

M I N U T E S
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, October 13, 2020 at 10:00 a.m.

Attending Board Members: Joe Edwards, Wendy Harris, Steve Stone, Ryan Patterson, Tom Schmidt.

Absent Board Member(s): Michael Alter, Nikita Smith.

Others on the Call: Mayor Terry Crow, City Attorney John Mulligan, Planning and Economic Director Cliff Cross, 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 10:03 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, November 10, 2020 at 10:00 a.m. The Pageant turns 20 years old on October 19, 2020. Wizard's Wagon is moving to 6176 Delmar. If building owners could please let Joe Edwards know if there are new any new tenets moving in so he can ensure they are included in the Explore St. Louis Visitors Guide.

Approval of the Minutes: Approval of the minutes did not take place because there was no custodian of records at this time.

Public Comments: Three Kings and American Falafel complimented the expanded outdoor dining.

City Hall Update: Cliff Cross said University City Council approved round three of forgivable loan funding and applications are now available. Jenny Wendt inquired about the LSBSD procedure for notifying all businesses in the district of the upcoming meetings. Jessica Bueler shared that the October LSBSD meeting was the first time all LSBSD had been invited to in 2020.

Mayor Terry Crow stated that especially during Coronavirus, business owners want to know what's going on and he would hope that the 9:00 am General Meeting where all of the University City Loop businesses were invited to speak would be scheduled to begin as early as next month.

Joe Edwards stated that it was very efficient when we had one Executive Director and Ryan Patterson stated he did not think that was feasible at this time.

Mayor Terry Crow announced that there are several LSBSD board vacancies that would be filled by year end to have a full board by January. Please contact Mayor Crow if you have someone to nominate. City Attorney John Mulligan noted that the City Clerk has

the Board and Commission applications that are required for all nominations that move forward to the University City Council.

Activities Committee Report: Two of the three drive-in movies were sold out events and all funds are being donated to the University City Education Foundation Supplemental Food Drive. Wendy Harris thanked Jenny Wendt and Jessica Bueler for their help in setting up the art event on Leland and felt like the event was successful. Expanded outdoor dining has been set up and the restaurants have provided all positive feedback up to this point.

One of the issues that come up is the amount of trash that has been piling up on Delmar on Sundays. Dan Wald has been working with a contractor to help empty trash containers on Sundays.

Cliff Cross reported that University City is working on outdoor tent guidelines and that will be sent out to all restaurants as soon as they are approved.

Security Update: Captain Dana Morely and Captain Fredrick Lemons have increased police presence in the Loop for Halloween, Black Friday, and upcoming holiday events.

Small Business Saturday/Loop Ice Carnival: Jessica Bueler agreed to put together a proposal for Small Business Saturday and 2021 Loop Ice Carnival.

Old Business: None

New Business: City Attorney John Mulligan explained that the LSBSD board previous approved the Chair to write a letter to the City Manager requesting services and that letter was sent on August 17, 2020. Four areas were identified which included taking minutes and monthly LSBSD Board Meeting, Create the Annual Report, Review Insurance Policy for Directors Insurance and submit to finance director, to administrator all financials of the LSBSD. A draft agreement for support services for the LSBSD's consideration that includes the four forementioned items in exchange for payment of \$2,500 on the first of every month, for a total of \$30,000 a year. When there is a quorum at a future LSBSD meeting, this agreement can be brought up for approval.

SUP to Close Delmar on Halloween: This idea to close Delmar on Halloween was suggested by Michael Alter at Fitz's to do something big to draw to people the street in a safe and social distancing manner from 12-6pm. It was agreed Jessica Bueler should submit the SUP.

Holiday Lights: Chairman Edwards coordinated with University City to ensure the holiday lights are hung up the first week in November.

Loop in the News: Chairman Edwards reported that the Canadian Broadcast Corporation is doing a nationwide coverage about the Delmar Loop. Channel 2 and 11 weather cameras had 39 TV features, Nielson audience of 1,734,710 value of \$124,874.

The Pageant reopened at 15% capacity. There were 44 TV and radio features with a Nielson audience of 1,365,897 and a value of \$96,020. St. Louis Walk of Fame had 6 radio and media features with a Nielson audience of 108,600 and a value of \$3,722. St. Louis Magazine features Fitz's, Blueberry Hill, and Three Kings. Where Magazine featured Fitz's, Salt + Smoke, Peacock Diner. U City Food Bank Drive and The Princess Bride Drive-in Movie were featured on KSDK.

Having no further business, a motion was made to adjourn by Wendy Harris and Joe Edwards second, the motion. Since there was no quorum, no vote was taken.

The meeting adjourned at 11:41 a.m.