

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

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

**Absent Board Member(s):** Steve Stone.

**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 began at 10:02 am without a quorum.

**Public Comments:** Joe Edwards requested to speak on agenda items 2 and 10 for the public comments section. Mr. Edwards requested money from the LSBSD for the Walk of Fame Stars. Mr. Edwards asked for the proposed LSBSD budget that is being submitted to City Hall. Mr. Edwards shared his understanding of the May 28 LSBSD event being postponed because of inclement weather. Mr. Edwards shared a personal concern with Dan Wald.

Dan Wald asked Joe Edwards for the original documents on the LSBSD's responsibility to the Walk of Fame, and if University City owns the Walk of Fame stars or if the Walk of Fame Foundation owns it.

**Approval of the Minutes:** A motion was made by Mary Gorman to approve the April 12, 2022 LSBSD meeting minutes. Derek Deaver seconded the motion. Without a quorum, the passing of the minutes was tabled for the June 14, 2022 LSBSD Board Meeting.

**City Hall Updates:** Deputy City Manager Brooke Smith shared that University City will be having a Community Design Review Session on May 17, 2022 at 6:30 pm at the Heman Park Community Center to discuss the renovation of the Annex and the Trinity Building.

Ms. Smith also stated University City is holding a special session to discuss the EDRST disbursement for the upcoming budget and that adjustments will be made to the Façade Improvement Program. She also eminded the LSBSD Board that they needed to submit a Strategic Plan to University City Council by July 1, 2022.

Mary Gorman asked Deputy City Manager Smith if there was any discussion at City Hall on removing the Loop Trolley tracks. Deputy City Manager Smith indicated that the Loop Trolley would be up and running again soon and that perhaps the LSBSD could include the Loop Trolley in future events.

**Security Update:** Captain Fredrick Lemons shared his enthusiasm in being a part of the Law Enforcement Special Olympics Run that starts in St. Louis City and runs through University City on May 19, 2022. Captain Lemons made special note that the run will not go through The Loop. The route will go down Big Bend and then proceed down Delmar to 170. Captain Lemons also shared that the University City Police will take part in a Tip a Cop event that will benefit the Special Olympics on June 2, 2022.

**Loop Events & Marketing:** Jessica Bueler announced that the LSBSD will be sharing the marketing link provided by Captain Lemons about the Special Olympics Run and the Tip a Cop event as well as how people can buy the t-shirts that will benefit the Special Olympics.

Jessica Bueler shared that the University City Loop received media coverage for during the Restaurant Week event and that Loop businesses also received bonus coverage that was unpaid media segments offered by FOX 2 with Tim Ezell. Jessica reported that PokeDoke, Corner 17, Found, Fitz's, Which Wich, Seoul Taco, Subterranean Books and In Da Loop were all featured on FOX 2 as part of Restaurant Week.

Jessica Bueler indicated that the vendors scheduled during the rained-out portion of the Restaurant Week event have been re-scheduled to participate in the May 28 event in the University City Loop.

Ryan Griffore explained that the marketing strategies were split into two areas of focus; one being increased food traffic in the Loop and the other being to grow and develop the University City Loop's new online social media account and website channels. Ryan shared that UniversityCityLoop.com website traffic increased by over 450% during the timeframe the Loop's social media ads were active to advertise the street closure event.

Jessica Bueler announced that the Juneteenth Celebration would be hosted on June 18, 2022, instead of on Father's Day, June 19, 2022 in collaboration with the Alpha Kappa Alpha Sorority. Jessica also shared details about the June 21, 2022 Make Music Day event and that any Loop business can sign up at [st-louis.makemusicday.org](http://st-louis.makemusicday.org).

Mary Gorman inquired about starting preparations for the Loop Ice Carnival and if the LSBSD could get started on the planning for this event. Michael Alter mentioned that he would like to see the LSBSD reach out to ice sculptures, and to begin discussing the planning over the Ice Carnival. Mr. Alter also offered to assist in this process if needed. Ms. Gorman asked about the Digital Illuminated Directories. Derek Deaver stated that we were waiting for the passage of the 2023 LSBSD budget. Ms. Gorman also inquired about whether University City was doing any marketing of the unoccupied building spaces available in the Loop. Deputy City Manager Smith indicated she was unsure if there was a plan in place currently but that this marketing strategy is one the University City Hall's goals.

**Expanded Outdoor Dining Guidelines:** Jessica Bueler stated that contact had been made with a new power washing company to clean the University City Loop sidewalks. Ms. Bueler also shared that she will be meeting with Derek Deaver after the meeting on how to improve on the existing expanded outdoor dining.

**Mannequins on the Loop:** Audrey Jones was excited to announce that there are 22 artists and designers participating this year. Ms. Jones expressed her thanks to the LSBDB on sharing the marketing content and to the Loop businesses that are participating.

**Digital Illuminate Directories:** Derek Deaver updated the board that once funding is approved in the budget, the LSBDB board can move ahead with installation of new digital directories.

**Old Business:** Captain Lemons asked for every Loop business and building owner to sign up for the new Code Red Security Program notification system that will assist everyone in University City in the event of an emergency. Jessica Bueler offered to send out an email to all University City Loop businesses and property owners to assist in the request from Captain Lemons. Captain Lemons offered to forward Ms. Bueler the email with the a promotional flier to be sent out in future correspondence.

Mary Gorman expressed her concern for the trash that is blowing in front of the Tivoli building. Deputy City Manager Smith agreed to contact the sanitation department to the discussion about trash pickups. Dan Wald suggested that University City should consider sending letters to those businesses that repeatedly have trash buildups outside of their doorway.

**New Business:** There was no new business to discuss.

**Public Comments:** Joe Edwards indicated that aside from the trash issue mention by Ms. Gorman, he liked how the Loop looked without some of the barricades blocking off parking spaces on the street.

**Announcements:** Jessica Bueler announced that the next LSBDB board meeting is on Tuesday, June 14, 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.

Without a quorum, the LSBDB board meeting concluded at 10:49 a.m.