

MINUTES
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, March 8, 2022 at 10:00 a.m.

Attending Board Members: Derek Deaver, Dan Wald, Michael Alter, Mary Gorman,

Absent Board Member(s): Steve Stone, Mohammed Qadadeh.

Others on the Call: Deputy City Manager Brooke Smith, Captain Fredrick Lemons, Lieutenant Shawn Whitley, Jessica Bueler, Ryan Griffore, Audrey Jones, Joe Edwards, JoAnna Schooler, Mike Giger, Marla Stoker Ballenger, and Suzanne Schoomer.

Call to Order: The meeting was called to order as per Board Chair Derek Deaver at 10:07 a.m. and attendance was taken for those on the call.

Public Comments: Jessica Bueler shared the new format of the “Public Comments” section during the future LSBSD board meetings. Public comments for up to three minutes maximum can be made at the beginning of the meetings during the specified time, and a two-minute maximum at the end of the meeting during the specified time.

Joe Edwards requested to speak on two agenda items and offered to volunteer if needed on the LSBSD Board. Mr. Edwards asked to have the minutes addressed in regard to Mayor Crow’s comments about the Fitz’s anniversary as well as adding more verbiage to the Rise of the Gay Rights discussion in the previous LSBSD meeting minutes. Mr. Edwards also inquired why the LSBSD was not running an event for “Women’s Month.” Mr. Edwards suggested to the board alternate traffic routes which could be used for the street closure during the Restaurant Week event on Saturday, April 30. Mr. Edwards requested the removal of the barricades for the expanded outdoor dining and suggested those tables be moved back on to the sidewalk to free up parking spaces.

Approval of the Minutes: With no quorum, the passing of the February 8, 2022 LSBSD meeting minutes will be voted on for approval in the April 12, 2022 LSBSD board meeting.

City Hall Updates: Assistant City Manager Brooke Smith indicated that the city has appointed new Assistant City Manager Dawn Beasley as well as a new HR Director and informed the board of her new role as Deputy City Manager and Director of Economic Development. Deputy City Manager Brooke Smith also shared that John Wagner, the current City Planner, is now their Acting Director for Planning and Development as well as the staff liaison for the EDRST Board. Ms. Smith will continue to work directly with the LSBSD. Mary Gorman asked Ms. Smith if building

owners could promote vacant space on the city's website.

Security Update: Captain Lemons reported that there were no issues during Mardi Gras. He asked that the LSBSD remind store owners during the warmer weather to be careful of leaving items out that can break windows and to be mindful for their employee safety when walking to their cars at night. Captain Lemons shared his appreciation to Mary Gorman and the full LSBSD board for scheduling an appreciation breakfast slated for March 21. He shared with board the Front Door Camera Program the police are promoting for free to increase security in the area. Dan Wald inquired about security cameras in parking lot 4 and Captain Lemons said they were in the process of being updated. He Lemons shared that they are in a phase of updating all the cameras in the area and that they have completed several audits of the Loop and additional areas to increase security. Michael Alter requested guidance on upgrading Fitz's cameras or anything that can be done with the existing cameras to aid in this phased upgrade.

Loop Events & Marketing: Michael Alter shared with the board that the lawyers for the LSBSD and the East Loop CID have met and that he hopes to have an updated agreement soon to share with the board.

Restaurant Week: Jessica Bueler discussed the Restaurant Week proposed event and the sample website highlighting the participating businesses. Ms. Bueler updated the board on the RFT advertising as well as the FOX 2 news advertising opportunities. Ms. Bueler indicated the LSBSD received approval for the April 30 event from the Loop Trolley Company, but not for the remainder of events requested from May through October. Chairman Deaver asked the Fusion Media marketing team to move forward with planning on closing Delmar for Saturday events and to ask on a month-to-month basis. Ms. Bueler asked if she should submit a second request to close Delmar Blvd. for events in May through October to the Loop Trolley Company, and Chairman Deaver to move it forward.

Mannequins in the Loop: Audrey Jones shared details on the Mannequins Project and the dates. May 21 will be Installation Day and the mannequins will be on display until Sunday, June 12. Ms. Jones is currently recruiting businesses, artists, and designers for the project. Ms. Jones asked if the LSBSD marketing could send out an email to assist in the sign-ups.

Digital Illuminated Directories: Chairman Deaver shared with the board that the LSBSD is waiting on the final approval of the 2022 Budget before moving forward with this project.

Budget: Chairman Deaver recommended extending Fusion Media Concept's marketing contract with the LSBSD for two years. He recommended the LSBSD use a portion of the budget to purchase gift cards to give to the first responders during the appreciation breakfast. Deputy City Manager Brooke Smith recommended that we carry these requests forward to the next LSBSD Board meeting when there was a quorum.

Old Business: Chairman Deaver provided to the board on the expanded dining request of Mr. Edwards during the public comments at the beginning of the meeting. In the dates that Mr. Edwards referred to that few people were sitting outside, there were high winds throughout the St. Louis area. Chairman Deaver shared with the board that over the past weekend with the nicer weather, Three Kings Pub generated their highest sales ever at their Loop location. Chairman Deaver expressed his desire to maintain the LSBSD's expanded outdoor dining for those who would like to use it as well as suggestions on how to make it look visually appealing.

Chairman Deaver also made a recommendation on the LSBSD Board covering partial costs for upgrades to the expanded outdoor dining. Dan Wald recommended making the expanded outdoor dining sections a permanent fixture, and the board agreed. Dan Wald asked Deputy City Manager Brooke Smith if we could utilize city employees to help clean up the streets in the Loop and that the LSBSD would pay for it. Mary Gorman indicated to the board there was excess trash in the bins and around them this past weekend. Dan Wald said he would call Scottie Floyd who is being paid by the LSBSD to discuss this issue. Dan Wald and Mary Gorman expressed interest in updating the current trash and recycling containers to something larger and Derek Deaver agreed.

New Business: Jessica Bueler asked the board if they had any interest in doing something to support the people of the Ukraine. Mary Gorman and Derek Deaver expressed interest and requested Ms. Bueler put something together for the area.

Public Comments: Joe Edwards informed the board of new trash bins that are located in front of United Provisions, and those type should be considered when the board updates the trash and recycling bins in the University City Loop. Mr. Edwards shared with the board that he is not completely against the expanded outdoor dining, and that those who do not use it should remove their expanded outdoor dining. Mr. Edwards said he agreed with Derek Deaver's recommendation on upgrading and improving the look of the current expanded outdoor dining. Mr. Edwards requested increasing the budget for the holiday lights.

Announcements: Jessica Bueler announced that the next LSBSD board meeting on Tuesday, April 12, 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.

Since there was no quorum of LSBSD board members, a motion to dismiss was disregarded. The meeting concluded at 10:57 a.m.