

M I N U T E S
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, February 9, 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: Mayor Terry Crow, Planning and Economic Director Cliff Cross, Senior Project Manager Jenny Wendt, Marketing/Event Contractor Jessica Bueler, Captain Dana Morley, Captain Fredrick Lemons, Audrey Jones, Marla Stoker, Paul Schoomer, Mike Giger, & Ryan Griffore.

Call to Order: Board Chair Michael Alter called the meeting to order at 10:03 a.m. and took attendance of those on the call.

Public Comments: There were no requests to speak.

Approval of the Minutes: Michael Alter requested to approve minutes from April 2020 – January 2021, Dan Wald seconded the motion, and it carried unanimously.

City Hall Updates: Mayor Terry Crow reported that University City Council held a study session focusing on renovating the annex and part of City Hall for a new police station. University City has zero bond debt and AA+ rating. The Costco Development at 170 and Olive is moving forward. The no-kill cat ordinance passed unanimously at last night's council meeting and \$750,000 is being allocated on a new fire department equipment. The EDRST Board passed onto University City Council round 4 of the forgivable loan program and details will be sent to LSBDD businesses through Cliff Cross and Jessica Bueler.

Security Update: Captain Dana Morley shared safety tips including reminding customers to not leave their vehicle running on cold days. It was also reported that as the temperature begins to warm up this spring, an increased number of officers will patrol Delmar.

Mary Gorman asked if paying for parking was being enforced on Delmar. Captain Morley reported that parking meters were not being enforced at this time. Michael Alter requested the announcement of free parking in the Loop be put on the website. Mohammed Qadadeh requested that sign be put up on the pay station in the parking lot next to the Tivoli, to let customers know that the parking is free.

LSBD Activities Committee Report: Chairman Alter reported that a meeting between the Activities Committee took place the previous week and there was excitement to create some new events and revive some old events. He proposed that the LSBDD

schedule three large-scale Loop events, with smaller events in the months in between. It was proposed that the three large events could take place at the end of June, September, and January. Smaller events would be hosted for Halloween in October and Small Business Saturday in November. When considering if we should host an event in May, this timing may be too ambitious with the current rate of covid in Missouri.

Vice Chair Mohammed Qadadeh stated the vaccination rate in Missouri is currently at 6% and the best case of scenario we could hope for is 40% within 3 months. He recommended planning smaller events in the spring months leading up to a large June event.

Mary Gorman apologized for not being able to make the previous meeting to discuss creating an art and music event. She is in support of any outdoor and volunteered to help canvas businesses to sign up to participate. Mary also suggested the LSBSD work with University City schools to create collaborative programming for an arts and music event.

Dan Wald agreed with scheduling three large events after June was the best approach and subsequently adding smaller event in between. He also noted that pop-up events can sometime be organized in concurrence with mainstream cultural activities, such as the Pokemon mobile game that brought thousands to customers to the loop. Dan noted that the LSBSD initially did not have that event on the annual calendar, but when the cultural phenomenon occurred, the LSBSD quickly pivoted to host a series of Pokemon events that were extremely popular throughout the year. These types of events should also be considered when creating the event calendar.

Wendy Harris stated she was in agreement with starting the LSBSD events off on a smaller scale and then monitoring the covid-19 vaccination and infection rate moving forward as the LSBSD plans for larger events.

Jessica Bueler suggested scheduling the Activities Committee Meeting for the fourth Tuesday of the month on a consistent basis.

Michael Alter suggested that a meeting first take place with a smaller group of individuals to create and propose an event calendar at the next LSBSD meeting. Then the LSBSD will beginning hosting monthly Activities Committee meetings on the fourth Tuesday of the month. Invitations would be sent out to all LSBSD members-at-large to increase community participation, communications, and base of volunteers. All board members agreed that was the best approach.

Expanded Outdoor Dining: Jessica Bueler shared that metal barriers for expanded outdoor dining were donated to the LSBSD by Mike Weiss at Shark at Big Shark Bicycle Company for fall of 2020. The LSBSD will need to return the bicycle rack barriers in the near future. If outdoor dining is to continue, the LSBSD will need to acquire 59 barriers that measure 9.5 feet.

Before moving forward with purchasing or renting barriers to continue the expanded outdoor dining program, Cliff Cross asked the LSBSD board members their thoughts on the program and if they thought it was beneficial moving forward. All members unanimously agreed that the expanded outdoor dining is essential for attracting customers of the area because of social distancing precautions.

Steve Stone asked if the LSBSD could rent the bicycle racks barriers from Big Shark Bicycle Company instead of purchasing them. Jenny Wendt reported that a lease option was available, but the expense to rent them for 2-3 months would be equivalent to purchasing the same size barriers.

Gift Card Programs for Retailers: This program will be included in the event proposal created by the Activities Committee.

Measured Social Distancing Events: Contemporary Productions is putting together a proposal to show how the LSBSD could host a St. Louis County approved social distancing event in parking lot 4. Dan Wald and Steve Stone both said they had prior experience working with Contemporary Productions and achieved fantastic results. Mary Gorman enquired about the cost to host this type of event and Jessica Bueler reported that proposal was being put together now and would be shared with the LSBSD as soon as it was received.

Lighting: Vice Chair Mohammed Qadadeh suggested displaying string lighting around the trees on Delmar and from the businesses to the pedestrian light poles. The goal of this would be to brightening up the area and give a more positive perception to the Loop. Jenny Wendt explained there was a previous agreement in 2014 for outdoor lighting, but in order to bring the program back, a new policy would need to be put together to outline guidelines, electrical permits, and process for moving forward with this request. Vice Chair Qadadeh volunteered American Falafel as the first site to test this new festoon lighting concept and that he would like to work with Jenny Wendt and Cliff Cross on the project.

Trash Collection and Street Cleanup: Dan Wald reported that he is comparing pricing between three cleaning companies to maintain weekend trash and street cleanup on Delmar and he will have those bids to share at the March LSBSD board meeting. Chairman Alter asked for Dan's recommendation based on his experience. Dan recommended moving forward with Scotty Floyd and if it does not work out, the LSBSD can use one of the other options.

Kumar Satish volunteered to help Dan Wald with power washing quotes to ensure the street is clean for the spring.

Mary Gorman requested that Jessica Bueler create a survey asking businesses what they would like to see in the upcoming year so that the LSBSD can incorporate those ideas into the proposed events. Mary volunteered to canvas University City Loop to businesses twice each to receive feedback.

Wendy Harris enquired if there could be receptacles for cigarette butts installed in the University City Loop. Jessica Bueler said the LSBSD previously had a relationship with Teracycling where the cigarette butts were collected in receptacles that were attached to the buildings. In the past, Scotty Floyd was collecting the cigarette butts and then a label could be printed out to have them mailed to Teracycling, where they are recycled into concrete benches.

Strategic Plan Updated: Cliff Cross reported that the strategic plan contract is ready for the LSBSD board's review. The approximate cost is \$15,000. One of the changes that needs be addressed in the contract is that the agreement is solely be between the i-5 Group and the LSBSD. Therefore, the signature line for University City would need to be

removed. Chairman Alter thanked Cliff Cross for the update and would contact the i-5 Group to make the necessary changes.

New Businesses: Chairman Alter reported he would reach out to U City in Bloom to get a meeting scheduled with Judy Prange to discuss upcoming flower arrangements in the Loop for the remainder of 2021.

Jessica Bueler announced the next meeting will be held on Tuesday, March 9, 2021 at 10:00 a.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 10:59 a.m