

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.

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**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.