

MINUTES
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, December 14, 2021 at 10:00 a.m.

Attending Board Members: Michael Alter, Steve Stone, Derek Deaver, Mary Gorman, Dan Wald, Mohammed Qadadeh, Wendy Harris.

Absent Board Member(s): Kumar Satish

Others on the Call: Mayor Terry Crow, City Manager Gregory Rose, Assistant City Manager Brooke Smith, Captain Dana Morley, Captain Fredrick Lemons, Jessica Bueler, RyanGriffore, Mike Giger, Audrey Jones, Joe Edwards, and Monica Zidaru.

Call to Order: The meeting was called to order as per Board Chair Michael Alter at 10:02 a.m. and attendance was taken for those on the call.

Public Comments: Joe Edwards requested to speak on item 2, 3, 5 and 7 that were outlined in the Agenda. The City also received a public comment from a business in the Loop asking to remove the barricades for the expanded outdoor dining. Joe Edwards made several comments on his suggested edits of the Explore St. Louis visitors guide and had questions regarding the design. Chairman Alter shared that the LSBDB board had unanimously approved the 2022 artwork as it features all Loop businesses equally. Chairman Alter stated that in order for the LSBDB to move forward with this joint project between the LSBDB and East CID, the overall content of the working copy must remain the same as presented. Joe Edwards requested additional changes and asked for a meeting to discuss the guides future. Chairman Alter agreed to setup a call to hear concerns regarding the ad and invited Ryan Griffore to attend the conference call. The LSBDB requested that Joe Edwards submit his requested changes in writing so that they could seek board approval.

Michael Alter brought forth the request to have the barriers removed from outdoor dining. Michael confirmed that the board would like the expanded outdoor dining barriers to remain. The topic was then brought to the board for opinions and discussing on the matter. Without anyone having any objections or reasons to remove the outdoor dining, the LSBDB board confirmed to Assistant City Manager Smith that the LSBDB would like to request that the expanded outdoor dining remain in place. Mohammed Quadadeh made a suggestion for long-term discussions about a potential permanent build-out of the expanded outdoor dining instead of the barriers.

Mayor Terry Crow asked the board to give the expanded outdoor dining some serious thought and to not make any quick decisions and that he would like to see all businesses participate in this going forward.

Approval of the Minutes: Derek Deaver made a motion to approve the November 9, 2021 minutes, Mary Gorman seconded the motion. Without any further discussion, the motion carried unanimously.

City Hall Updates: Mayor Terry Crow updated the LSBSD that the quarter cent fire tax will go on the April ballot and that all members of council have filed for re-election. The Mayor stated that the City of University City will be working with a pension deficit consultant to remedy the current pension plan that favors longer-term employees and make it to benefit new employees as well. Mayor Crow shared that the city is working hard to open Centennial Commons to allow a greater capacity. The Mayor expressed how nice it was to see all the people out in the Loop on the Saturday during the nice weather.

Assistant City Manager Brooke Smith indicated that the final invoice for the lighting study was approved for payment of and sent to finance to be paid.

Security Update: Captain Fredrick Lemons thanked everyone for their support and to Michael Alter for the Root Beer that was given to police. Captain Lemons indicated that the city and the police have several cameras available for businesses in the Loop to put in front for their stores, free of charge. Those businesses interested in the cameras would be responsible for their own WIFI and Installation.

Captain Lemons also requested the LSBSD for their upcoming calendar of events for the upcoming year so that the police department can ensure to schedule adequate officers for those events.

Lastly, Captain Lemons asked to partner with Loop Businesses to put out pamphlets about retail theft on how to help prevent customers/patrons from being a victim of theft in the Loop. Captain Lemons informed the LSBSD that he would be sending a pamphlet to Jessica Bueler and Loop businesses directly.

Captain Moroly spoke to some of issues that will minimize theft in the area. Mary Gorman asked for more information regarding University City's camera program.

Digital Illuminated Directories: Derek Deaver spoke to the quality and physical appearance of the directories being covered in graffiti. Derek also spoke about the planet walk signs being sun damaged and that they are difficult to read. Derek requested cleaning them or removed them if they are not going to be utilized. Derek then discussed basic pricing of various digital directories with the board.

Ryan Griffore spoke to the versatility of the Digital Directories and how valuable it would be for promoting businesses and events in the Loop, in comparison to the existing printed directories.

Chairman Alter stated there was great value in the digital boards and that perhaps this can be funded with an EDRST request from University City in the future.

Derek Deaver told the LSBDB board that he would get some firm pricing and bids for the next meeting. Derek reiterated his view about the planet walk signs, that they need to be fixed or to have them removed.

Dan Wald shared his support for the digital boards and is in favor of moving forward with them. Dan Wald inquired as to who owned the planet walk signs.

Joe Edwards was asked to speak about the Planet Walk signs. Joe indicated that he was working on updated artwork and graphics for the signs and he believed both the East Loop CID and LSBDB had approved this expenditure.

Michael Alter stated that he believed the LSBDB had only approved updating the Illuminated Directories, not the Planet Walk signs. He asked the board if they recalled approval of the Planet Walk signs. Jessica Bueler reviewed the 2021 minutes and indicated that there was no vote on the Planet Walk signs in that calendar year. Michael Alter asked if the board wanted to take up discussion on the Planet Walk signs and asked Joe Edwards to put it in writing so that the board could take it up at another meeting. Joe Edwards asked Michael for a board vote or a mail ballot so that it didn't have to wait until the next meeting. Michael indicated to Joe that the board was not in favor of the suggestion. Michael Alter again requested a written request from Joe Edwards regarding the Planet Walk Signs.

Graffiti Removal: Dan Wald is taking bids on graffiti removal and would follow up with the board at the next meeting with additional information. Dan suggested that the board should consider removal of the trolley signs.

Loop Events – Loop Ice Carnival: Derek Deaver requested cancelling the Loop Ice Carnival for 2022 because of the inability to purchase ice sculptures and that it was difficult to expect the LSBDB to put together a successful Ice Carnival in such a short timeframe. Derek spoke about how in 2019, previous relationships have been damaged with ice carnival vendors and that those would need to be repaired in order to plan the event in 2023. Derek explained that customers would expect to see the ice sculptures and there could be a negative impact for the LSBDB/Loop if they were not on display. Derek suggested reallocated the funds from the Loop Ice Carnival to the proposed Restaurant Week Event in the early spring. Derek also

expressed his concerns with the COVID surge as another reason for cancelling the 2022 Loop Ice Carnival event.

Mary Gorman asked if there was any chance to get any Ice Sculptures and Jessica Bueler indicated that each company we reached out to declined to participate. Jessica also shared with the LSBDB board that Ice Cuisines would be willing to work with us in 2023 to help repair the damaged relationship.

Michael Alter asked if the East CID and their marketing had reached out to anyone in the LSBDB about collaborating on the 2022 Loop Ice Carnival. Jessica Bueler indicated that no one has reached out and that the East CID did not have any mention of it on the visittheloop.com website while noting that the LSBDB board had accepted Joe Edwards' suggestion at the previous meeting to hold the Loop Ice Carnival on January 15, 2022.

Derek Deaver asked to have Joe Edwards speak again in order to share any update regarding what the East CID was planning for the Ice Carnival. Joe Edwards shared that no plans had been made, but the Snow Ball at the Moonrise Hotel would take place on Friday, January 14, 2022.

Chairman Alter indicated that unfortunately due to COVID, hosting the Ice Carnival would not be a good idea and he supported Derek Deaver's request for cancelling the 2022 Loop Ice Carnival event. Dan Wald agreed. The LSBDB board each spoke in agreement and suggested that the funds be reallocated from the 2022 Loop Ice Carnival to a future event. Michael Alter said that the LSBDB has made an extensive efforts to collaborate with the East CID in 2021, and those requests have been ignored. Chairman Alter suggested that the LSBDB board plan all future event independently of the East CID as consensus cannot be reached. Each board member agreed.

Old Business: Michael Alter discussed working with Derek Deaver on the Explore St. Louis Guide. The LSBDB funded 100% of the cost of the business memberships in 2021. Mary Gorman made a motion that the LSBDB fund the cost of the Explore St. Louis the membership fees in 2022 for all LSBDB businesses, provided that a collaboration and agreement can be reached on the final product of the Explore St. Louis Visitors Guide ad. Wendy Harris seconded the motion. Without any further discussion among the board, the motion carried unanimously.

Michael Alter spoke about his meeting with Derek Deaver and City Manager Gregory Rose on how the budget works and that it was very useful. Michael indicated that Mr. Rose suggested that the LSBDB put in an EDRST request for the events completed in 2021, which can also include the time that Fusion Media Concepts has put into planning and coordinating the event. Michael requested that Jessica and Ryan put together the necessary details so that an EDRST request may be sent to the City Manager, along with a letter from the LSBDB.

Michael Alter shared a general update about the VisitTheLoop.com website and Delmar Loop Social Media accounts. Michael said that a meeting was held with a specialized lawyer and a review of the history and the agreements was done. Additional suggestions were recommended in that meeting and Michael has

reached out to the East CID for their comments. No response had been received from the East CID.

Derek Deaver asked which website URL would go on the Explore St. Louis Guide ad, since the LSBSD does not have access to the visittheloop.com website.

Michael Alter indicated that once we discuss the website with the East CID, a better understanding can be provided to the LSBSD board.

Derek Deaver asked for information about creating a new LED Lighting policy and how the LSBSD can ensure the Loop Trolley wires are turned off. Joe Edwards stated that the Loop Trolley wires are not live and any requests need to be made to the Loop Trolley Company.

New Business: Michael Alter announced that this December meeting would be his last as LSBSD Chairman. Michael thanked the board for their help while he was in this role. Michael also indicated that he was happy to stay on the board and continue his conversations with the East CID, or to pass off those responsibilities to the new incoming Chairman. Derek Deaver requested that Michael should remain on the board in 2022. Michael Alter agreed to stay on. Mary Gorman made a request to have the next LSBSD meeting in person. The LSBSD board had mixed feelings on doing this with regards to COVID and the convenience of eliminating travel time. The LSBSD board suggested they revisit this suggestion again in the spring of 2022.

Michael Alter as a final note encouraged personally, and not as the Chairman of the LSBSD or a Business Owner, to support candidates who continue to help support the LSBSD in the upcoming election.

Brooke Smith reminded the LSBSD board that they would need to vote on their board roles in January of 2022 per the bylaws.

Announcements: Jessica Bueler announced that the next LSBSD board meeting on Tuesday, January 11, 2022 at 10:00 am. If you have any business events, sales, promotions, please email jessica@exploreucity.com to be included on the website, social media postings, and weekly email blasts.

The meeting concluded at 11:21 a.m.