

**MEETING OF THE U CITY LOOP SPECIAL BUSINESS  
DISTRICT (Board Meeting)  
VIA VIDEOCONFERENCE**

**Tuesday, November 9, 2021, 10:00 a.m.**

**IMPOTANT NOTICE REGARDING PUBLIC ACCESS TO THE LSBG MEETING & PARTICIPATION  
LSBG Will Meet Electronically on November 9, 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 November 9, 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?pwd=c2NxWGUwWFFPMksxN3NiZ0dWk1ZvZz09>

**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 Brooke Smith, Assistant City Manager. Such comments will be provided to the LSBG 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, November 9, 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, Assistant City Manager Brooke Smith
  - b. Security Update – Capt. Dana Morley, Capt. Frederick Lemons
5. i-5 Group: Strategic Plan – Stephen Ibendahl
6. VisitTheLoop.com Website & Delmar Loop Social Media Accounts – Michael Alter
7. Digital Illuminated Directories – Derek Deaver
8. Graffiti Removal – Michael Alter
9. Loop Events – Jessica Bueler
  - i. Howl-o-ween Pet Parade Wrap Up Report – October 30
  - ii. Small Business Saturday – November 27
  - iii. Loop Ice Carnival – January TBD (After Wash U Students Return)
  - iv. Series of Spring / Summer Events
10. LED Lighting on Delmar – Brooke Smith
11. Old Business
12. New Business
13. Announcements:
  - a. LSBDD Board Meeting – Tuesday, December 14, 2021 at 10:00 am
  - b. 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.
14. 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.

MINUTES  
U City Loop Special Business District Board Meeting  
Via Tele Conference  
Tuesday, October 12, 2021 at 10:00 a.m.

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

**Absent Board Member(s):** Wendy Harris.

**Others on the Call:** Assistant City Manager Brooke Smith, Marketing and Event Contractor Jessica Bueler, Stephen Ibendahl, Mike Giger, Marla Stoker Ballenger, Audrey Jones, Ryan Griffore, and Joe Edwards.

**Call to Order:** The meeting was called to order as per Board Chair Michael Alter at 10:03 a.m. and attendance was taken for those on the call.

**Public Comments:** Joe Edwards request to speak on the following items after their initial presentations; 3, 4, 6, 7, 8, 10.

**Approval of the Minutes:** Dan Wald made a motion to approve the September 14, 2021 minutes, Mary Gorman seconded the motion. Without any further discussion, the motion carried unanimously.

**City Hall Updates:** Brooke Smith announced that all economic development requests or questions should be forwarded to her at [bsmith@ucitymo.org](mailto:bsmith@ucitymo.org).

At the LSBDD meeting in December, there will be a quick review of LSBDD board member roles and expectations, bylaws, Robert's Rules, etc.

**Security Update:** Captain Dana Morley reported that as the holidays approach, there will be more pedestrian traffic on Delmar. If you see anyone who is distributing your peace, trespassing, panhandling, please call the non-emergency number at 314-725-2211. And please be sure to sign the complaint when the police arrive. Michael Alter thanked the University City police for all of their hard work in keeping the street clean.

Joe Edwards requested that the city allow the retail stores in the parking garage to display signs above their awnings to help with visibility.

**Strategic Plan Update:** Stephen Ibendahl announced that the final draft of the strategic plan has been emailed to all board members and he has not received any comments asking for revisions. The i5 Group would recommend moving forward with adoption of the plan as a next step. Mary Gorman made a motion to adopt the strategic plan by the LSBSD Board. Derek Deaver requested additional time to review the plan and to possibly recommend some updates at the November meeting. The board agreed to postpone the vote until the following meeting.

**Visit The Loop Website:** Michael Alter reported that the website meeting with the East Loop CID did not result in transferring the website and social media accounts back to the LSBSD.

Micheal Alter suggested that LSBSD request that ownership of the digital assets be transferred from the East Loop CID or Joe Edwards and returned to the LSBSD on Thursday, October 21, 2021. The board agreed.

Mary Gorman asked if there were any receipts or timelines showing the ownership of the website. Jessica Bueler reported that all of that data has been compiled. Michael Alter any Mary Gorman asked if that information could be shared with Joe Edwards before the East Loop CID Board met on October, 21, 2021. Ryan Griffore volunteered to meet with Joe Edwards to review the ownership document if it would help clarify any questions.

**Loop Directories:** Michael Alter reported that two bids were received to update the illuminated directories, with the preferred vendor being Engraphix. There are a total of 18 panels that need to be replaced that cost \$365 each, with an installation cost of \$1,230, for a total of \$7,800. Only 8-10 panels will be required in University City, with the remainder needed for the St. Louis city side of the loop. Mary Gorman made a motion to accept the bid received from Engraphix to update the directories located on the University City side of Delmar. Derek Deaver seconded the motion. Without any additional discussion, the motion passed unanimously.

**Explore St. Louis / Visitor's Guide:** [The text in this block is severely garbled and appears to be a corrupted scan of a document. It contains various symbols and characters that do not form legible words.]

**Graffiti Removal:** The LSBSD received a bid of \$9,200 for sticker removal, graffiti removal, and cleaning up the street. Due to time, the board decided to table the item for the next meeting.

**Howl-o-ween Pet Parade:** Jessica Bueler reported that the LSBSD will provide candy for participating businesses and 40+ vendors will set up booths on Saturday, October 30, 2021. St. Louis Cardinals FRED BIRD® will be making an appearance. Free arts and crafts along with facepainting will be available. Delmar will be closed from Leland to Limit from 6am - 5pm, so please plan accordingly.

**Small Businesses Saturday:** November 27, 2021 kicks off Small Business Saturday and the University City Loop will feature all of the amazing retail locations and restaurants within the district. Please keep a look out for upcoming advertising opportunities as the holidays approach.

**Loop Ice Carnival:** The LSBSD is awaiting the response from East Loop CID regarding website and social media accounts before moving forward with event planning. Jessica Bueler noted that many businesses said they preferred the Loop Ice Carnival be held on the weekend after Wash U students returned. Joe Edwards disagreed that the event should be the weekend previous to the students' arrival.

**LED Lighting on Delmar:** Assistant City Manager Brooke Smith is working to review the lighting permitting process. It will then be presented to City Manager Gregory Rose. Upon his approval, it will need to be presented to University City Council for approval.

**Old Business:** There was no old business.

**New Business:** There was no new business.

Having no further business, the motion and the meeting was ended at 11:21 a.m.