

M I N U T E S
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, March 9, 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.

Absent Board Member(s): All in attendance.

Others on the Call: Mayor Terry Crow, Planning and Economic Director Cliff Cross, Senior Project Manager Jenny Wendt, Marketing/Event Contractor Jessica Bueler, Captain Dana Morley, Captain Fredrick Lemons, Council member Jeff Hales, Audrey Jones, Suzanne Schoomer, Marla Stoker Ballenger, Mike Giger, & Stephen Ibendahl.

Call to Order: Board Chair Michael Alter called the meeting to order at 10:04 a.m. and took attendance of those on the call.

Public Comments: There were three submittals received for public comment. Arlene Sandler regarding the loop trolley's affect on businesses and adding EV stations, John Montre regarding EV charging stations, and Joe Edwards regarding his registration from the LSBSD.

Approval of the Minutes: Chairman Alter presented Joe Edward's request to add his resignation letter and biography to February 9, 2021 minutes. Wendy Harris made a motion to approve the minutes, Mohammed Qadadeh seconded the motion, and it carried unanimously.

City Hall Updates: Mayor Terry Crow reported that University City is hiring for several positions and all job listings can be found on the U City website. A committee has been formed that is recommending changing the names of four streets in University City, which is currently under consideration. The Costco Development at 170 and Olive is moving forward along with the True Hotel project at the former Delmar Harvard location.

Security Update: Captain Fredrick Lemons reported that he would forward the cell phone numbers of University City police department's commanding watch officers to the LSBSD board members. Captain Lemons encouraged all members to please call 911 in case of an emergency. If there is a non-emergency or someone disturbing your peace in front of your businesses or property, please call the University City police department non-emergency number at 314-725-2211.

LSBD Activities Committee Report: Chairman Alter reported that weekly meetings have been taking place to create a calender of events, budgets, and details for each Loop event. The LSBSD would like to host three main events over the next calendar year, with smaller events scheduled between the larger events. Once the full calendar is created, Chairman Alter will schedule a call with City Manager Rose to discuss the best course of action to implement the events moving forward.

Mannequins on the Loop: Audrey Jones presented the schedule for the annual Mannequins on the Loop celebration. April 24 will be the kickoff for artists, May 22 through June 13 the mannequins will be on display throughout the University City Loop, and June 13 will host the finale and awards. To participate, please contact Audrey Jones at figure8designsllc@gmail.com.

U City in Bloom: Chairman Alter reported that he met with Judy Prange from U City in Bloom to discuss this season's planters and floral arrangements. This year, U City in Bloom will evaluate using real plants instead of plastic greenery during the winter.

LSBD Budget: Chairmain Alter reported that the annual LSBD budget (from July 1, 2021 - June 30, 2022) will need to be submitted to University City City Council for approval before it can be implemented. Chairman Alter opened up the committee for any member to join, and Steve Stone and Derek Deaver volunteered to join the committee and create a budget to be submitted to the LSBD board for their review.

Strategic Plan Updated: Steve Stone has been working with Stephen Ibendahl from the i-5 group to update the strategic plan contract with the correct signatory lines. Steve Stone requested that Jessica Bueler reach out to Stephen Ibendahl to let him know that the LSBD is ready to move forward with the strategic plan and to place him on the agenda for the next LSBD meeting in April.

Ackert Plaza - Chairman Alter announced an opportunity to be a part of a national skin care awareness campaign on May 1, 2021 to celebrate skin cancer awareness month. An event is being plan where a statue is dressed for one day in all 50 states, in order to educate as many people as possible about skin cancer. The goal of the program is to decrease the frightening statistic that one in five people will develop skin cancer at some point in their life. Jessica Bueler volunteered to meet with organizers to work out the details of how the Chuck Berry statue could be involved in the program.

Trash Collection and Street Cleanup - Dan Wald reported that he was working with Scottie Floyd to ensure that the street would be clean moving forward. With the increase of foot traffic in the spring, it is of the utmost importance that the the trash receptacles be emptied on a timely basis so that items are not overflowing.

Plywood Board Art: University City has been chosen to be featured in a national art exhibit that will travel throughout the U.S. Jessica Bueler is working with the plywood board artists and exhibit organizers to complete the applications and get the boards shipped to New Jersey for the start of the exhibit.

Announcement: Jessica Bueler announced the next meeting will be held on Tuesday, May 11, 2021 at 10:00 a.m.

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

The meeting adjourned at 11:06 a.m.