

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 licenses 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.