

M I N U T E S
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, April 13, 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: Planning and Economic Director Cliff Cross, Senior Project Manager Jenny Wendt, Marketing/Event Contractor Jessica Bueler, Captain Dana Morley, Captain Fredrick Lemons, Suzanne Schoomer, Julie Schwartz, Ryan Griffore, Marla Stoker Ballenger, Audrey Jones, Mike Giger, Joe Edwards, & Stephen Ibendahl.

Call to Order: Board Chair Michael Alter called the meeting to order at 10:03 a.m. and took attendance of those on the call.

Public Comments: There were no public comments submitted.

Approval of the Minutes: Mary Gorman made a motion to approve the April 13, 2021 minutes, Dan Wald seconded the motion, and it carried unanimously.

City Hall Updates: Cliff Cross shared that The Costco Development at 170 and Olive is moving forward. City Council approved the Economic Development Strategy. The True Hotel project is moving forward as demolition is close to complete.

Security Update: Captain Dana Morley reported that foot and vehicle patrols have increased in the Loop as the weather has begun to warm up. Captain Morley also encourage business owners to participate in the community camera program. If you have any questions on how to participate, please feel free to contact the University City Police Department.

If LSBDD businesses call the police due to peace disturbance or panhandling, the most effective course of action is to sign a complaint. Without the original caller's signature on the complaint, there is a limited amount the police can do with to prevent the incident from occurring again. The non-emergency police department number is 314-725-2211.

Strategic Plan Updated: Stephen Ibendahl from the i-5 Group provided the LSBDD board with an outline of a proposed schedule of how data would be gathered from the group. Tuesday, April 27 2021 was agreed upon by all LSBDD board members as the kickoff meeting date to begin the Strategic Plan with the i-5 Group. Stephen shared that individual meetings with stakeholders will begin to take place in May.

LSBD Activities Committee Report: Chairman Alter reported that Make Music Weekend is being planned for June 19-21. We are working with Alpha Kappa Alpha to plan a Juneteenth event and Make Music Alliance to help organize and promote the musicians.

Vintage Makers Market: Chairman Alter shared an idea to host a Vintage Road Show the third Saturday of the month on Leland from 12-6pm. All the board members agreed that we should move forward with the event.

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.

LSBD Budget: Charmain 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. The proposed annual LSBD budget is \$247,000. Chairman Alter said a request has been made by Joe Edwards to upgrade the Walk of Fame stars on Delmar, that may need to be considered in the future. Dan Wald made a motion to approve the proposed LSBD Budget, Steve Stone seconded the motion, and the motion carried unanimously.

Trash Collection and Street Cleanup - Dan Wald reported that the weekly loop clean up has been going very well with less trash on the sidewalk. The next step in maintaining cleanliness of the loop is to receive power washing bids for the sidewalk and removal of stickers and graffiti on light poles.

Closed Group Communication - Jessica Bueler shared the results of a meeting held with Ravyn Communication Systems that would allow businesses to stay in contact with one another. The approximate cost is \$2 per user. Mary Gorman made a motion to enter into a contract with Ravyn Communication Systems to create a closed communication group for LSBD businesses and property owners. Steve Stone seconded the motion, and it carried unanimously.

A new communications committee was formed with Wendy Harris and Dan Wald. All requests from the LSBD members will be sent to Wendy and Dan to determine which items will be sent out to the full group.

Chuck Berry Statue: May 1, 2021 is scheduled to be a national skin care awareness day where clothes will be put on the statue to raise awareness of the disease.

Loop TV: Loop TV has just been launched on the University City Loop website. Loop events can not be streamed directly on this channel.

Announcements: 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 the meeting and go to closed session was made by Mary Gorman and seconded by Wendy Harris. The motion passed unanimously.

The meeting adjourned at 11:23 a.m.