

MINUTES  
U City Loop Special Business District Board Meeting  
Via Tele Conference  
Tuesday, November 9, 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, Wendy Harris.

**Absent Board Member(s):** None. All board members in attendance.

**Others on the Call:** Assistant City Manager Brooke Smith, Jessica Bueler, Ryan Griffore, Stephen Ibendahl, Mike Giger, Suzanne Schoomer, JoAnna Schooler, George Kidera, Marla Stoker Ballenger, Audrey Jones, Deb Henderson, Joe Edwards.

**Call to Order:** The meeting was called to order as per Board Chair Michael Alter at 10:04 a.m. and attendance was taken for those on the call.

**Public Comments:** Joe Edwards requested that the Loop Ice Carnival be held on the weekend on January 15. He also requested detour signs be added for the Howl-o-ween Pet Parade or future street closure events.

**Approval of the Minutes:** Dan Wald made a motion to approve the October 12, 2021 minutes, Mohammed Qadadeh seconded the motion. Without any further discussion, the motion carried unanimously.

**City Hall Updates:** Mayor Terry Crow announced that University City City Council met and approved the TIFF notes for the Costco development at 170 and Olive. The tentative opening date for Costco is October of 2022. Mayor Crow noted that the Howl-o-ween Pet Parade event was well-attended and brought a lot of positive energy to the loop. He suggested the Loop consider hosting more outdoor events.

Assistant City Manager Brooke Smith noted that a meeting between all University City Department Directors is held prior to any Loop event to discuss the details and logistics of each event that involves closing Delmar. This has attributed to the greatly increased communication and has helped attribute to success of the event.

**Security Update:** Captain Fredrick Lemons thanked both Jessica Bueler and Brooke Smith for their consistent communication leading up to the Howl-o-ween event. It was a successful event with zero reported incidents.

Captain Lemons encouraged businesses to install cameras both inside and outside if possible. If you see anyone who is distributing your peace, trespassing, panhandling, etc, please call 911 or the non-emergency number at 314-725-2211. Michael Alter thanked the University City police for all of their hard work.

**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 LSBDB Board, Steve Stone seconded the motion. Without any further discussion the motion passed unanimously. Steve Stone thanked the i5 group for their work in developing the strategic plan.

**Visit The Loop Website & Delmar Loop Social Media Accounts:** It was requested that this item be tabled and continued in closed session, immediately following the public meeting.

**Digital Illuminated Directories:** Derek Deaver suggested that the board look into the cost and feasibility of installing digital directories versus the current paper directories. Dan Wald said he supported the idea as digital advertising boards are popping up in business everywhere, such as Walgreens. Both Mary Gorman and Michael Alter supported the idea. Ryan Griffore agreed to look into the pricing and report back to the LSBDB board.

**Graffiti Removal:** Dan Wald is in the process of getting a secondary bid for graffiti removal on Delmar and will share it with the LSBDB board once he receives it.

**Howl-o-ween Pet Parade Wrap Up Report:** Jessica Bueler reported that a survey was sent out to University City Loop businesses asking about the experience Howl-o-ween Pet Parade. The responses were overwhelmingly positive in that out of 16 responses, 14 businesses said they would participate in a future Loop-wide event that closed Delmar Blvd. Mohammed Qadadeh requested that all of the comments from survey be emailed to the board so all feedback can be reviewed.

There were 60 vendors present at the event that set up booths outside on Delmar on Saturday, October 30, 2021 from 11am - 4pm. St. Louis Cardinals FRED BIRD® made an appearance, along with stilt walkers, free arts and crafts, and face painting were provided for children.

**Series of Spring / Summer Events:** Jessica suggested that the LSBDB consider creating a series of outdoor events beginning in the spring of 2022 that extends into summer or fall. Mary Gorman said she supports the idea because when we give people a reason to come down the loop and they see it that is safe, then they want to return for a future visit.

Derek Deaver said he 100% supports closing the street for outdoor events and that the Loop should be hosting lots of different events from Limit to Leland and create more of a green space area. Wendy Harris said that the Howl-o-ween event was not her target market of customers, but it did bring down a ton of people who would not normally be on the street who are then exposed to your business. Wendy suggested placing vendor tents in the middle of the street, so that they extend further and do not block individual businesses.

Mary Gorman supported the idea of the single row of booths as a way to extend the event. Mohammed Qadadeh did not see much activity by Limit Ave, so he also spreading the vendors further down the street in a single line on Delmar. Michael Alter shared that he thought the character of the event was fantastic with lots of families and smiles, which was very nice to see.

Steve Stone inquired about the marketing strategy to get the word out to the crowds of people who attended the event. Jessica Bueler shared that it was through Facebook/Instagram ads, and the RiverFront Times.

**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.

**Loop Ice Carnival:** The LSBDB board confirmed that the date of the Loop Ice Carnival on the weekend of Saturday, January 15, 2022.

**LED Lighting on Delmar:** Assistant City Manager Brooke Smith reported that there was a festoon lighting policy that was in place in 2012 that is no longer in place. The biggest concern is that the Loop Trolley wires are still live. The trolley wires would have to be turned off before any lighting permitting process could be established for crossing Delmar. Michael Alter said he would follow up to the Loop Trolley Company with a letter and will report back to the board with a date that the trolley wires will be deactivated.

**Old Business:** Michael Alter thanked Dan Wald and Jessica Bueler for completing the insurance requirements. Michael Alter reported that he met with Derek Deaver and Keith Cole to discuss LSBDB financial statements.

**New Business:** Derek Deaver asked about the status of the LSBDB transferring over to a CID to increase the budget of the organization.

**Announcements:** Jessica Bueler announced that the next LSBDB board meeting on Tuesday, December 14, 2021 at 10:00 am. If you have any business events, sales, promotions, please email [jessica@exploreucity.com](mailto:jessica@exploreucity.com) to be included on the website, social media postings, and weekly email blasts.

**Closed Session:** The LSBDB board requested to move to Closed Session at 11:11 a.m. 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.

The meeting concluded at 11:36 a.m.