

**MARKETING MEETING OF THE U CITY LOOP SPECIAL
BUSINESS DISTRICT
VIA VIDEOCONFERENCE
Thursday, August 26, 2021, 9:00am**

**IMPOTANT NOTICE REGARDING PUBLIC ACCESS TO THE LSB D MEETING & PARTICIPATION
LSBD Will Meet Electronically on August 26, 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 26, 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://us06web.zoom.us/j/83505693007?pwd=L2Vzb1IHRnFLUVYxSGxCeGdzcmw1dz09>

Passcode: 63130

Audio Only Call:

Or iPhone one-tap :

US: +16465588656,,83505693007#,,,,*63130# US (New York) or +13017158592,,83505693007#,,,,*63130# US

Or Telephone:

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

US: +1 646 558 8656 or +1 301 715 8592 or +1 312 626 6799 or +1 720 707 2699 or +1 253 215 8782 or +1 346 248 7799

Webinar ID: 835 0569 3007

Passcode: 63130

International numbers available: <https://us06web.zoom.us/j/83505693007?pwd=L2Vzb1IHRnFLUVYxSGxCeGdzcmw1dz09>

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 or mailed to the City Hall – 6801 Delmar Blvd. – Attention Clifford Cross, Director of Planning & Development. Such comments will be provided to the LSB D 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
MARKETING MEETING

Thursday, August 26, 2021, 9:00am

1. Call to Order
2. Introductions
3. Loop in Motion – September
4. Howl-O-Ween Pet Parade – October
5. Holiday Events – December
6. Loop Ice Carnival – January
7. Old Business
8. New Business
9. Announcements: Next LSBDD Marketing meeting will be held Thursday, September 23, 2021 at 9:00 am. University City Boards and Commissions may resume in person meetings.
10. Closed Session (if necessary) pursuant to Missouri Sunshine Law Sections 610.021 (1) and 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
Marketing Meeting
Via Tele Conference
Tuesday, July 13, 2021 at 10:00 a.m.

Attending Board Members: Michael Alter, Wendy Harris, and Mary Gorman.

Absent Board Member(s): Dan Wald, Steve Stone, Mohammed Qadadeh, Derek Deaver, Kumar Satish

Others on the Call: Assistant City Manager Brooke Smith, Marketing and Event Contractor Jessica Bueler, Captain Dana Morley, Captain Fredrick Lemons, Marla Stoker Ballenger, Ryan Griffore, Julie Schwartz, Jamal Lewis.

Call to Order: Board Chair Michael Alter called the meeting to order at 10:05 a.m. and took attendance of those on the call.

Loop Road Show: The third Saturday of each month the LSBSD hosts the Loop Road Show that takes place on Leland from Delmar to Loop South. Organizers reported that the event has been growing in size in month and now includes up to 20 vendors.

Organizers inquired about adding food vendors to the Loop Road Show and TNT Wieners agreed to be the first vendor at the August 21, 2021 event. Deb Henderson from the the U City Farmers Market offered to help with the permitting process for TNT Wieners.

Approval of the Minutes: No approval of the minutes took place as this was the first LSBSD Marketing Meeting.

Loop in Motion: Jessica Bueler shared the street closure map for Loop in Motion and explained the logistics of how Delmar would be closed on September 11 and 12, 2021 from 6am - 9pm. Delmar will be closed at Kingsland and Eastgate so that Loop in Motion can take place on the streetscape in between.

A stage will be placed in the Tivoli Parking Lot and a robust line up of blues and raggae musical performances will take place beginning at 11 am. All peformances are scheduled by Marquis Knox and Knox Entertainment.

Three Kings Public House is sponsoring a beer garden and will have a designated area that they will decorate and maintain during the event.

Style in the Loop will return as Delmar Blvd is transformed into the catwalk. With 80 yards of white carpet to display boutiques' fashions, Mary Gorman will lead this year's event.

A series of international booths will be placed near the farmers market area to display unique gifts from around the world. Deb Henderson also offered to work with the musicians and vendors during this event. Jessica Bueler mentioned that Farshid Etniko would be playing and Deb Henderson volunteered to work the farmers market music schedule with the international music schedule.

A kids area will be centered around Chuck Berry Plaza in front of Fitz's. A chalk festival, bouncy house, face painters, rainbow stilt walkers, and other performers have been scheduled for the event.

Jessica Bueler informed everyone they would receive a signup packet via email and hand delivery to let the LSBDD know how each business would like to participate. The deadline to sign up for Loop in Motion will be Friday, September 3, 2021.

Future Loop Events: Due to the meeting exceeding one hour in time, future Loop events were decided to be discussed at the next marketing meeting.

Announcements: Jessica Bueler announced the next LSBDD Marketing meeting will be held Thursday, August 26, 2021 at 9:00 am. University City Boards and Commissions may resume in person meetings.

Having no further business, and without enough board members on the call to make a motion, the meeting adjourned at 11:06 a.m.