocate the funds without going back to the EDRST for approval.

Tom Schmidt explained that the Central West End bought \$100k of gift certificates for local businesses and used this as a marketing tool. Would it be possible for the the LSBSD to do the same.

Ryan Patterson asked if buying gift certificates from businesses could be reallocated from an EDRST funded event that didn't happen.

Cliff Cross says that request would have to be sent to EDRST.

Steve Stone wanted to know if the annual report could be emailed this afternoon so that it can be read by the board members.

Joe Edwards committed to sending the annual report to everyone this afternoon or evening.

Adjournment: Ryan Patterson made a motion to adjourn. Tom Schmidt seconded the motion and the meeting was adjourned.

The meeting was adjourned at 11:47 a.m.

M I N U T E S
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, July 14, 2020 at 10:00 a.m.

Attending Board Members: Nikita Smith, Michael Alter, Joe Edwards, Wendy Harris, Tom Schmidt, Steve Stone.

Absent Board Members: Ben Evans, Ryan Patterson.

Others on the Call: John Mulligan (City Attorney), Cliff Cross (Director of Planning), Jenny Wendt (Senior Project Manager), Jessica Bueler (Contractor).

Call to Order: Board Chairman Joe Edwards called the meeting to order at 10:04 a.m. and took attendance of those on the call.

Approval of the Minutes: Approval of the minutes did not take place because there was no custodian of records at this time.

Public Comments: There were no public comments

Insurance Proposal: Chairman Edwards reported that the insurance information would be sent over to Cliff Cross and Keith Cole.

Invoice Processing: Joe Edwards explained that invoices processing will take place with Keith Cole at City of University City.

Annual Report: No Annual report has been conducted for the Loop Special Business District for the previous fiscal year. Chairman Edwards and Steve Stone will be working with the i5 Group in order for the Loop Special Business District to create a strategic plan.

Promotion Committee: Tom Schmidt suggested that the LSBDD Board should vote on a proposal to present to University City for administrative services and a request EDRST funds from the previous year be carried forward to be allocated to the LSBDD for future events in the amount of \$50,000.

Michael Alter said the goal is create a positive event for the street, but with the contingency of changing the date in case of another COVID-19 business shutdown. Right now is a difficult time for entrepreneurs so he suggest reaching out the businesses to solicit participation to find out what they would like to do for the event.

Tom Schmidt and Michael Alter have worked on creating a budget to assign to closing Delmar Blvd during Labor Day weekend for a "Love the Loop" event.

Chairman Edwards thanked everyone for their effort on working to put this event together and suggested that event take place on a side street instead of on Delmar.

Tom Schmidt explained the Central West End has been successfully closing Euclid Ave with type 3 barriers which has made a positive economic impact on the street. Michael Alter recalled that Delmar Blvd had been closed in the past for the bicycle race and we could look at what processes were followed for that event to be replicated for the Labor Day street closure.

Chairman Edwards enquired about the hours were being suggested that Delmar Blvd be closed. Tom Schmidt said the event was still being organized and the hours were to be determined, but he anticipated all day Sunday and Monday from 11am-10pm, or in the approximate range.

Michael Alter made a motion to close Delmar Blvd for Labor Day weekend for a University City Loop event. Nikita Smith seconded the motion. The vote carries unanimously.

Reports: Chairman Edwards reported that the new Loop Directory was being printed and would be ready for distribution in the next few weeks.

Chairman Edwards requested for the results of the COVID-19 survey that Libbey Tucker sent to businesses to see how the pandemic has affected business. Cliff Cross said he would report back with the results at the next meeting.

Chairman Edwards provided a Loop in the news report. Stories about the Loop reopening generated 55 TV and Radio interviews with Nielson audience of 3,098,270 and generated a publicity value of \$80,417. The second biggest story was about Blueberry Hill with 36 TV and Radio interviews with Nielson audience of 1,488,280 and generated a publicity value of \$55,126. The St. Louis Walk of Fame with 14 TV and Radio interviews with Nielson audience of 308,286 and generated a publicity value of \$9,234. The Chuck Berry Statue 11 TV and Radio interviews with Nielson audience of 198,700 and generated a publicity value of \$10,173. Vintage Vinyl was featured on PBS in a 90-minute show.

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

The meeting adjourned at 11:20 a.m.

M I N U T E S
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, August 11, 2020 at 10:00 a.m.

Attending Board Members: Joe Edwards, Michael Alter, Wendy Harris, Steve Stone, Ryan Patterson, Tom Schmidt.

Absent Board Member(s): Nikita Smith, Ben Evans.

Others on the Call: Director of Planning and Economic Development Cliff Cross, Senior Project Manager Jenny Wendt, Marketing/Event Contractor Jessica Bueler, Captain Dana Morley, Captain Fredrick Lemons, Dan Wald, Gabrielle Kudrnka-Brooks.

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, September 8, 2020 at 10:00 a.m. Vintage Vinyl's has finished a one-hour show called Papa Ray's Vintage Vinyl Road Show will air on channel 9 on September 3, 2020 at 8:00 p.m. It will re-air on September 5 at 6:30 p.m. and September 8 at 8:30 p.m. New Loop brochures are out. The two pickup places are Componere Gallery and Moonrise Hotel.

Approval of the Minutes: Approval of the minutes did not take place because there was no custodian of records at this time.

Public Comments: There were no public comments.

City Hall Update: Cliff Cross shared that round 1 of the Forgivable loan program is complete and round 2 is open until August 21, 2020. Round 3 is being structured to provide an additional funding opportunity for University City businesses.

Joe Edwards asked about the results for the COVID survey and Cliff Cross and Jenny Wendt reported that 42 businesses responses and that there has been a decrease in revenue. The majority of businesses also reported that they have been forced to close temporarily due to COVID conditions.

Joe Edwards asked about the street performers that were back out on the street and requested an update. City Attorney John Mulligan reported that there is a lawsuit that has been filled in federal court by two street musicians. One idea that is currently being discussed is adopting an ordinance where all first amendment expressed activities could place in the loop. Additional updates will be provided at the next LSBSD meeting.

LSBD Infrastructure Improvements: Jenny Wendt read a memo from Sinan Alpaslan stating that he will be working with the LSBSD to develop a 5-year capital improvement plan for need infrastructure improvements. Examples include sidewalk and curb improvements, ADA improvements, street lighting, street tree grate improvements, traffic signal, parking lots, alley, drainage, building/sidewalk access improvements. If you have any suggestions, please send them to Sinan Alpaslan or Jessica Bueler.

Chairman Edwards stated that the i5 Group development plan for the LSBSD has been put on hold for now, but they could be included in that discussion.

Security Update: Captain Fredrick Lemons said they have increased patrols, especially over the past few months in regards to protesting and with business reopen from COVID-19 restrictions. The University City Police Department has increased their number of officers on the weekends and they continue to have a Loop Special Business District officer during the day. If you have someone who is disturbing your peace or obstructing your business, the police will respond accordingly, but need the business owner to sign a summons or complaint so it can properly adjudicated and moved forward onto our municipal court.

Administrative Support Position and RFPs: Steve Stone suggested that the LSBSD formally request administrative assistance from University City. Chairman Edwards agreed with the caveat that the LSBSD board could review the proposal implementation. Cliff Cross explained that the specific needs of the LSBSD should be identified so that a scope can be created for the position and then the cost can be identified.

Chairman Edwards reported that there have been four items identified and that he would submit a formal letter to City Manager Gregory Rose to request the administrative services needed.

Formalizing Loop Special District Activities Committee: Tom Schmidt requested to know if formalizing the Activities Committee was a requirement or recommendation of University City. Jenny Wendt reported that in the LSBSD Bylaws it states, "that an Activities Committee shall be responsible for reviewing and making recommendations on all programs and activities proposed for the district and shall be responsible for administration of implementation of the same." This part of article 6 under Committees in the bylaws.

Chairman Edwards asked who would like to be on the Activities Committee. Michael Alter, Dan Wald, and Wendy Harris all volunteered to spearhead the group. Chairman Edwards asked someone would please reach out to Nikita Smith to see if she would like to be part of the Activities Committee.

Tom Schmidt reported that closing Delmar for a street festival has been indefinitely delayed due to the pandemic and St. Louis County Dept. of Health restrictions and requested to know if the "Love the Loop" proposal could be shifted for the drive-in movie events.

Jessica Bueler outlined the logistics of the drive-in movie events to ensure that all social distancing guidelines and St. Louis County Department of Health guidelines would be followed.

Explore St. Louis Membership Fees: Chairman Edwards reported that it has been a difficult year for Explore St. Louis memberships because of COVID-19, so the price has been reduced by 25% this year. He proposed that this year the LSBDD pay \$130 per business for their membership fee and each business only pays \$20.

Wendy Harris made a motion that the LSBDD supplement the \$130 for each participating business for the Explore St. Louis membership fee and each business pay \$20. Tom Schmidt seconded the motion, and the motion carried unanimously.

Lighting Update: Steve Stone said he is moving forward with Randy Burkett's recommendations on the 608 Kingsland Building and he met with the electric contractor. They are beginning the project in the fall. It will take 14 weeks to complete.

Loop in the News: Chairman Edwards reported that Blueberry Hill had 36 TV and radio features of a Nielson Audience and 1,488,000 with a value of \$55,000. St. Louis Walk of Fame had 14 TV and radio features of a Nielson Audience and 308,000 with a value of \$9,234. Chuck Berry statue had 11 TV and radio features of a Nielson Audience and 1,098,700 with a value of \$10,173. Others highlighted were Vintage Vinyl, United Provisions, Tivoli Theatre, Iron Age, Loop Trolley, Salt + Smoke, Blueberry Hill with Nelly.

Ryan Patterson asked if University City was still honoring late fees being waived on businesses license due to COVID-19. Cliff Cross confirmed the late fees were being waived for business license fees at this time.

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

The meeting adjourned at 11:13 a.m.

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

Attending Board Members: Joe Edwards, Michael Alter, Wendy Harris, Steve Stone, Ryan Patterson, Tom Schmidt.

Absent Board Member(s): Nikita Smith, Ben Evans.

Others on the Call: Mayor Terry Crow, Director of Planning and Economic Development Cliff Cross, Director of Public Works Sinan Alpaslan, Senior Project Manager Jenny Wendt, Marketing/Event Contractor Jessica Bueler, Captain Dana Morley, Captain Fredrick Lemons, Dan Wald.

Call to Order: Board Chairman Joe Edwards called the meeting to order at 10:17 a.m. and took attendance of those on the call.

Announcements: Chairman Edwards announced that the next LSBDB Board Meeting will be held virtually on Zoom on Tuesday, October 13, 2020 at 10:00 a.m. Vintage Vinyl's show will air on channel 9 tonight at 8:00 p.m. This weekend wrapped up Blueberry Hill's 48th annual dart tournament with the world's largest dart featured in Blueberry Hill's display window. Today is Blueberry Hill's 40th anniversary.

Approval of the Minutes: Approval of the minutes did not take place because there was no custodian of records at this time.

Public Comments: There were no public comments.

City Hall Update: Sinan Alpaslan shared that three free speech zones that were identified as areas in the loop for performers. The first in front of Craft Alliance, the second in front of the Tivoli Parking Lot, and the third in front of the Loop Peacock Diner in the Wash U Corridor and asked for feedback. Michael Alter asked to please consider what hours free speech would be permitted in those zones so that it doesn't disturb anyone's peace too early in the morning or late into the evening.

Activities Committee Report: Michael Alter wrote a letter from the LSBDB to the University City outlining the 3 requests for the drive-in movie series, Leland closure, and expanded outdoor dining. After the meeting concludes, Michael will submit a contract to the City outlining the use of Jessica Bueler's services to execute the 3 requests.

Jessica Bueler outlined the logistics of the three events to ensure that all social distancing guidelines and St. Louis County Department of Health guidelines would be followed.

Michael Alter made a motion that the fee for the movie is \$25 per car and the proceeds benefit the University City School District Supplement Food Drive. Steve Stone seconded the motion. Without any further discussion, the motion passed unanimously.

Jenny Wendt addressed concerns about too many people entering the drive-in movie by stating crowd control fencing would be utilized all along the exterior of the parking lot. Captain Lemons explained that with 4 police officers, there would be a police presence that everyone will feel safe.

Jessica Bueler and Jenny Wendt described the process of how the expanded outdoor dining spaces were selected by walking Delmar, talking to the restaurant owners, and evaluating safety precautions. A walkthrough of the area will be completed on Wednesday by University City Police, Public Works, Streets Department and Planning Department. Once approved, the Streets Department may set up the expanded outdoor area.

Mayor Terry Crow recommended that we contact William Mathis to discuss musical groups performing on Leland and Jessica Bueler said she would follow up.

Michael Alter described how Leland would be closed between Delmar and Loop South for six weekends to see how art and music would work on that section of the street.

Joe Edwards asked about the previous idea proposed of buying gift cards from Loop retailers and wanted to know the status of this program. Michael Alter said he is strongly in favor this idea and hopes that we can apply for these EDRST funds in the future.

Security Update: Captain Fredrick Lemons said that they have officers scheduled to patrol in the loop from late afternoon until midnight. Luckily there has not been any incidents that have occurred over the past month.

Old Business: None

New Business: Chairman Edwards reminded everyone that their Explore St. Louis membership fees are due. The fee is only \$20 because the LSBDB board voted to supplement of the remainder of the fee.

Lighting Update: Steve Stone announced he is moving forward with Randy Burkett's recommendations on the 608 Kingsland Building. He met with the electric contractor and they are beginning the project.

Loop in the News: Chairman Edwards reported that Blueberry Hill, The Pageant, and Delmar Hall 30 TV and radios features of a Nielson Audience and 1,031,000 with a value of \$62,000. Papa Ray's Vintage Vinyl Road Show was number 2 Loop in the news. Number 3 was about the Chuck Berry Statue 2 radio interview with an audience of 49,000 with a value of \$2,700 plus a New York Times article about the new documentary. There is also a documentary on Harry Weber coming out soon that will feature the sculptor of the Chuck Berry statue. St. Louis Walk of Fame was number 4 had 3 TV features with 36,000 Nielson Audience and \$7,500 value plus front page of Post-Dispatch. There were several features on black-owned businesses was number 5 Loop in the News with 5 radio features with a Nielson audience of 67,000 with a \$4,800 value. Number 6 was Salt + Smoke in Where Magazine on best BBQ and Explore St. Louis on how they are going nationwide in shipping. Sauce Magazine's Reader's Poll came out and featured Chicken Out, Three Kings, Blue Ocean, Mission Taco, Blueprint Coffee, Blueberry Hill, Nudo House, Seoul Taco, Fork & Sticks, and Salt + Smoke.

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

The meeting adjourned at 11:35 a.m.

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M I N U T E S
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, October 13, 2020 at 10:00 a.m.

Attending Board Members: Joe Edwards, Wendy Harris, Steve Stone, Ryan Patterson, Tom Schmidt.

Absent Board Member(s): Michael Alter, Nikita Smith.

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.

Call to Order: Board Chairman Joe Edwards called the meeting to order at 10:03 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, November 10, 2020 at 10:00 a.m. The Pageant turns 20 years old on October 19, 2020. Wizard's Wagon is moving to 6176 Delmar. If building owners could please let Joe Edwards know if there are new any new tenets moving in so he can ensure they are included in the Explore St. Louis Visitors Guide.

Approval of the Minutes: Approval of the minutes did not take place because there was no custodian of records at this time.

Public Comments: Three Kings and American Falafel complimented the expanded outdoor dining.

City Hall Update: Cliff Cross said University City Council approved round three of forgivable loan funding and applications are now available. Jenny Wendt inquired about the LSBSD procedure for notifying all businesses in the district of the upcoming meetings. Jessica Bueler shared that the October LSBSD meeting was the first time all LSBSD had been invited to in 2020.

Mayor Terry Crow stated that especially during Coronavirus, business owners want to know what's going on and he would hope that the 9:00 am General Meeting where all of the University City Loop businesses were invited to speak would be scheduled to begin as early as next month.

Joe Edwards stated that it was very efficient when we had one Executive Director and Ryan Patterson stated he did not think that was feasible at this time.

Mayor Terry Crow announced that there are several LSBSD board vacancies that would be filled by year end to have a full board by January. Please contact Mayor Crow if you have someone to nominate. City Attorney John Mulligan noted that the City Clerk has

the Board and Commission applications that are required for all nominations that move forward to the University City Council.

Activities Committee Report: Two of the three drive-in movies were sold out events and all funds are being donated to the University City Education Foundation Supplemental Food Drive. Wendy Harris thanked Jenny Wendt and Jessica Bueler for their help in setting up the art event on Leland and felt like the event was successful. Expanded outdoor dining has been set up and the restaurants have provided all positive feedback up to this point.

One of the issues that come up is the amount of trash that has been piling up on Delmar on Sundays. Dan Wald has been working with a contractor to help empty trash containers on Sundays.

Cliff Cross reported that University City is working on outdoor tent guidelines and that will be sent out to all restaurants as soon as they are approved.

Security Update: Captain Dana Morely and Captain Fredrick Lemons have increased police presence in the Loop for Halloween, Black Friday, and upcoming holiday events.

Small Business Saturday/Loop Ice Carnival: Jessica Bueler agreed to put together a proposal for Small Business Saturday and 2021 Loop Ice Carnival.

Old Business: None

New Business: City Attorney John Mulligan explained that the LSBSD board previous approved the Chair to write a letter to the City Manager requesting services and that letter was sent on August 17, 2020. Four areas were identified which included taking minutes and monthly LSBSD Board Meeting, Create the Annual Report, Review Insurance Policy for Directors Insurance and submit to finance director, to administrator all financials of the LSBSD. A draft agreement for support services for the LSBSD's consideration that includes the four forementioned items in exchange for payment of \$2,500 on the first of every month, for a total of \$30,000 a year. When there is a quorum at a future LSBSD meeting, this agreement can be brought up for approval.

SUP to Close Delmar on Halloween: This idea to close Delmar on Halloween was suggested by Michael Alter at Fitz's to do something big to draw to people the street in a safe and social distancing manner from 12-6pm. It was agreed Jessica Bueler should submit the SUP.

Holiday Lights: Chairman Edwards coordinated with University City to ensure the holiday lights are hung up the first week in November.

Loop in the News: Chairman Edwards reported that the Canadian Broadcast Corporation is doing a nationwide coverage about the Delmar Loop. Channel 2 and 11 weather cameras had 39 TV features, Nielson audience of 1,734,710 value of \$124,874.

The Pageant reopened at 15% capacity. There were 44 TV and radio features with a Nielson audience of 1,365,897 and a value of \$96,020. St. Louis Walk of Fame had 6 radio and media features with a Nielson audience of 108,600 and a value of \$3,722. St. Louis Magazine features Fitz's, Blueberry Hill, and Three Kings. Where Magazine featured Fitz's, Salt + Smoke, Peacock Diner. U City Food Bank Drive and The Princess Bride Drive-in Movie were featured on KSDK.

Having no further business, a motion was made to adjourn by Wendy Harris and Joe Edwards second, the motion. Since there was no quorum, no vote was taken.

The meeting adjourned at 11:41 a.m.

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