

M I N U T E S
U City Loop Special Business District
Marketing Meeting
Via Tele Conference
Thursday, August 26, 2021 at 10:00 a.m.

Attending Board Members: Wendy Harris, and Mary Gorman.

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

Others on the Call: Assistant City Manager Brooke Smith, Marketing and Event Contractor Jessica Bueler, Deb Henderson, Captain Dana Morley, Ryan Griffore, and Marla Stoker Ballenger.

Call to Order: Jessica Bueler called the meeting to order at 9:03 a.m. and took attendance of those on the call.

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 raggaie 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.

A series of international booths will 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.

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.

Howl-o-ween Family Pet Parade: The event will take place on Saturday, October 30 from 11am - 4pm. There will be pumpkin decorating, face painting, and costume contests for both kids and pets.

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

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

Old Business: There was no old business to discuss at this time.

New Business: There was no new business to discuss at this time.

Announcements: Jessica Bueler announced the next LSBSD Marketing meeting will be held Thursday, September 30, 2021 at 9:00 am.

Having no further business, and without enough board members on the call to make a motion, the meeting adjourned at 10:02 a.m.