

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

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**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, JoAnna Schooler, Suzanne Schoomer and three other unidentified participants.

**Call to Order:** The meeting began at 10:01am without a quorum.

**Public Comments:** Joe Edwards shared two photos of Delmar Boulevard during the street closure. Mr. Edwards requested a copy of the draft budget as well as the annual report. Mr. Edwards asked the board to send the budget and annual report to all Loop businesses to get more participation in future events. Mr. Edwards shared his opinions of the previous Loop event and requested that Delmar Blvd. not be closed for future events and to use the side streets instead. Mr. Edwards inquired about the status of the Planet Walk invoice.

Dan Wald asked Joe Edwards for documentation on who owns the Planet Walk signs and any documentation on the permit to install from University City. Mr. Wald indicated that his understanding was that the foundations would pay for the Walk of Fame installations and maintenance going forward and not the LSBSD or University City. Mr. Wald stated he would like this documentation to be submitted to the LSBSD to clear up who owns the actual signs as well as any liability they may incur.

Joe Edwards stated that if the LSBSD required any documentation that the LSBSD could request it from City Hall as the City should have them on file. Dan Wald asked if Mr. Edwards had any documentation on who owned the Planet Walk signs. Mr. Edwards replied that he did not have any documentation from University City. Mr. Wald asked Mr. Edwards to submit a letter to University City for the documentation on who owns the Planet Walk signs. Mr. Edwards reported that City Council gave his non-profit permission to install the Loop Walk of Fame Stars and plaques in 1988. Mr. Edwards stated that for years there was always a \$2,000 line item in the LSBSD budget for the Loop Walk of Fame repairs.

Derek Deaver informed Joe Edwards that the LSBSD would look into the Loop Walk of Fame and the Planet Walk signs and that the LSBSD would take Joe's comments into consideration.

Mary Gorman stated that Mr. Edward's has been opposed to closing the street and that the LSBSD is trying new things to bring attention to the area. Ms. Gorman shared her concern that Loop businesses were not participating during Loop events.

Mr. Edwards recommended the installation of permanent sculptures to be constructed in the Loop to help attract people to the area.

**Approval of the Minutes:** A motion was made by Mary Gorman to approve the June 14, 2022 LSBSD meeting minutes. Derek Deaver seconded the motion. Without further discussion, the LSBSD Board Meeting Minutes for June 14, 2022 were approved.

**City Hall Updates:** Mayor Terry Crow informed the LSBSD board that City Council approved the ordinance to reduce the size of the LSBSD Board from nine to seven board members.

Derek Deaver asked Mayor Crow how the LSBSD Board can add a seventh board member. Mayor Crow informed Mr. Deaver that the City Clerk has the forms for potential board members to apply.

**Security Update:** Captain Dana Morley announced the Nation Light Out Back to School rally would be held on Tuesday, August 2, 2022.

Captain Fredrick Lemons announced that an Active Shooter training session would be scheduled in the future and open to the public.

**Treasurers Report:** Dan Wald shared the financial details for June and the LSBSD's EDRST request has been submitted by the LSBSD Board for approximately \$98,000. Mr. Wald reported the LSBSD's starting balance on June 1, 2022 was \$63,896.07 and ending balance on June 30, 2022 was \$64,135.38. Mr. Wald shared his thoughts on the previous event street closure events and why he felt they were beneficial.

Derek Deaver reported that excessive heat during the event day in the Loop caused decrease attendance, as was seen throughout St. Louis at all local businesses during heat waves. Chairman Deaver informed the board that there would not be an event to take place in July. Chairman Deaver reported that businesses that do food takeout in the Loop during events with street closures need to be kept in mind going forward when possible.

**Loop Events and Marketing:** Jessica Bueler reiterated that there will not be a street closure event in July and that there is collaboration with the Bi-State regarding the Loop Trolley on how to do events in the future.

**Website and Social Media Accounts:** Derek Deaver reported that he did not believe it would be effective to engage a third party to operate the Delmar Loop social media accounts based on the cost, number of postings, and additional time required to add this unnecessary step. Chairman Deaver stated that the LSBSD's lawyer is sending over a revised agreement to the East Loop CID and that if it is

not accepted, that he would share other alternatives for the LSBSD to consider during closed session.

**Expanded Outdoor Dining Guidelines:** Ryan Griffore reported to the LSBSD board that he met with University City Streets Superintendent John Gates to discuss best practices to improve the expanded outdoor dining areas aesthetics. Once the suggested guidelines from the LSBSD has been completed, it will be forwarded to the board to be discussed at the August board meeting. Chairman Deaver shared specific features of the expanded outdoor dining design and how it will give a permanent look, but can be removed if needed during winter months.

**Digital Illuminated Directories:** Derek Deaver announced that the LSBSD will install the digital directories, pending approval from EDRST. Deputy City Manager Brooke Smith announced that the next EDRST meeting will be in October.

**Old Business:** Mary Gorman inquired whether the Tivoli Theater is operating as a Cinema. Ms. Gorman asked if the LSBSD would have paid televised advertising for the retailers in future events. Derek Deaver thought this was a good idea and that we can do this for a future event

**New Business:** Derek Deaver stated that he is in support of an in-person marketing meeting to include the voices of all University City Loop businesses.

**Public Comments:** Joe Edwards indicated that it would be helpful if the business owners listened in during the LSBSD Board meetings. Mr. Edwards stated that the owners of the Tivoli are working on a plan to start showing movies once again.

Mohammed Qadadeh thanked the LSBSD for upgrading the expanded outdoor dining and that he would like to see the Tivoli parking lot repurposed into a green space to host events, in lieu of closing the street regularly for outdoor events.

Derek Deaver expressed his support for transforming the Tivoli Parking Lot into a green space for events and/or skating rink in the winter. Chairman Deaver would like the Planet Walk signs added to the August agenda and find out all the specifics about who owns it and who should maintain it. Dan Wald offered to contact the company who printed the signs.

**Announcements:** Jessica Bueler announced that the next LSBSD board meeting is on Tuesday, August 9, 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.

The LSBSD board meeting concluded at 10:51 a.m.