

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.