

**MEETING OF THE U CITY LOOP SPECIAL BUSINESS DISTRICT  
(Board Meeting)  
VIA VIDEOCONFERENCE  
Tuesday, April 13, 2021, 10:00am**

**IMPOTANT NOTICE REGARDING PUBLIC ACCESS TO THE LSBD MEETING & PARTICIPATION  
LSBD Will Meet Electronically on April 13, 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 April 13, 2021 meeting will be conducted via videoconference.

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

**Webinar**

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/84141580007?pwd=K2dteUs3d2tGbVJPTkRqZ01FTXJHdz09>

Passcode: 191481

**Audio Only Call:**

Or iPhone one-tap :

US: +13126266799,,84141580007#,,,,\*191481# or +19292056099,,84141580007#,,,,\*191481#

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: 841 4158 0007

Passcode: 191481

International numbers available: <https://us02web.zoom.us/j/84141580007?pwd=K2dteUs3d2tGbVJPTkRqZ01FTXJHdz09>

**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](mailto: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, April 13, 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 – Mayor Terry Crow
  - a. Security Update – Capt. Frederick Lemons, Capt. Dana Morley
5. Committee Reports
  - a. Activities Committee Report – Michael Alter, Mohammed Qadadeh
    - i. Monthly Vintage Makers Market
  - b. Communications Committee – Michael Alter
6. LSBDD Budget – Michael Alter
7. Old Business
  - a. I-5 Group: Strategic Plan Contract – Stephen Ibendahl
  - b. Trash Collection and Street Cleanup – Dan Wald
8. New Business
  - a. Closed Group Communication – Michael Alter
  - b. Free Parking in the U City Loop – Michael Alter
9. Announcements: Next Meeting will be held Tuesday, May 11, 2021 at 10:00 am
10. 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.
11. Adjournment

M I N U T E S  
U City Loop Special Business District Board Meeting  
Via Tele Conference  
Tuesday, March 9, 2021 at 10:00 a.m.

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**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, Council member Jeff Hales, Audrey Jones, Suzanne Schoomer, Marla Stoker Ballenger, Mike Giger, & Stephen Ibendahl.

**Call to Order:** Board Chair Michael Alter called the meeting to order at 10:04 a.m. and took attendance of those on the call.

**Public Comments:** There were three submittals received for public comment. Arlene Sandler regarding the loop trolley's affect on businesses and adding EV stations, John Montre regarding EV charging stations, and Joe Edwards regarding his registration from the LSBSD.

**Approval of the Minutes:** Chairman Alter presented Joe Edward's request to add his resignation letter and biography to February 9, 2021 minutes. Wendy Harris made a motion to approve the minutes, Mohammed Qadadeh seconded the motion, and it carried unanimously.

**City Hall Updates:** Mayor Terry Crow reported that University City is hiring for several positions and all job listings can be found on the U City website. A committee has been formed that is recommending changing the names of four streets in University City, which is currently under consideration. The Costco Development at 170 and Olive is moving forward along with the True Hotel project at the former Delmar Harvard location.

**Security Update:** Captain Fredrick Lemons reported that he would forward the cell phone numbers of University City police department's commanding watch officers to the LSBSD board members. Captain Lemons encouraged all members to please call 911 in case of an emergency. If there is a non-emergency or someone disturbing your peace in front of your businesses or property, please call the University City police department non-emergency number at 314-725-2211.

**LSBD Activities Committee Report:** Chairman Alter reported that weekly meetings have been taking place to create a calender of events, budgets, and details for each Loop event. The LSBSD would like to host three main events over the next calendar year, with smaller events scheduled between the larger events. Once the full calendar is created, Chairman Alter will schedule a call with City Manager Rose to discuss the best course of action to implement the events moving forward.

**Mannequins on the Loop:** Audrey Jones presented the schedule for the annual Mannequins on the Loop celebration. April 24 will be the kickoff for artists, May 22 through June 13 the mannequins will be on display throughout the University City Loop, and June 13 will host the finale and awards. To participate, please contact Audrey Jones at [figure8designsllc@gmail.com](mailto:figure8designsllc@gmail.com).

**U City in Bloom:** Chairman Alter reported that he met with Judy Prange from U City in Bloom to discuss this season's planters and floral arrangements. This year, U City in Bloom will evaluate using real plants instead of plastic greenery during the winter.

**LSBD Budget:** Chairmain Alter reported that the annual LSBD budget (from July 1, 2021 - June 30, 2022) will need to be submitted to University City City Council for approval before it can be implemented. Chairman Alter opened up the committee for any member to join, and Steve Stone and Derek Deaver volunteered to join the committee and create a budget to be submitted to the LSBD board for their review.

**Strategic Plan Updated:** Steve Stone has been working with Stephen Ibendahl from the i-5 group to update the strategic plan contract with the correct signatory lines. Steve Stone requested that Jessica Bueler reach out to Stephen Ibendahl to let him know that the LSBD is ready to move forward with the strategic plan and to place him on the agenda for the next LSBD meeting in April.

**Ackert Plaza** - Chairman Alter announced an opportunity to be a part of a national skin care awareness campaign on May 1, 2021 to celebrate skin cancer awareness month. An event is being plan where a statue is dressed for one day in all 50 states, in order to educate as many people as possible about skin cancer. The goal of the program is to decrease the frightening statistic that one in five people will develop skin cancer at some point in their life. Jessica Bueler volunteered to meet with organizers to work out the details of how the Chuck Berry statue could be involved in the program.

**Trash Collection and Street Cleanup** - Dan Wald reported that he was working with Scottie Floyd to ensure that the street would be clean moving forward. With the increase of foot traffic in the spring, it is of the utmost importance that the the trash receptacles be emptied on a timely basis so that items are not overflowing.

**Plywood Board Art:** University City has been chosen to be featured in a national art exhibit that will travel throughout the U.S. Jessica Bueler is working with the plywood board artists and exhibit organizers to complete the applications and get the boards shipped to New Jersey for the start of the exhibit.

**Announcement:** Jessica Bueler announced the next meeting will be held on Tuesday, May 11, 2021 at 10:00 a.m.

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

The meeting adjourned at 11:06 a.m.

PUBLIC COMMENT SUBMITTALS: 03/09/2021 LSB

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From: Arlene Sandler  
Email: [arlysandler@me.com](mailto:arlysandler@me.com)  
Phone: (314) 229-5335

Message:

I have lived in or adjacent to the Loop since 1967 and have seen many changes. Covid and the trolley have had a bad effect on local businesses. Two things that might help revitalize the Loop, in my opinion, are welcoming rather than chasing away buskers [BIKERS] on Delmar and installing EV charging stations in the parking lots.

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I was in Brentwood recently and I noticed they have installed four electric vehicle charging stations. I know that Maplewood has a station as well. Is it time for the Loop Business District to put in a charger? I recently read that Ameren Missouri will help defray the costs. I know the Eclipse has a charger, but it is not readily accessible to the public. Seems like a good way to get traffic to the Loop — an hour charging equals a meal and a stop in a shop!

<https://www.ameren.com/missouri/business/electric-vehicles>

John Montre

716 Heman

<https://itep.smugmug.com/>

Before we start the meeting, I want to thank the new Board Members. Thanks for being willing to volunteer your time to keep this great street moving forward, especially in this very difficult time in our country's history.

Last summer, at the end of the fiscal year in June 2020, I had planned to step down after 40 years of working for and with the Loop Special Business District.

However, after several board members left the board for various reasons, I decided to stay on until today to make sure new board members were appointed and the LSBDD had a quorum to be able to conduct business and vote on the issues of the day.

After today's meeting, I will send a message to LSBDD Vice Chair Michael Alter, U. City Mayor Terry Crow, and City Manager Gregory Rose that I'm stepping down.

Actually, if the new board members send me their emails, I will send my notice to all board members.

I'll include some of the projects I've initiated or worked on through the years. I'm proud of the hundreds of people I've had the pleasure of working with that contributed to the revitalization of the wonderful Delmar Loop.

Now on to our meeting and the attendance roll call...

# JOE EDWARDS

Born and raised in St. Louis. (*Eagle Scout*)

Graduated from John Burroughs School and Duke University.

**9-8-72** Opened **Blueberry Hill** (with Linda Edwards). St. Louis landmark restaurant & music club filled with pop culture memorabilia. Esquire (12-29-20) featured Blueberry Hill as one of the “100 Restaurants America Can’t Afford to Lose... because if we lose them, we lose who we are.” [www.BlueberryHill.com](http://www.BlueberryHill.com) for more history.

**1980 Co-founded The Loop Special Business District.** Served as Chairman many years until stepping down in January 2021. Chaired numerous Loop committees (many one-person). Did dusk-to-dawn safety lighting survey, water spigots survey, trash receptacles and flower planters surveys and submitted master plans for implementation. Organizes and publishes annual Loop Directory of businesses and arts organizations. [www.VisitTheLoop.com](http://www.VisitTheLoop.com)

**1988 Founded and chairs the non-profit St. Louis Walk of Fame.**

[www.StLouisWalkofFame.org](http://www.StLouisWalkofFame.org)

Stars honoring famous St. Louisans plus informative plaques summarizing their achievements and St. Louis connection make this unique walk enjoyable, inspirational and educational. 150+ stars include John Goodman, Maya Angelou, Bob Costas, Miles Davis, Tennessee Williams, Chuck Berry, Stan Musial, Tina Turner, Ozzie Smith, T.S. Eliot, Yogi Berra, Betty Grable, Cedric the Entertainer, Brett Hull, and Nelly.

Set in the sidewalks of the exciting restaurant, shopping, arts & entertainment district called the Delmar Loop, it’s open 24 hours and is free.

Joe coordinates grants and fundraising plus the research of every inductee. He then edits the St. Louis greats’ accomplishments and national impact on our country’s cultural heritage into 10 lines, so visitors and residents can find role models and more fully appreciate our great city.

Each year he coordinates the casting of the brass stars, concrete sidewalk installations (permits, inspections), the ceremonies including travel arrangements, ragtime band, sound system, public relations, interview set-ups and inductee’s family luncheon.

He meets with other cities’ delegations about emulating this Walk of Fame.

**March 1989 Joe Edwards and Blueberry Hill** were featured in an Archie comic book (Archie’s Pals ‘n’ Gals #204). In the six-page story Joe “actually” met Archie and Jughead at Blueberry Hill. Only in the parallel universe of a comic book could this event have happened. (They rarely ever feature real people.)

11-8-92 Received the 1993 Elijah P. Lovejoy Award for distinguished commitment to human rights and justice in the St. Louis Community.

5-16-95 Received from St. Louis County a special proclamation citing his various projects and his dedication that inspired the revitalization of The Loop. The award,

presented by County Executive Buzz Westfall, proclaimed May 16, 1995 "Joe Edwards Day."

**5-19-95 Restored and re-opened the Tivoli Theatre** (built in 1924).

The upper three floors had been condemned for nine years and the building was destined to be torn down! The Loop was about to lose the last remaining independent movie theater in St Louis. The building is historically significant and architecturally significant. He rents to retail stores (non-food-related) to enhance pedestrian traffic throughout the year. He rents to many first-time woman-owned and minority-owned shops. Some make it, some don't, but the ones who do add value to our street.

5-28-96 Selected to carry the Olympic Flame as a "Community Hero" torchbearer for the **1996 Olympic Torch Relay**. He ran through The Loop from near U. City Hall to the Tivoli (about 1/2 mile).

**11-26-97 Opened Blueberry Hill's Duck Room**, a 340-capacity music room. The "Father of Rock & Roll, " Chuck Berry, performed 209 concerts at Blueberry Hill.

4-24-98 Received proclamation from Mayor Harmon of St. Louis. "Joe Edwards has provided the civic leadership and vision for the revitalization of city life and has maintained a strong presence and support for many cultural events in our community." "Joe Edwards is recognized for his love of St. Louis, his respect for our unique heritage and his willingness to spearhead and support projects that celebrate St. Louis and represent all the good things that are possible for our city." The Mayor proclaimed April 24-26 as Joe Edwards days.

**12-98 Originated holiday lights in The Loop** 24 garlands across Delmar (and more on light poles east of the Wabash Station), which add to the ambience of The Loop every November and December. He orchestrated applications (and eventually permissions) each year with U. City, St. Louis County Highway Department, City of St. Louis and Ameren through the years, every year.

3-25-99 Received 1999 Community Service Award from Commerce Bank and the William T. Kemper Foundation (+ \$8,000 grant for non-profit St. Louis Walk of Fame)

1999 Served on Washington University's Neighbors Council 1999- present.

12-99 Named "St. Louisan of the Year" by St. Louis Magazine.

1-31-00 Named one of "100 Leaders For the Millennium" by St. Louis Business Journal.

9-27-00 Voted "Best St. Louisan of 2000" in Riverfront Times readers' poll.

**10-00 Built The Pageant Building**, a 50,000-square-foot, multi-use building that includes a nationally-known concert nightclub, two retail stores and



14,000 square feet office space at 6161 Delmar. It signaled the extension of The Loop into the City of St. Louis and the bridging of the artificial City/County border. It greatly added to safety in both the east and west parts of The Loop when it filled in a formerly burned out gap in the streetscape.

- 10-19-00 Grand opening of The Pageant** (with Pat Hagin), a state-of-the-art 33,000 square foot concert nightclub designed for live music productions and special events.  
This 2,000+ capacity venue features superb sightlines and acoustics plus a balcony. [www.ThePageant.com](http://www.ThePageant.com)  
(Chuck Berry was first headliner!)  
(Hanson was first “regular” night on Oct. 20, 2020)  
The Pageant consistently is ranked in Pollstar Magazine’s top 10 worldwide in the club category and draws about 250,000 concert fans to The Loop each year - fans of all genres of music from all over the city and country who shop, dine and enjoy our street.
- 9-26-01 Picked “Best St. Louisian of 2001” by Riverfront Times editors.
- 6-02 “Show Me Award” from Gov. Holden and State of Missouri for building The Pageant Building that spurred redevelopment on Delmar east of Skinker Blvd. in the City of St. Louis.
- 10-9-02** 2002 Outstanding Alumnus Award (John Burroughs School) for extraordinary involvement in the St. Louis community.
- 5-10-03 Received “Key to the City of St. Louis” from Mayor Francis Slay at the ribbon cutting ceremony celebrating the re-opening of meticulously renovated 6172-78 Delmar building that was constructed in 1912. The day marked another milestone in expanding the vibrant Loop in St. Louis.
- 8-03 Arranged for the non-profit Regional Arts Commission** to build its new headquarters building and gallery at 6128 Delmar in The Loop. Opened August 2003.
- 10-03 Renovated 6133 Delmar and leased to Big Shark Bicycle Co., the premier independent bicycle retail store in the Midwest.
- 11-17-03 Received the St. Louis Award.** The St. Louis Award was established in 1931 to honor “the resident of metropolitan St. Louis who has contributed the most outstanding service for its development or...shall have performed such services as to bring greatest honor to the community.”
- 12-12-03 Opened the Pin-Up Bowl “The Original Bowling and Martini Lounge”** at 6191 Delmar in The Loop. [www.pinupbowl.com](http://www.pinupbowl.com)

- 12-20-03 Completed historic renovation of 6138-40 Delmar.
- 2-20-04 Completed historic renovation of 6142-46 Delmar.
- 3-3-04 Received the McReynolds Award from Missouri Preservation for work done in revitalizing The Loop and multiple preservation projects. Ceremony was in Jefferson City in the Missouri Capitol Rotunda.
- 4-1-04 Completed historic renovation of 6101 Delmar (with Pete Rothschild) where Gokul Indian Restaurant is today.
- 5-21-04 Received honorary degree (Doctor of Laws) from Washington University at the Sesquicentennial (150<sup>th</sup>) Commencement.**
- 1-8-05 Recipient of the 2005 Distinguished Community Service Award from the **Dr. Martin Luther King, Jr. State Celebration Commission of Missouri.**  
(Dr. Bernice King, youngest daughter of Coretta Scott King and Dr. King gave keynote address at Harris-Stowe State College. Dr. Henry Givens, president, presided.)
- 5-14-05 Received honorary degree (Doctor of Fine Arts) from St. Louis University.**
- 1-14-06 Originated the annual Loop Ice Carnival** held every January on Martin Luther King, Jr. weekend. Ran it and built it up by himself for the first many years. Still contributes to The Loop's signature annual event.
- 5-3-06 Received the 2006 Community Betterment Award from the Missouri Growth Association.
- 5-13-06 Received honorary degree (Doctor of Humane Letters) from University of Missouri - St. Louis.**
- Late 2006 Member of U. City Economic Development Sales Tax Commission – 2019.
- 10-2-07** The American Planning Association in Washington, DC designated the **Delmar Loop “One of 10 Great Streets in America.”** APA Great Places exemplify exceptional character {of} communities of lasting value. Other streets honored include: North Michigan Avenue, Chicago, IL; Ocean Drive, Miami Beach, FL; 125<sup>th</sup> Street, Harlem, NY; South Temple Street, Salt Lake City, UT; Canyon Road, Sante Fe, NM; Bull Street, Savannah, GA; Main Street, Northampton, MA; Monument Avenue, Richmond, VA; and St. Charles Avenue, New Orleans, LA.
- 11-9-07 Received the 2007 Citizen Planner Award (Dwight D. Davis Award) from the Missouri State Chapter of the American Planning Association.
- 12-13-07** Created the **Flamingo Bowl**, 1117 Washington Ave. (downtown St. Louis) [www.FlamingoBowl.net](http://www.FlamingoBowl.net) Even though his focus has always been on the

Delmar Loop, he wanted to support the downtown St. Louis core with a unique entertainment and food destination for convention-goers and residents along the great river.

- 4-2-08 Received Outstanding Missourian honor from the House of Representatives at the State Capitol during 94<sup>th</sup> General Assembly. Presented by Representative Rachel Storch.
- 6-11-08 Received Brotherhood Sisterhood Award from The National Conference for Community and Justice of Metropolitan St. Louis. The NCCJSTL promotes understanding and respect among all races, religions and cultures through advocacy, conflict resolution and education.
- 9-25-08 Voted Best Citizen, Best of St. Louis Riverfront Times Readers' Poll.
- 11-20-08 Received 2008 Better Downtown Award for Flamingo Bowl from the Partnership for Downtown St. Louis.
- 4/17/09** Opened the **Moonrise Hotel**, independent, 125-room unique + boutique hotel at 6177 Delmar in The Loop. It includes the **Eclipse Restaurant**, several meeting/event spaces, the **Rooftop Terrace Bar**, the **Twilight Room** and **fascinating displays** of lunar and space memorabilia. **AAA 4-Diamond rating**. Brings new visitors to The Loop every day.  
[www.MoonriseHotel.com](http://www.MoonriseHotel.com)    [www.EclipseStLouis.com](http://www.EclipseStLouis.com)
- 6/14/09 Honored by the **NAACP** (*National Association for the Advancement of Colored People - St. Louis Branch*) as one of the 100 Most Inspiring St. Louisans – Individuals whose ideas, talents, power, and ability to change people's lives for the better, has helped to shape and transform the St. Louis community.
- 10/9/09 St. Louis Mayor Francis Slay and SLDC Executive Director Rodney Crim awarded "Development of the Year" honor to the Moonrise Hotel.
- 11/8/09 **Delmar Loop Planet Walk** dedicated as newest educational attraction for The Loop. Joe Edwards arranged funding and three governmental approvals for this scale model of our Solar system (designed by Steve Walker).
- 12/09 Honored by St. Louis Magazine as a St. Louis Luminary (People whose ideas glow so brightly they illuminate a path for the rest of us.)
- 2010 Lambert St. Louis Int'l. Airport Display about The Loop. It was seen by hundreds of thousands of travelers (out-of-state and St. Louis fliers). Lots of meetings, phone calls, gathering of artifacts, narrative writing and installation to get it done.
- 2010 Major League Baseball All-Star Game. Coordinated giant Loop building streetscape backdrop. It was used later for the Explore St. Louis Holiday

Magic event at America's Center. (Plus, helped orchestrate the Chuck Berry + Nelly concert at midnight after the home-run derby for 3,000+ major league owners, executives and families. The picture of the two from this concert became the cover of the next Official St. Louis Visitors Guide.

- 5/17/10 On committee of stl250 to plan 250<sup>th</sup> anniversary (1764-2014) of founding of St. Louis. Meetings from 2020 - 2014 representing Loop contributions. The Loop had more 250 birthday cake statues than other areas.
- 6/13/10 Saint Louis Argus (oldest African-American Newspaper west of the Mississippi River) honored The Loop Special Business District at the Distinguished Citizen Awards with a "Tribute to Neighborhoods Award" named for Joe Edwards.
- 6/27/10 Honored by **NAACP** as one of the 25 Most Inspiring St. Louisans at Freedom Fund Dinner.
- 11/10 Orchestrated design, funding and installation of **illuminated parking signs on parking garage and two parking lots.**
- 2010-12 **Wayfinding Signage** program throughout the region developed by the St. Louis Convention & Visitors Commission. Joe represented The Loop.
- 4/12/11 Elected president of the East Loop Special Business District.
- 7/29/11 **Chuck Berry Statue** (by sculptor Harry Weber) **dedicated.** (\$100,000 project orchestrated by Joe Edwards and broadcaster Charlie Brennan)
- 12/5/11 Received "Pillar in the Community" Award from the Clayton Chamber of Commerce at the Ritz-Carlton.
- 12/15/11 Served on Leadership Task Force for The Confluence Partnership.
- 6/3/12 Received Community Service Award from the Harvard Club of St. Louis.
- 8/22/12 Appointed to Washington University's National Council for the Gephardt Institute for Public Service (Aug. 2012 – present).
- 10/12 Orchestrated procurement, design and installation of whimsical **Bicycle Racks** throughout The Loop.
- 12/12 St. Louis Magazine's Power List: 100 People Shaping St. Louis Today... Joe was referred to as "The Duke of Delmar."
- 1/13 Re-elected Chair of the U. City (West) Special Business District. Chair of both districts (East Loop CID) through 2020. (Stepped down from the LSBSD board 1-12-21 after 40 years of contributions.)
- 4/16/13 Received "Ethic of Service Award" from Washington University. The award was created to honor WU community members who believe in and

shape the future of our region. Honorees exemplify a character of service and giving to the St. Louis region. (Gerry & Bob Virgil hosted the reception & dinner.)

- 9/12/13 Received the lifetime achievement award from the **Landmarks Association** of St. Louis for his work in **historic preservation and community revitalization**.
- 10/13 Suggested and orchestrated installation of electrical outlets at the tops of the green 13' high light poles in The Loop, so decorative white lights could be installed in trees to add a glow and add to the warm, inviting ambience of The Loop all year.
- 10/10/14 Opened the **Peacock Loop Diner**, a one-of-a-kind restaurant serving classic diner fare plus spiked milkshakes and vegetarian dishes. Located at 6261 Delmar in The Loop. The Peacock Diner's décor is visually striking from the 11-foot wide neon sign, whose feathers fan in and out 200 times an hour, to the display cases of peacock memorabilia, old-time diner ephemera plus the rotating Carousel of Love booth for special occasions. The Peacock Diner might be the greenest and most sustainable diner in the United States – it received LEED Platinum certification. [www.PeacockLoopDiner.com](http://www.PeacockLoopDiner.com)
- 12/13/14 Received Mathews-Dickey Boys' & Girls' Club Sheer Elegance Award
- 2/19/15 First-place winner, for Peacock Loop Diner, of the 2015 Architect & Designer Award (St. Louis at Home) in Commercial Category: Restaurants. Juried by four nationally-known New York City designer/architects (designer Mario Buatta, architect Audrey Matlock, *Domino* creative director and editorial director Robert Leleux, and designer Marshall Watson)
- 3/12/15 Groundbreaking for \$52 million Loop Trolley project – folded into the project was the innovative roundabout near U. City Hall that solved a decades-old huge traffic and pedestrian-safety-crossing problem, two bridges (Delmar at the Wabash Station & Forest Park at Pershing).

The 2.2 mile route runs from the University City library east on Delmar Boulevard to DeBaliviere Avenue and then south on DeBaliviere to the Missouri History Museum and back.

It connects with two MetroLink stations (Delmar Loop at the Wabash Station and Forest Park near Forest Park Parkway.

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When COVID-19 is contained, it will connect The Loop and the 13 million visitors to Forest Park attractions. The system has been an economic stimulator for this designated redevelopment area (\$200 million+). It

already is further stabilizing the neighborhood and improving the quality of life for people that live and work in this exciting, diverse area.

- 4/21/15 Peacock Loop Diner's neon sign voted best new sign in the world in 2015 international *Sign of the Times* competition. (Designed with daughter Hope Edwards)
- 4/26/15 Named "Best Local Hero" by St. Louis Post-Dispatch in 2015.
- 6/9/15 Received Legacy Award from St. Louis County **NAACP**.
- 8-23-16 Elected first chairman of the new East Loop CID board. (Community Improvement District)
- 9-29-16 Received the Maestro Award from hsmi (Hospitality Sales & Marketing Association International (Missouri Chapter). Given to an individual who coordinates and unites the efforts of many in moving their organization forward.
- 9-30-16 **Grand opening of Delmar Hall**, a state-of-the-art 800-capacity music club. (with Pat Hagin) designed for live music and special events. This 800-capacity space features excellent sightlines and sound.
- 11-16 St. Louis Magazine: one of "100 people Shaping the Region."
- 8-1-17 Inducted into Ron Elz's (Johnny Rabbitt) St. Louis's Hall of Fame – inaugural class of 50, ranging from 1700s to present day – presentation held at the Missouri History Museum.
- 11-7-18 Received St. Louis International Film Festival's Lifetime Achievement Award.

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**The Loop, where diversity is embraced, is possibly the most vibrant restaurant, shopping, arts & entertainment district in metropolitan St. Louis and the central Midwest.**

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**Some of the "one-person" committees implemented include:**

**Bicycle Racks.** The whimsical "Loopish" and practical racks are one of the lasting projects that made sense for The Loop. If you can read sheet music and

look at the Blueberry Hill bicycle racks, for example, the musical notes are actually the notes for “I found my thrill...”

**Concierge Shop Hop events:** For hotel and hospital staff who recommend to their guests where to go in the region.

I think we should start these up when people can travel in a meaningful way this summer.

**Parking Lots and Parking Garage illuminated signs.** I designed, went through all the commissions, got bids, and worked with the contractors to let the public know we have parking!

**Security Cameras.** Worked with U. City Hall and the Police Department.

**Wayfinding Signage** throughout the St. Louis region. I made sure The Loop was represented on highways, major artery streets and secondary streets. Many meetings and approvals for funding.

**Liaison to Explore St. Louis.** In addition to above, I convinced them to lower the annual partnership dues for Loop merchants from over \$400 per year to \$150 (if I did all the work compiling the lists and collecting the fees) so small businesses could get the exposure and benefits and The Loop could get wonderful exposure in the guide and on their website, that is one of the most visited St. Louis sites for travelers, students and families checking out schools, and business travelers and concert goers.

**The Loop was designated “One of the 10 Great Streets in America”**

*by the American Planning Association*

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