

M I N U T E S
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, May 11, 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: City Clerk LaRette Reese, Planning and Economic Director Cliff Cross, Senior Project Manager Jenny Wendt, Marketing and Event Contractor Jessica Bueler, Captain Dana Morley, Captain Fredrick Lemons, Suzanne Schoomer, JoAnna Schooler, Marla Stoker Ballenger, Ryan Griffore, Audrey Jones, Mike Giger, & Stephen Ibendahl.

Call to Order: Board Chair Michael Alter called the meeting to order at 10:07 a.m. and took attendance of those on the call.

Public Comments: There were no public comments submitted.

Approval of the Minutes: Derek Deaver made a motion to approve the April 13, 2021 minutes, Satish Kumar seconded the motion, and it carried unanimously.

City Hall Updates: Mayor Terry Crow shared that The Costco Development at 170 and Olive is continue moving forward. A street renaming task force has been put together and four streets are being evaluated to be renamed. The City Council voted to move forward with a bond issue to assist with a new police station inside the historic annex building at University City plaza.

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 LSBSD 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.

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

Vintage Makers Market: Jessica Bueler shared the progress of the Loop Vintage Road Show that is taking place the third Saturday of the month on Leland from 12-6pm. Twelve vendors are scheduled at the May event and 20 vendors in June.

Mannequins on the Loop: Audrey Jones presented the schedule for the annual Mannequins on the Loop celebration with the theme focused around recycling. 16 businesses are participating this year and there are a total of 22 artists and designers. May 22 through June 13 the mannequins will be on display throughout the University City Loop. Awards reception and finale will take place on June 13.

Juneteenth Event: The Loop Special Business District is partnering with Alpha Kappa Alpha Sorority in hosting a Juneteenth event featuring African performers. Poetry, musicians, and artists will be featured throughout the day.

Make Music Day: Make Music Day is an internationally recognized festival that takes place annually on June 21st. Jessica Bueler is contacting the individual businesses to see who would like to participate in this free event. All details will be posted on the University City Loop website.

Strategic Plan Update: Stephen Ibendahl from the i-5 Group reported that individual stakeholder meetings will continue to be conducted throughout May with the next work study session scheduled for June.

Insurance Update and Street Cleanup: Dan Wald reported that he has been working with Keith Cole to complete an application for the LSBD's insurance policy. If anyone has any complaints or issues with trash in the University City Loop, please contact Dan Wald at dan@rodanmanagement.com

Free Parking: Chairman alter reported that he has submitted a letter to City Manager Mr. Rose to request the extension of free parking in the loop throughout the summer. He will report back to the board after receiving Mr. Rose's response.

Loop Brochures and Illuminated Directories: Chairman Alter presented the request to print loop brochures and illuminated directories. Wendy Harris, Mary Gorman, and Michael Alter all agreed they were all important to continue printing and valuable to the community. Steve Stone said he would be in support of printing brochures and directories if they were updated to be more inclusive of all University City LSBD businesses. He suggested including photos and a fresh new looking, similar to the new content that being put out on the University City Loop Instagram page. Dan Wald asked how this would be approached since in the past the East Loop CID and the LSBD paid for the brochures and directories together. He suggested that the LSBD should get new bids for the printing costs because it may be able to be done at a less expensive cost.

Mary Gorman made a motion to proceed with the Loop directories, in a manner that is consistent that funds are proportionately spent on University City businesses only. Dan Wald seconded the motion, and it carried unanimously.

Walk of Fame and Planet Walk: Chairman Alter suggested tabling the Walk of Fame and Planet Walk discussion for a future meeting. Steve Stone asked if Joe Edwards has provided an estimate of the cost of repairing the walk of fame and planet walk. Chairman Alter said seven stars were being requested to be repaired, but he did not have a cost associated with the project.

JoAnna Schooler reported that Washington University commencement will be taking place on campus on May 20-21, 2021. Social distancing will be enforced and graduates will be allowed two graduates each. Ceremonies will occur every two hours from 8:00 a.m. - 8:30 p.m.

Announcements: Jessica Bueler presented the first draft of the new Loop logo for the University City LSB. All board members agreed they liked the first version and look forward to seeing the final.

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 Derek Deaver and seconded by Mary Gorman. The motion passed unanimously.

The meeting adjourned at 11:02 a.m.