

MINUTES
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, June 14, 2022 at 10:00 a.m.

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

Absent Board Member(s): Steve Stone

Others on the Call: Mayor Terry Crow, Deputy City Manager Brooke Smith, Captain Fredrick Lemons, Captain Dana Morley, Jessica Bueler, Ryan Griffore, Audrey Jones, Joe Edwards, Mike Hill, JoAnna Schooler, and Marla Stoker Ballenger.

Call to Order: The meeting began at 10:03am with a quorum.

Public Comments: Mike Hill, the new custom framer at Componere Gallery shared that he felt the street closure events in the Loop negatively impacted his business on that Saturday. Mr. Hill suggested that vendor tents face the north side of Delmar, instead of the Southside. He also suggested the board consider two rows of vendor booths for street vendors.

Joe Edwards shared with the board multiple media publications that featured the Delmar Loop. Mr. Edwards expressed some opinions on how to improve the street closure events. Mr. Edwards asked that the LSBSD Board amend the previous LSBSD Board Meeting minutes to better reflect personal comments that were made during the public comments section.

Mary Gorman indicated that the meeting minutes are a snapshot of what happens during the LSBSD Board meetings and are not intended to be written verbatim.

Dan Wald expressed that he was ok with making an amendment to the previous month's LSBSD Board Meeting minutes if needed, and that any personal issues that needed further discussion could be done with a direct phone call.

Approval of the Minutes: A motion was made by Mary Gorman to approve the April 12, 2022 and May 10, 2022 LSBSD meeting minutes. Derek Deaver seconded the motion. Without further discussion, the minutes for both April and May were approved.

City Hall Updates: Mayor Terry Crow thanked the LSBSD for their support of the Mannequins on the Loop project and discussed the success of the award ceremonies. Mayor Crow stated that City Council introduced the bill to reduce the size of the LSBSD Board Members from nine down to seven. Mayor Crow shared an update on the development at Olive and 170 and informed the board that the

Costco construction is moving along swiftly.

Deputy City Manager Brooke Smith asked the LSBDB Board members to confirm that there was no opposition to reducing the size of the LSBDB Board from nine to seven board members. There was no opposition or further discussion. Deputy City Manager Smith informed the board of dates and times for the LSBDB Members to meet on Zoom with St. Louis City Mayor Tishaura Jones to discuss the plans for the Loop Trolley. Deputy City Manager Smith stated that Sinan, the Director of Public Works resigned and Darren Dunkle is the acting Director of Public Works currently.

Security Update: Captain Dana Morley shared that the National Night Out & Back-To-School Rally in University City would take place on Tuesday, August 2 from 5pm thru 8pm. Michael Alter offered to assist with the event once again.

Captain Fredrick Lemons thanked the LSBDB Board along with Blueberry Hill and Three Kings Public House for their participation during the University City Special Olympics Day. Captain Lemons shared a flyer that outlines how “You Can Survive an Active Shooter” situation and asked that the LSBDB share with all business owners and employees in the area. Captain Lemons also offered to have a University City Police “Active Shooter” instructor come down for a live presentation should it be requested by a business owner for their employees.

Mannequins on the Loop: Audrey Jones thanked the LSBDB Board for the success of the Mannequins on the Loop project this year. Audrey shared the list of winners for this year (1st place Mary Reynolds for Meshuggah, 2nd place Steven’s Institute of Business and Arts for Starbucks, and Audience Favorite – Kayla Kemp for Peacock Diner) along with other honorable mentions and honorees.

Loop Events: Jessica Bueler outlined the details for the 2nd Annual Juneteenth Event, STL Make Music Day, and the upcoming Loop Street Market events that are scheduled for the month of June. Ms. Bueler shared the dates for the street closures as being June 25th and July 30th. Ms. Bueler addressed Mr. Hill’s public comments where he suggested that the vendors make two rows on the street and indicated that the LSBDB had tried this in previous events. Ms. Bueler explained that the LSBDB board recently changed this setup at the request of other business owners in the Loop as well as for safety and ease of flow for emergency vehicles should an incident arise where they need to move along the street closure. The LSBDB Board agreed that the vendor tent direction should be alternated for each event.

Mary Gorman & Dan Wald expressed their satisfaction with the volume of people attending the street closure events and that the LSBDB Board should take in suggestions on how to improve the events to help the local businesses. Michael Alter shared that he would like to see more participation from local businesses in the Loop either on the street or the sidewalk when possible as this would offer another value add to the LSBDB street closure events. Mary Gorman agreed.

Ryan Griffore shared the marketing strategy behind the street closure event was

to increase foot traffic, build brand awareness, and connect with new followers on social media channels through posted content and paid advertising.

Mary Gorman asked if the LSBSD was going to be collaborating with the East Loop CID moving forward. Michael Alter shared an update that the agreements with the East Loop CID pertaining to accessing or reacquiring ownership of the LSBSD's VisitTheLoop.com website and Delmar Loop social media accounts have not been produced any result or sign that the assets would be returned.

Ryan Griffore reported the East Loop CID launched a new website thedelmarloop.com which featured a Juneteenth event that took place in the East Loop and appears to be a competing entity to the LSBSD's new social media and website channels. Michael Alter agreed that having the two separate social identities makes it more challenging for the public to access and understand how to find the desired content and events that are happening in the Loop.

Expanded Outdoor Dining Guidelines: New guidelines for Expanded Outdoor Dining are almost complete and will be submitted to the City of University City in July.

Old Business: Derek Deaver announced the LSBSD has helped combat the trash problem on Delmar by hiring a company to begin picking up trash that is blowing on the streets on the weekend. This will make a tremendous difference in the appearance of the street in collaboration of the additional Saturday trash pickups offered by University City for the next 90 days.

Jessica Bueler indicated that Deputy City Manager Brooke Smith has initiated a 90 day pick up with a cost of \$1,200/per month for University City to collect trash on Sundays in the Loop and that once the 90 day timeframe elapses, the LSBSD can negotiate with the City to continue these services or to find an alternative company for trash pick-up.

New Business: There was no new business to discuss.

Public Comments: Joe Edwards stated that he believe the East Loop CID should be collaborating with the LSBSD to host joint events, such as Juneteenth. Mr. Edwards asked if the LSBSD would agree to include in the upcoming budget the repairs for the Walk of Fame stars.

Jessica Bueler indicated that next year's budget was already submitted to City Council and there was not a line-item listed for Walk of Fame repairs. Dan Wald reiterated that the LSBSD Board was waiting for Joe Edwards to submit documentation to determine whether it was University City or the Walk of Fame non-profit organization who was in ownership of the stars on the sidewalks before any funding can be allocated for this project.

Announcements: Jessica Bueler announced that the next LSBD board meeting is on Tuesday, July 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.

The LSBD board meeting concluded at 11:02 a.m.