

M I N U T E S
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, January 12, 2021 at 10:00 a.m.

Attending Board Members: Michael Alter, Mohammed Qadadeh, Wendy Harris, Steve Stone, Dan Wald, Derek Deaver, Kumar Satish, Mary Gorman & Joe Edwards.

Absent Board Member(s): All in attendance.

Others on the Call: Mayor Terry Crow, City Attorney John Mulligan, City Clerk LaRette Reese Planning and Economic Director Cliff Cross, Senior Project Manager Jenny Wendt, Marketing/Event Contractor Jessica Bueler, Captain Dana Morley, Captain Fredrick Lemons & Ryan Griffore.

Swearing-In of New Board Members: LaRette Reese swore in new board members Mohammed Qadadeh, Kumar Satish, Mary Gorman & Dan Wald.

Resignation of Chair: Board Chairman Joe Edwards announced that he would be stepping down as Chair of the LSBSD at the conclusion of the January 12, 2021 Board meeting. Mayor Terry Crow thanked Chairman Edwards for his years of service to the LSBSD. The board election was determined to be held on Friday, January 22, 2021 at 10 a.m.

Call to Order: Board Chairman Joe Edwards called the meeting to order at 10:12 a.m. and took attendance of those on the call.

Public Comments: There were no requests to speak.

Approval of the Minutes: Chairman Joe Edwards requested minor changes in the minutes and asked for a roll call vote to amend the minutes as suggested. The motion carried.

Security Update: Captain Fredrick Lemons thanked the LSBSD for providing lunch to the University City police department as part of the "Pay it Forward" giveback program for first responders. An incident was reported in parking lot 4 of a robbery, and three juvenile suspects were taken into custody a few hours later and warrants were issued for their arrest. Increased patrols will take place in the University City Loop as the weather begins to warm up.

The police department will start sending out monthly business tips to all University City businesses to help with any possible security matters and provide insight on how to make businesses more secure.

Any businesses in University City that have active surveillance systems are encouraged to sign up for the community camera program with the University City police.

City Hall Updates: Cliff Cross announced that the federal Paycheck Protection Program has reopened and round 3 of the EDRST fund program has been completed. Parameters for a fourth round of funding are currently being discussed.

Steve Stone announced he is replacing the storefronts and adding new lighting to his building at Kingsland and Delmar.

Loop Trolley Update: Chairman Edwards reported revenue for the Loop Trolley TDD is down by approximately 40%-60% depending on the month due to decreased sales due to the pandemic.. The balance in the Loop Trolley TDD bank account is approximately \$750,000.

LSBD Budget Process Discussion: Jessica Bueler explained the LSBD budget is funded by property tax and business license fees and the fiscal year begins on July 1 and ends on June 30. The LSBD will need to create a budget and submit to University City Council for approval. Mohammed Qadadeh suggested that the Activities Committee come up with a proposed budget for the LSBD and make a recommendation. Steve Stone agreed with the approach and stated an emphasis needs to be on marketing and special events. Steve inquired about how much money is currently in the LSBD account and Michael Alter said he would contact Finance Director Keith Cole to find out the total.

LSBD Activities Committee Report: Michael Alter reported that the LSBD created two different events that were funded and ready to go in 2020 but had to be canceled due to the pandemic and we need to keep this in mind as we move forward in planning. Michael suggested the Activities Committee get together as soon as possible to start planning for 2021. Jessica Bueler reported that 787 meals have been donated for frontline essentials workers through the "Pay it Forward" give back program.

University City Loop Website: Ryan Griffore presented the new University City Loop website at UniversityCityLoop.com. Functionalities include a business directory, events, news, social, history, and contact page.

Steve Stone asked how the East Loop CID would be working with the LSBD moving forward in the spirit of collaboration. City Attorney John Mulligan read the response from the East CID regarding the website and use of logo. The East Loop CID recognizes "Delmar Loop" as a generic term used by the public and believes neither St. Louis City or University City has ownership of the logo. The East Loop CID stated they have sole control of the VisitTheLoop.com website and is willing to update the University City business information in the directory or create posts on social media outlets for an additional fee to cover staff time.

Michael Alter suggested that some LSBD board members volunteer to work with City Attorney John Mulligan to take ownership back of the LSBD property. Steve Stone volunteered to work with John Mulligan.

Strategic Plan Updated: Chairman Edwards confirmed that the i5 Group would working with the LSBD in January 2021. Joe Edwards, Steve Stone, Dan Wald and Jessica Bueler will meet with i5 Group when they are ready. The project length would be 9 months at a cost of \$15,000.

Trash Collection and Street Cleanup: Chairman Edwards reported that Scottie Floyd had been doing the trash collection over the past 3-4 years and was paid \$15 per hour for up to 40 hour per week [Chairman Edwards indicated he meant to say "month"]. Dan Wald volunteered to speak with Scottie Floyd and get bids from two others as well.

Gift Card Program: Michael Alter reported that there was a gift card program in place for the LSBDD for Small Business Saturday, but it was cancelled due to Covid-19 and the restaurants being closed in St. Louis County on November 17, 2020.

Duck Walk: Chairman Edwards reported that next to the Chuck Berry statue, he would like to install a cross walk light of Chuck Berry doing the Duck Walk. The project is estimated to cost \$20,000. Council member Tim Cusick is favorable and will look into it on behalf of the 2nd ward.

Announcements: Chairman Edwards announced that the next LSBDD Board Meeting will be held virtually on Zoom on Tuesday, February 9, 2021 at 10:00 a.m.

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

The meeting adjourned at 12:08 p.m.