

MINUTES
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, August 9, 2022 at 10:00 a.m.

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

Absent Board Member(s): Mary Gorman, Steve Stone, Cindy Liberman

Others on the Call: Mayor Terry Crow, Deputy City Manager Gregory Rose, Captain Fredrick Lemons, Captain Dana Morley, Jessica Bueler, Ryan Griffore, Joe Edwards, Kyla Pollard, Darryl Collins, Lisa Smith, JoAnna Schooler, and two other unidentified participants.

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

Public Comments: Kyla Pollard from Commerce Bank introduced her colleague Darryl Collins, Director for Retail Branch Network for Commerce Bank. Mr. Collins discussed the future move for Commerce Bank to their new location on September 9, 2022. Mr. Collins explained that there will no longer be drive-thru banking available, but they will have a walk-up ATM machine out front of their new Commerce Bank location. Dan Wald asked who was going to take over the old Commerce Bank location and Mr. Collins indicated that he believed there would be a low-rise residential development. Dan Wald inquired about if the new walk-up ATM would have additional safety measures as it is right at the sidewalk, compared to their previous ATM being further back. Mr. Collins stated that they believe there is adequate lighting and they do not foresee this being an issue. Mr. Collins informed the LSBDB Board that the ATM is turned off from 12am-6pm as well for safety reasons.

Joe Edwards shared multiple excerpts from the Post Dispatch article regarding the Loop Trolley and shared his own views on how to be positive about the project. Mr. Edwards recommended that the board order the warm LED lights that go across Delmar so that they could be installed when the holiday lights are installed in November. Mr. Edwards asked for a name correction on the St. Louis Walk of Fame in the previous month's LSBDB Meeting Minutes.

Approval of the Minutes: A motion was made by Dan Wald to approve the July 12, 2022 LSBDB meeting minutes. Derek Deaver seconded the motion. Without further discussion, the LSBDB Board Meeting Minutes for July 12, 2022 were unanimously approved.

City Hall Updates: Mayor Terry Crow spoke about the flooding issues that happened in the past two weeks in University City, indicating that over 300 homes were affected, and 200 residents have been displaced. Mayor Crow spoke about the bulk pickup that is being offered by the city to help get damaged items out of

resident's houses due to health concerns. Mayor Crow shared that \$15M - \$18M in damages were incurred by University City Government including 6 police cars, fire equipment, public works equipment, the Centennial Commons pool and Heman Park. Mayor Crow stated that 1.8M was approved by City Council to assist City Manager Gregory Rose in the disaster efforts offered by University City to its residents. Mayor Crow indicated that City Council approved the final plot for True Hotel and the rehab of the Annex. Lastly, Mayor Crow thanked the local police, fire, emergency responders and public works departments for all their hard work during and after the flood disaster.

City Manager Gregory Rose added that if businesses were affected by the flooding that they should reach out to the St. Louis County Emergency Center (OEM) whereas residents are contacting 211 which is managed by the United Way of Greater St. Louis. City Manager Rose expressed that residents should have patience on the bulk pick-up as this will take time to collect due to four of the six University City Dump trucks being damaged during the flooding. Lastly, City Manager Rose thank neighboring communities Olivette and Clayton for their assistance in manpower, equipment, and resources during the flooding disaster.

Michael Alter shared details of the flooding that impact one of Fitz's warehouses and asked if University City was considering a study on why these flooding events continue to happen, and how they might be prevented.

City Manager Gregory Rose highlighted that the River Des Peres has been studied at least since the 60's by the Metropolitan Sewer District as well as the Army Core of Engineers, and that they are aware of what is causing the flooding. City Manager Rose stated that the primary issue is the funding as this flooding not only impacts University City, but primarily the entire St. Louis region, and that Mayor Crow is in support of a regional effort with all affect cities to address this issue. Mayor Crow is working on outreach with affected communities such as Ferguson, Ladue, Brentwood, and the City of St. Louis with the goal of connecting with MSD to find a solution to find out how it can be prevented in the future.

Security Update: Captain Fredrick Lemons thanked Captain Morley for organizing the National Night Out Event held the previous week at Jackson Park elementary School with over 500 participants. Captain Lemons also thanks Gregory Rose for his attendance during the event. Captain Lemons shared that there has been an increase in automobile theft in the region. Captain Lemons informed the LSBDB Board that there is an anti-theft program for University City residents where they can receive a free "vehicle club" anti-theft device for their car especially if they own a KIA or a Hyundai. Lastly, Captain Lemons indicated that they would like to setup a location for all Loop Businesses for Active Shooter training.

Captain Dana Morley thanked Michael Alter and Fitz's, as well as Joe Edwards for their support of the National Night Out event. Captain Morley indicated that the free vehicle club program is limited to one per household for University City residents.

Treasurers Report: Dan Wald shared the financial details for July and that the LSBD started with \$64,709 and ended with \$57,810. Chairman Derek Deaver asked when the EDRST approved funds would be put into the LSBD's bank account. Mayor Terry Crow confirmed that all the EDRST requests were passed the previous night. City Manager Gregory Rose stated that he would contact Keith on when the checks will be distributed.

Annual Report: Jessica Bueler shared the Annual Report with the LSBD Board outlining the 279-page Annual report that covers the LSBD Meeting Minutes, 2021-2022 Projects and Special Events, 2021-2022 Financial Reports, 2021-2022 Strategic Plan, Social Media and Web Analytics, and EDRST Reimbursement. Mrs. Bueler informed the LSBD that this budget has been sent out to the LSBD Board prior to this meeting.

Mrs. Bueler briefly highlighted and reviewed the following events Making History: Rise of the Gay Right Exhibit, The Loop Road Show, Loop in Motion, Howl-o-ween Pet Parade, Small Business Saturday, Loop-a-licious, Juneteenth, STL Make Music Day, University City Street Market and Shop the Loop.

Mrs. Bueler expressed that the budget recap being discussed in the Annual Report was from July 1, 2021 to June 30, 2022. Jessica shared that the income was \$26,778.17 and that the income from Taxes was \$76,183.65 making the actual income \$103,297.14 while emphasizing that the LSBD only expected to bring in \$77,500 which was \$25,797.14 more than anticipated. Mrs. Bueler disclosed that for Event Expenses, the LSBD budgeted \$100,000 and that the actual expenses was \$79,476.38 with a remaining amount of \$20,523.62.

Mrs. Bueler indicated that for Other Expenses the LSBD anticipated spending \$147,750.00 where the actual amount spent was \$126,521.09, which was \$21,228.91 less than expected.

Mrs. Bueler finalized the budget review stating the Net Income was \$103,297.14 with the LSBD total expenses being \$205,997.09, leaving the LSBD with a Net Income of -\$102,700.33 with the expectation that the LSBD would be - \$170,250.00. Mrs. Bueler shared that the LSBD was \$67,549.67 more than the LSBD had anticipated and that the Net Income of -\$102,700.33 almost matches the LSBD's \$99,000 EDRST reimbursement amount.

Mrs. Bueler briefly mentioned the Strategic Plan developed for the LSBD in partnership with Steven and the I5 Group which the LSBD Board adopted in October of 2021 emphasizing the key take-away from the plan being to improve Community Engagement and strengthen the community relationships with the businesses, the neighborhood, and organizations.

Mrs. Bueler reviewed the @UCityLoop social media analytics for Facebook, Twitter, Instagram, and the universitycityloop.com website analytics over the past year.

Mrs. Bueler wrapped up the Annual Report by reviewing the EDRST reimbursement highlighting specifically the line item amounts for Loop in Motion \$37,547.70, Howl-o-ween Pet Parade \$9,926.19, Small Business Saturday + Holiday Events \$8,202.27, Restaurant Week (Loop-a-licious) \$33,386.23, Shop the Loop \$4,274.85, Juneteenth/Make Music Day \$5,687.48, and the U City Street Festival \$500 with the total reimbursement request amount being \$99,524.72.

LSBD Chairman Derek Deaver thanked Mrs. Bueler for her extensive effort on putting together the Annual Report and recommended to the LSBD Board that it be adopted and moved on to the University City Council. Dan Wald made a motion to adopt the LSBD's 2021-2022 Annual Report. Mohammed Qadadeh seconded the motion. Without further discussion, the 2021-2022 Annual Report was adopted and unanimously passed.

Loop Events and Marketing: Jessica Bueler updated the LSBD Board on the collaboration with Bi-State (Loop Trolley Management) for the October event, and that they canceled the scheduled meeting for today and rescheduled for two weeks out in the future. Mrs. Bueler informed the LSBD Board that Bi-State proposed an event date for October 22nd with the recommendation for the West Loop to have one event in their area, the East Loop to have one event in their area, and then the Delmar Main Street area would have an event. Chairman Derek Deaver expressed that he is optimistic for this event as St. Louis City really wants to make this a big event and is offering a lot of resources.

40' x 40' Tent: Chairman Derek Deaver requested that the LSBD purchase a 40'x40' tent that can be utilized in the Tivoli parking lot during special events during summer events. Mohammed Qadadeh asked if the LSBD should wait to purchase the tent until the proposed Green Space development to replace the Tivoli parking lot is discussed more and finalized. Chairman Deaver agreed to hold off.

Loop Ice Carnival: Chairman Derek Deaver asked if we can set a date for the Ice Carnival. Jessica Bueler recommended that we should secure the Ice Sculpture first before committing to a date and chairman Deaver agreed. Ryan Griffore stated that he and Michael Alter had a meeting set up with the ice sculpture that had to be postponed because of the floods. Michael Alter mentioned that we would set up a future meeting with the ice sculpting company to secure their business.

Website and Social Media Accounts: Chairman Derek Deaver informed the LSBD Board that he met with East Loop CID President Dave Mastin and that it was a productive talk about who the actual ownership of the Delmar Loop Social Media accounts and visittheloop.com website belonged too. Chairman Deaver submitted a proposal to the EAST Loop CID that would give the LSBD ownership of the visittheloop.com website and shared access to the Delmar Loop Social Media accounts with those account website links set to the visittheloop.com website, and that the LSBD would control of that website. Chairman Deaver indicated that the East Loop CID informed him that they would discuss this request at their next

meeting.

Expanded Outdoor Dining Guidelines: Chairman Derek Deaver said that he is waiting on the delivery of the materials, and that he expects construction of the expanded outdoor dining to take 1-2 business days. Ryan Griffore displayed for the LSBSD Board the proposed Expanded Outdoor Dining Guidelines illustration of the proposed layout, look, materials, and positioning.

St. Louis Walk of Fame & Planet Walk: Chairman Derek Deaver expressed that he believes that the Walk of Fame Stars needs to be updated, and that he will work on finding out who owns the St. Louis Walk of Fame stars in the University City sidewalk. Chairman Deaver indicated he and several LSBSD board members had mixed feelings on the Planet Walk signs as he doesn't see how this aligns with modern marketing of the area. Chairman Deaver expressed appreciation for the East Loop CID paying to improve the current planet walk signs appearance, but stated that the LSBSD would need to decide if they want to keep this feature and budget for them moving forward.

Green Space in the Tivoli Parking Lot: Chairman Derek Deaver shared that he feels the Tivoli Parking Lot would better function as a Green Space for families, special events, and much more instead of a small paid parking lot. Mohammed Qadadeh expressed his desire for a Green Space to replace the Tivoli Parking lot to attract families with their kids and their pets. Mohammed mentioned expanding Parking Lot 4 to make up for the spaces removed in the Tivoli Parking Lot. Jessica Bueler stated that the LSBSD will need to put together a comprehensive proposal with illustrations for the Green Space Initiative and then submit them to City Manager Gregory Rose for University City Council approval.

Old Business: There was no old business.

New Business: There was no new business.

Public Comments: Joe Edwards expressed his appreciation for moving forward with the Loop Ice Carnival. Mr. Edwards asked for access to the content for the Illuminated Directory and the Expanded Outdoor Dining Guidelines. Chairman Derek Deaver told Mr. Edwards that he would share that content when it is ready. Mr. Edwards shared that Blueberry Hill would be celebrating their 50th Anniversary in September and will be hosting their annual dart tournament that following weekend.

Chairman Deaver congratulated Mr. Edwards on the remarkable achievement.

Announcements: Jessica Bueler announced that the next LSBSD board meeting is on Tuesday, September 13, 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 LSBSD board meeting concluded at 11:19 a.m.