

**MEETING OF THE U CITY LOOP SPECIAL BUSINESS DISTRICT  
(Board Meeting)  
VIA VIDEOCONFERENCE  
Tuesday, August 10, 2021, 10:00am**

**IMPOTANT NOTICE REGARDING PUBLIC ACCESS TO THE LSBD MEETING & PARTICIPATION  
LSBD Will Meet Electronically on August 10, 2021.**

On March 20, 2020, City Manager Gregory Rose declared a State of Emergency for the City of University City due to the COVID-19 Pandemic. Due to the current order restricting gatherings of people and the ongoing efforts to limit the spread of the COVID- 19 virus, the August 10, 2021 meeting will be conducted via videoconference.

**Observe and listen to the Meeting** (your options to join the meeting are below):

**Webinar**

Please click the link below to join the webinar:

<https://zoom.us/j/95172514307?pwd=c2NxWGUwWFFPMksxN3NiZ0dWK1ZvZz09>

Passcode: 63130

**Audio Only Call:**

Or iPhone one-tap :

US: +13126266799,,95172514307#,,,,\*63130# or +16465588656,,95172514307#,,,,\*63130#

**Or Telephone:**

Dial (for higher quality, dial a number based on your current location):

US: +1 312 626 6799 or +1 646 558 8656 or +1 301 715 8592 or +1 346 248 7799 or +1 669 900 9128 or +1 253 215 8782

Webinar ID: 951 7251 4307

Passcode: 63130

International numbers available: <https://zoom.us/j/95172514307>

**Citizen Participation**

Those who wish to provide a comment during the “Public Comment” portions of the agenda may provide written comments or request video participation invites to the Director of Planning & Development ahead of the meeting. Please specify which portion of the agenda you wish to comment.

ALL written comments or video participation invites must be received **no later than 8:00 a.m. the day of the meeting**. Comments may be sent via email to: [bsmith@ucitymo.org](mailto:bsmith@ucitymo.org) or mailed to the City Hall – 6801 Delmar Blvd. – Attention Clifford Cross, Director of Planning & Development. Such comments will be provided to the LSBD prior to the meeting. Comments will be made a part of the official record and made accessible to the public online following the meeting.

Please note, when submitting your comments or invites, **a name must be provided**. Please also note if your comment is on an agenda or non-agenda item, and a name is not provided, the provided comment will not be recorded in the official record. An e-mail address is also required to receive a virtual invite to the meeting.

The Board apologizes for any inconvenience the meeting format change may pose to individuals, but it is extremely important that extra measures be taken to protect employees, residents, business owners, board/commission members and elected officials during these challenging times.

## AGENDA

### U CITY LOOP SPECIAL BUSINESS DISTRICT BOARD MEETING

Tuesday, August 10, 2021, 10:00am

1. Call to Order
2. Public Comments – (Limited to 3 minutes)
3. Approval of Minutes
4. University City Update
  - a. City Hall Updates – Mayor Terry Crow, City Manager Brooke Smith
  - a. Security Update – Capt. Frederick Lemons, Capt. Dana Morley
5. i-5 Group: Strategic Plan – Stephen Ibendahl
6. Visit The Loop Website and Delmar Loop Social Media Accounts – Jessica Bueler
7. Loop Brochures and Illuminated Directories – Michael Alter
8. Committee Reports
  - a. Activities Committee Report – Michael Alter, Mohammed Qadadeh
    - i. Loop in Motion – September 11-12
9. LED Lighting on Delmar – Brooke Smith
10. Old Business
  - a. Expanded Outdoor Dining – Jessica Bueler
  - b. Insurance Policy and Street Cleanup – Dan Wald
11. New Business
  - a. Painting Electric Boxes and Flower Planters in the Loop – Dan Wald, Michael Alter
12. Announcements:
  - a. LSBSD Marketing Meeting – Tuesday, August 22, 2021 at 9:00 am
  - b. LSBSD Board Meeting – Tuesday, September 14, 2021 at 10:00 am
  - c. Email business events/sales/promotions to [jessica@exploreucity.com](mailto:jessica@exploreucity.com) to be included on the website, social media postings, and weekly email blast.
13. Closed Session (if necessary) pursuant to Missouri Sunshine Law Sections 610.021 (1) and (3) in order to conduct confidential, attorney-client privileged discussions regarding personnel, contractual and financial strategies.

M I N U T E S  
U City Loop Special Business District Board Meeting  
Via Tele Conference  
Tuesday, July 13, 2021 at 10:00 a.m.

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**Attending Board Members:** Michael Alter, Mohammed Qadadeh, Wendy Harris, Steve Stone, Derek Deaver, Mary Gorman, Dan Wald.

**Absent Board Member(s):** Kumar Satish

**Others on the Call:** Mayor Terry Crow, Assistant City Manager Brooke Smith, Director of Planning Cliff Cross, Marketing and Event Contractor Jessica Bueler, Captain Dana Morley, Captain Fredrick Lemons, Stephen Ibendahl, Suzanne Schoomer, Marla Stoker Ballenger, Ryan Griffore, Audrey Jones, Deb Henderson, and Joe Edwards.

**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:** One public comment was submitted by Deb Henderson regarding the Juneteenth and Make Music Weekend event with suggestions of how to improve communication. The comment has been included in the July minutes.

**Approval of the Minutes:** Mary Gorman made a motion to approve the June 8, 2021 minutes, Derek Deaver seconded the motion, and it carried unanimously.

**City Hall Updates:** Mayor Terry Crow shared that two pillars of the community have passed away and the city's thoughts and prayers are with the family of Hazel Erby and Betty Thompson. University City Council voted to approve a contract with Traverse for the design and build of the police station annex rehab. The Olive and 170 development is moving forward and the area is being cleared and has been secured by fencing. A proposed project for 235 apartments at the 8100 block of Delmar has been present to City Council. One person from each University City Board will be asked to participate in the city's strategic plan.

**Security Update:** Captain Dana Morley reminded everyone that National Night Out Back to School Ralley will take place on Tuesday, August 3rd from 5-8 pm at Jackson Park Elementary School on the back parking lot. The non-emergency police department number is 314-725-2211. Captain Morley inquired about the outdoor dining fencing and Assistant City Manager Brooke Smith reported that Jessica Bueler had ordered the fencing and it would be arriving shortly.

**Strategic Plan Update:** Stephen Ibendahl from the i-5 Group updated the board that the 6 board members had completed the Strategic Planning Survey and Jessica Bueler would be sending out the survey to members at large this week.

**Mannequins on the Loop:** Audrey Jones reported that there were 19 mannequins on display on Delmar with the theme focused around recycling. The awards reception and finale took place on June 13 at the University City library and was streamed live on Facebook. Michael Alter thanked Audrey for another amazing year of Mannequins on the Loop.

**Visit The Loop Website:** Derek Deaver inquired about when the LSBSD could expect to have access to the VisitTheLoop.com website and Delmar Loop social media accounts again. Both Chairman Alter and Derek Deaver agreed to talk with the East Loop CID lawyer to help get the conversation started again.

**LSBD Budget / EDRST Request:** Chairman Alter reported that he sent a letter to City Manager Gregory Rose requesting EDRST funds for Loop events and Free Parking through autumn. Assistant City Manager Brooke Smith reported that City Council has approved the budget request.

**Vintage Makers Market / Juneteenth / Make Music Weekend:** Chairman Alter announced that the Vintage Roadshow, Juneteenth Celebration, and Make Music Weekend was the LSBSD's first big event coming out of Covid now that the mask mandate has been lifted. The Vintage Road Show featured 20 vendors and took place on the North end of Leland. University City Parks Department brought the Bandwagon stage and placed at Loop South and Leland. A robust schedule of bands played throughout the weekend including the Red and Black Brass Band marching up and down Delmar. The LSBSD partnered with Alpha Kappa Alpha to put together an afternoon of Juneteenth performances at the Market in the Loop.

**Insurance Update and Street Cleanup:** Dan reported that has been working with Chuck Errant to complete an application for the LSBSD's insurance policy. The LSBSD needs to increase coverage amounts in order to hang up any banners in University City to promote Loop events. Dan is working on getting that completed this week. If anyone has any complaints or issues with trash in the University City Loop, please contact Dan Wald at [dan@rodanmanagement.com](mailto:dan@rodanmanagement.com).

**LED Lighting on Delmar:** Assistant City Manager Brooke Smith said she would look into the lighting permitting process and report back at August's meeting.

**Expanded Outdoor Dining:** Jessica Bueler reported that silver galvanized steel barriers were in the process of being molded now and would replace the barriers lent to the LSBSD by Big Shark Bicycle Company.

**Loop Brochures and Illuminated Directories:** Chairman Alter met with Joe Edwards and discussed the board's desire to do a refresh on the brochure and that everyone's needs will be met.

**Parking on Delmar:** Derek Deaver proposed that more expanded dining be added to Delmar to help restaurants in the future.

**Flower Planters in the Loop:** Chairman Alter shared that he met with Judy Prange from U City in Bloom to discuss when flowers would be put in the planters and what else can be done to improve the look of the street. Chairman Alter also suggested the LSBDD consider creating a "Paint a Planter" program and "Adopt a Planter" program and to continue discussing this at the future meetings when more time is available.

**Announcements:** Jessica Bueler announced the next meeting will be held on Tuesday, August 10, 2021 at 10:00 a.m.

Having no further business, and without enough board members remaining on the call to make a motion, the meeting adjourned at 11:59 a.m.