

MINUTES  
U City Loop Special Business District Board Meeting  
Via Tele Conference  
Tuesday, January 11, 2022 at 10:00 a.m.

---

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

**Absent Board Member(s):** Kumar Satish, Mohammed Qadadeh, Wendy Harris.

**Others on the Call:** Mayor Terry Crow, Assistant City Manager Brooke Smith, Captain Dana Morley, Captain Fredrick Lemons, Jessica Bueler, Ryan Griffiore, JoAnna Schooler, Mike Giger, Audrey Jones, Marla Stoker, Joe Edwards, and Suzanne Schoomer.

**Call to Order:** The meeting was called to order as per board chair Michael Alter at 10:06 a.m. and attendance was taken of those on the call.

**Public Comments:** Assistant City Manager Brooke Smith informed the board she received one request to speak from Joe Edwards on the Public Comments, Approval of Minutes, Digital Illuminated Directories, and on agenda item 8. The second public comment was submitted by Deb Henderson at the U City Farmers Market. She asked the board to consider moving the date of outdoor vendor-based events to a different day other than Saturday.

Joe Edwards suggested installing a temporary LGBTQ art exhibit be displayed in the Loop. All board members in attendance agreed with the idea and Dan Wald offered space in his building to display the exhibit if it would be a good fit for the artist.

**Approval of the Minutes:** Mary Gorman made a motion to approve the November 9, 2021 minutes, Derek Deaver seconded the motion. Joe Edwards recommended changes be made about the Loop Ice Carnival. The board members voted to approve the November minutes without any amendments.

**City Hall Updates:** Mayor Terry Crow thanked Mr. Edwards for his suggestion about the LGBTQ exhibit and updated the LSBDB Board with the news of the month.

All filings for the school board have closed and two incumbents are contesting the two current board seats. There will be a Sales Tax for Fire & Public Safety Tax on the April ballot. New tenants in the Costco Development will be announced in the upcoming months. QuikTrip purchased a lot on Olive Blvd and plan to begin construction in near 2022.

**Security Update:** Captain Morley reminded everyone that the police department has Ring cameras available for those businesses that want to participate in the

Community Camera Program. Captain Morley also reminded everyone on the call to please review the crime prevention tips sent out to all the businesses last month.

Captain Lemons updated the board about a robbery reported at Sneaker Perfection and urged businesses to contact their alarm companies to ensure that all their emergency contact details are up to date. Having the correct information is critical to the response times when incidents occur.

Mary Gorman thanked Captain Lemons and the University City Police for how wonderfully they handled the situation involving her tenant Sneaker Perfection.

**LSBD Board Elections:** Assistant City Manager Brooke Smith presented a PowerPoint that highlighting the LSBD bylaws, boundaries of the district, membership, officers, elections, meetings, policies, expenditures, and amendments. She thanked everyone for their time and hoped it was a helpful reminder for the board as they think about the 2022 officer elections for the LSBD.

Michael Alter asked if any board member was interested in nominating him or herself for the role of leading the group as the Chair for 2022. Derek Deaver from Three Kings Public House announced he would be willing to take on the responsibility of Chair. No other board members announced interest. Michael Alter suggested holding the election for the LSBD officers at the February 8, 2022 meeting. All board members in attendance agreed.

Jessica Bueler agreed to send out the 10-day advance notice to all LSBD members-at-large prior to February board meeting and election.

**Loop Events:** Jessica Bueler discussed the tentative calendar of events for 2022 for the University City Loop and shared a proposal that hosted a reoccurring outdoor festival on the last Saturday of the month. She opened it up to the board for discussion. Derek Deaver stated he preferred the events take place on the last Saturday of the month, beginning in April during Restaurant Week. Derek also suggested that weekend-long promotions be scheduled if possible. Michael Alter and Mary Gorman agreed that Saturdays are the best day of the week for closing Delmar. The board was in favor of the tentative calendar of events for 2022.

Jessica Bueler proposed closing Delmar for our first outdoor event on April 30, 2022, to kick off Restaurant. The board members still in attendance were all in favor of this tentative proposal and agreed that the board could speak more to this at the next meeting.

**Mannequins on the Loop:** Audrey Jones announced that the 13th Annual Mannequins on the Loop project will embrace a Diversity and Inclusion theme. The kickoff event will take place on Saturday April 23, 2022 at Blueberry Hill and will be on display from May 21 through June 12. The finale taking place at the University City Library on Sunday, June 12, 2022. This year's event will expand to take place throughout the city of University City, in addition to Loop.

**Digital Illuminated Directories:** Derek Deaver and Ryan Griffore shared a draft proposal with the LSBSD to acquire digital illuminated directories to replace the static print-based maps that are currently in the Loop.

Joe Edwards agreed that the new digital boards should not be touch screen and asked if they would still feature a loop map and directory on new installations. Derek confirmed the digital loop directory will include a map and directory. Mary Gorman and Steve Stone thanked Derek for his work on this item and stated they supported the project and would wait to hear more at the next board meeting.

**Graffiti Removal:** Jessica Bueler thanked the University City Streets Department and Superintendent John Gates their assistance in removing graffiti on signs as well as five specific buildings on Delmar.

Joe Edwards reported that the East Loop CID purchased new trash receptacles and suggested that the LSBSD board purchase the same design if they are considering updating.

**Old Business:** Michael Alter said he had received new Social Media/Website agreements from the East Loop CID, and that he would be setting up a Zoom meeting the following week with the LSBSD Board to share those results. Michael Alter informed Jessica Bueler and Ryan Griffore that he would reach out to them to schedule a date to discuss the proposed agreements.

Michael Alter offered to assist in getting the EDRST requests completed for the digital illuminated boards. Ryan Griffore thanked Michael for his offer and indicated that proposal for the Digital Boards were almost complete. A proposal will be shared with the board at the February 8, 2022 meeting.

Assistant City Manager Brooke Smith reported that the EDRST Board would reconvene in the next few weeks regarding EDRST requests for the upcoming year. Ms. Smith will provide an update at the February 8, 2022 LSBSD meeting.

Michael Alter announced that Joe Edwards sent a bid to request for updating the Planet Walk Signs in the Loop. The amount was not disclosed. Derek Deaver said he would consider supporting updating the signs in University City, providing the East Loop CID would also be updating the signs. Jessica Bueler requested that the Planet Walk website be updated as well because it shows many businesses that are no longer operating. Joe Edwards thanks Jessica for the suggestion.

**New Business:** Michael Alter asked that the LSBSD starts a grant to support Sneaker Perfection in the wake of their recent burglary. Jessica Bueler indicated that any amount over \$1,000 outside of administrative costs would require a quorum and a board vote to move forward, which the LSBSD board no longer had at this time.

**Announcements:** Jessica Bueler announced that the next LSBSD board meeting on Tuesday, February 8, 2022 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.

Since there was no quorum of LSBD board members, a motion to dismiss was disregarded. The meeting concluded at 11:08 a.m.

Loop Special Business District  
Board Members

January 11, 2022

Dear LSBSD Board Members,

Happy New Year Everyone! Before we get too far into 2022, I would like to comment on a couple of items from last year.

I would like to compliment the City staff, the LSBSD Board and any one else who worked on getting the holiday lights up early. They looked especially beautiful and made the whole street look very cheerful. I had the opportunity to pass through three other local business districts the week before Thanksgiving and none of them had any decorations up. In comparison, the Loop really stood out.

In regard to hosting vendor-based events in 2022 I recommend that some of them be held on Sundays instead of Saturdays only. Feedback from vendors who go to a lot of these types of events throughout the year have complained to me that most of them are held on Saturdays. They said they would participate in more of them if they were held on Sundays.

Hosting some of the vendor-based events on Sundays would also benefit the U City Farmers Market. The market's revenue on Saturday morning comes from vendor fees only. At the last event, the Halloween Pet Parade, the market lost vendors. Some of them participated in the LSBSD event instead of coming to the market. Even though vendor sales were up that day, the market itself lost revenue. Hosting these events on Sundays would offset this loss.

I greatly appreciate everyone's hard work to not just keep the University City Loop going during the pandemic, but to host events and activities that help it thrive and succeed.

Sincerely,

*Deborah Henderson*

Deborah Henderson  
Executive Director  
Midwest Association of Farmers Markets  
PO Box 440340, St Louis, MO 63144  
midwestmarkets1@gmail.com

U City Farmers Market  
6655 Delmar Blvd, University City, MO 63130  
314-913-6632