

MINUTES  
U City Loop Special Business District Board Meeting  
Via Tele Conference  
Tuesday, April 12, 2022 at 10:00 a.m.

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

**Absent Board Member(s):** All board members in attendance.

**Others on the Call:** Deputy City Manager Brooke Smith, Captain Fredrick Lemons, Captain Dana Morley, Jessica Bueler, Ryan Griffore, Audrey Jones, Jay Trudeau, Joe Edwards, and Mike Giger.

**Call to Order:** The meeting was called to order as per board Chair Derek Deaver at 10:03 a.m. and attendance was taken for those on the call.

**Public Comments:** Joe Edwards stated that he would like to like to have the parking spaces used for outdoor dining to incur a fee for those using them. Joe Edwards asked the board to include maintenance and repair for two of the Walk of Fame stars into the LSBDD budget request. Joe Edwards requested a public update on the discussions about the website between the East Loop CID and the LSBDD that the paper directories be displayed on the new digital boards when they are installed.

**Approval of the Minutes:** A motion was made by Mary Gorman to approve the February 8, 2022 and the March 8, 2022 LSBDD meeting minutes. Derek Deaver seconded the motion. Without further discussion the motion was unanimously passed.

**City Hall Updates:** Deputy City Manager Brooke Smith indicated that the city held an EDRST meeting the previous week and that the EDRST board gave approval for the facade improvement program for this upcoming fiscal year 2023. Deputy City Manager Brooke Smith stated a special meeting will be called to discuss and pass other specific EDRST requests for the fiscal year 2023 budget which is slated for July 1, 2022.

**Security Update:** Captain Dana Morley informed the LSBDD board of a new "Code Red" security alert system that can be accessed by signing up on the University City website. Dan Wald inquired about who the business owners could contact regarding the security audits. Captain Fredrick Lemons instructed the LSBDD to contact him directly regarding this issue in order to directly connect with Lieutenant Eisenberg to schedule the security audits.

### **Loop Events:**

**Mannequins in the Loop:** Audrey Jones shared that the Mannequins Project was in the process of securing merchant participation and that the call for artists signup timeframe has ended. Audrey notified the board that the kickoff for this year's event is scheduled for 5pm on Saturday, April 23 at Blueberry Hill.

**Restaurant Week:** Jessica Bueler spoke about the FOX 2 commercials and live segments that are scheduled in the University City Loop for the Restaurant Week event. Jessica asked for assistance from the LSBDB board to contact Salt + Smoke and Blueberry Hill/Peacock Diner to secure their participation in the Restaurant Week event along with the opportunities to be featured in the scheduled FOX 2 commercials package. Jessica indicated that over 75+ vendors have signed up for the Restaurant Week kickoff on Delmar Blvd Saturday, April 30, 2022 and that the LSBDB also had a partnership with the Riverfront Times to promote the event.

**May 28 Street Closure Event:** Jessica Bueler stated that the May 28 event will focus on vendors in the street just like the proposed layout for Restaurant Week. Michael Alter inquired about the Assassin's Vintage Loop Roadshow participation for 2022. Jessica Bueler informed the board that Assassin's Vintage would have been contacted and they would not be able to participate this year.

**Digital Illuminate Directories:** Derek Deaver shared that once the LSBDB budget is approved by University City City Council, the LSBDB can move forward with installation.

**LSBDB Budget:** Jessica Bueler stated that the LSBDB budget has been submitted to the City and that the LSBDB board is now waiting for approval from University City Council.

Derek Deaver recommended that the LSBDB should consider extending Fusion Media Concepts marketing and administrative contract for two years. Mary Gorman made a motion to approve Fusion Media Concepts marketing and administration contract for two years. Derek Deaver seconded the motion. Without any additional discussion, the motion was unanimously passed.

Michael Alter inquired if there were funds available in the budget for a paid event staff so that Jessica Bueler and Ryan Griffore had the help they needed and were not responsible for the entire setup/takedown of larger events on top of all the marketing responsibilities. Chairman Deaver recommended that for each event a setup fee and a takedown fee is incorporated moving forward and the possibility of creating an additional line item. Derek Deaver stated that the current budget allowed for \$15,000 for events. Jessica Bueler clarified that the line item was for maintenance, and that the LSBDB was currently allocating those funds for street cleaning and that the LSBDB was in the process of finding a new contractor for street cleaning.

**Old Business:** Mary Gorman thanked Chairman Deaver and Three Kings Pub Business owner Ryan Pinkston for their hard work on putting together the Police/Fire Appreciation Breakfast. Mary also thanked the businesses that donated gift cards and the items for this event.

Chairman Deaver noted to the board that the concrete barriers in front of TNT Wieners and American Falafel are scheduled to be removed to accommodate more parking and accessibility on Delmar Blvd. Derek Deaver stated that the LSBSD is currently working on a fee structure for any businesses that will utilize the parking spots for expanded outdoor dining.

**New Business:** Jay Trudeau shared details about the Saturday event in the Loop to promote his businesses Sunshine Daydream and The Emporium. Jay indicated that he collaborated with Three Kings Public House and Mission Taco for this event. Jay offered his assistance and support for any future events held in the Loop. Jessica Bueler shared with the LSBSD board that Jay Trudeau submitted his application to become a new LSBSD board member.

**Public Comments:** Joe Edwards asked if the LSBSD had enough detour signs for the Restaurant Week event.

**Announcements:** Jessica Bueler announced that the next LSBSD board meeting would be on Tuesday, May 10, 2022 at 10:00 am. Please email business events, sales and promotions to [jessica@exploreucity.com](mailto:jessica@exploreucity.com) to be included on the website, social media postings and weekly email blasts.

Mary Gorman made a motion to end the meeting and to enter closed session. Derek Deaver seconded the motion. Without further discussion the motion was unanimously passed. The meeting concluded at 10:48 a.m.