

**U CITY LOOP SPECIAL BUSINESS DISTRICT ANNUAL  
BOARD MEETING  
VIA VIDEOCONFERENCE  
Tuesday, October 11, 2022, 10:00 a.m.**

**IMPOTANT NOTICE REGARDING PUBLIC ACCESS TO THE LSB D MEETING & PARTICIPATION  
LSBD Will Meet Electronically on October 11, 2022**

**Observe and listen to the Meeting** (your options to join the meeting are below):

**Webinar:**

<https://zoom.us/j/95172514307?pwd=c2NxWGUwWFFPMksxN3NiZ0dWk1ZvZz09>

Passcode: 63130

**Audio Only Call:**

Or iPhone one-tap :

US: +13126266799,,95172514307#,,,,\*63130# or +16465588656,,95172514307#,,,,\*63130#

**Or Telephone:**

Dial (for higher quality, dial a number based on your current location):

US: +1 312 626 6799 or +1 646 558 8656 or +1 301 715 8592 or +1 346 248 7799 or +1 669 900 9128  
or +1 253 215 8782

Webinar ID: 951 7251 4307

Passcode: 63130

International numbers available: <https://zoom.us/j/95172514307?pwd=c2NxWGUwWFFPMksxN3NiZ0dWk1ZvZz09>

**Citizen Participation**

Those who wish to provide a comment during the “Public Comment” portions of the agenda may provide written comments or request video participation invites to the Deputy City Manager/Director of Economic Development ahead of the meeting. Please specify which portion of the agenda you wish to comment. —

ALL written comments or video participation invites must be received **no later than 8:00 a.m. the day of the meeting.** Comments may be sent via email to: [bsmith@ucitymo.org](mailto:bsmith@ucitymo.org) or mailed to the City Hall – 6801 Delmar Blvd. – Attention Brooke Smith, Deputy City Manager/Director of Economic Development. Such comments will be provided to the LSB D prior to the meeting. Comments will be made a part of the official record and made accessible to the public online following the meeting.

Please note, when submitting your comments or invites, a **name must be provided.** Please also note if your comment is on an agenda or non-agenda item, and a name is not provided, the provided comment will not be recorded in the official record. An e-mail address is also required to receive a virtual invite to the meeting.

## AGENDA

### U CITY LOOP SPECIAL BUSINESS DISTRICT BOARD MEETING

Tuesday, October 11, 2022, 10:00 am

1. Call to Order
2. Public Comments – (Limited to 3 minutes)
3. Approval of Minutes from September 13, 2022
4. University City Update
  - i. City Hall Updates – Mayor Terry Crow, Deputy City Manager Brooke Smith
  - ii. Security Update – Capt. Frederick Lemons, Capt. Dana Morley
  - iii. Active Threat Training on Thursday, October 18, 2022 at Three Kings at 9:00 am
5. Treasurer Report – Dan Wald
6. Loop Events / Marketing – Jessica Bueler, Derek Deaver
  - i. Small Business Saturday
  - ii. Loop Ice Carnival
  - iii. International Festival on Delmar
  - iv. Summer Carnival with Rides - Delmar/Side streets/Parking Lot #4
7. Free Parking Recap – Jessica Bueler, Derek Deaver
8. Website / Social Media Accounts – Derek Deaver
9. Expanded Outdoor Dining Guidelines – Ryan Griffore, Derek Deaver
10. Walk of Fame/Planet Walk – Derek Deaver
11. Old Business
12. New Business
13. Public Comments – (Limited to 2 minutes)
14. Announcements:
  - i. LSBD Board Meeting – Tuesday, November 8, 2022 at 10:00 am
  - ii. Email business events/sales/promotions to [jessica@exploreucity.com](mailto:jessica@exploreucity.com) to be included on the website, social media postings and weekly email blast.
15. Closed Session (if necessary) pursuant to Missouri Sunshine Law Sections 610.021 (1) and (3) in order to conduct confidential, attorney-client privileged discussions regarding personnel, contractual and financial strategies.
16. Adjournment

MINUTES  
U City Loop Special Business District Board Meeting  
Via Tele Conference  
Tuesday, September 13, 2022 at 10:00 a.m.

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**Attending Board Members:** Derek Deaver, Dan Wald, Michael Alter, Mary Gorman, and Cindy Liberman.

**Absent Board Member(s):** Steve Stone and Mohammed Qadadeh.

**Others on the Call:** City Manager Gregory Rose, Assistant City Manager Brooke Smith, Captain Fredrick Lemons, Jessica Bueler, Ryan Griffore, Joe Edwards, Audrey Jones, Marla Stoker Ballenger, Mike Giger, and one unidentified participant.

**Call to Order:** The meeting began at 10:04am with a quorum.

**Public Comments:** Joe Edwards congratulated police Chief Larry Hampton on passing the FBI's National Academy Leadership program. Mr. Edwards summarized Blueberry Hill's recent 50<sup>th</sup> Anniversary party. Mr. Edwards spoke about the positive media engagements surrounding the event and that Jordan Binnington presented him with a number 50 jersey to commemorate the event. Mr. Edward's also briefly highlighted some of the video congratulations he received from St. Louis natives John Goodman, Bob Costas, Andy Cohen, and Jon Ham,

**Approval of the Minutes:** A motion was made by Mary Gorman to approve the August 9, 2022 LSBSD meeting minutes. Dan Wald seconded the motion. Without further discussion, the LSBSD Board Meeting Minutes for August 9, 2022 were unanimously approved.

**City Hall Updates:** City Manager Gregory Rose shared that the City is in the final stages of cleanup and that bulk pickup for University City is on its final pass through to collect debris from the flood. City Manager Rose stated that the disaster recovery center is open as of August 26<sup>th</sup>, 2022 and that the Small Business Association is operating out of this location at the Centennial Commons. City Manager Rose also spoke about the Market/Olive development and that the Costco is scheduled to open September 25, 2022.

**Security Update:** Captain Fredrick Lemons thanked Michael Alter for allowing the police to do a security audit at Fitz's and for their access to his cameras. Captain Lemons encourages all Loop businesses to do the same. Captain Lemons is working on securing a date for an active shooter training session.

**Treasurers Report:** Dan Wald shared the financial details for August and that the LSBSD started with \$55,135 and ended with \$45,789.

**Loop Events and Marketing:** Chairman Derek Deaver indicated that many attempts have been made to secure the ice sculptures without success. Chairman Deaver also shared that most vendors/entertainment needs to be booked six months to one full year in advance, therefore he is asking everyone to assist with Ice Carnival event if the board wants this event to move forward. Jessica Bueler detailed the marketing strategy timelines for getting LSBSD events on the public calendars, to news agencies, and to the general public along with the importance of creating a calendar of events for 2023 as soon as possible. Michael Alter spoke about his multiple attempts to secure the ice sculptures and that he has not received a call back from the company. Ryan Griffore spoke about his attempts to secure the company for the ice sculptures with no success. Michael Alter suggested that this event might need to be smaller to secure the Ice Sculptures, and then the LSBSD can transition to a more robust event the following year. Mr. Alter agreed with Ms. Bueler that the ice sculptures are a big part of the Ice Carnival and that without them, it's hard to have an Ice Carnival. Mary Gorman asked Michael Alter for the phone number for the Ice Sculptures. Michael Alter suggested one last attempt to secure the ice sculptures and if that fails that the LSBSD board terminate the event. Derek Deaver suggested that if the LSBSD runs the Ice Carnival, that it be a one-day event and that the Wash U. students should be included. Chairman Deaver expressed that he believes most businesses will be already be busy on the Martin Luther King long weekend. Mary Gorman expressed that she feels the students are one of the Loops biggest assets and that she is happy to move the Ice Carnival date to include the Wash U. students. Michael Alter mentioned that he believes the board shouldn't focus heavily on the Wash U. students when planning for events and that he is in favor of the original event date. Mr. Alter suggested that we can settle on a date after we have secured the ice sculptures.

**Website and Social Media Accounts:** Chairman Derek Deaver updated the LSBSD Board about the expected standalone contract from the East Loop CID he received as being the exact same agreement that was originally sent to former chairman Michael Alter. Chairman Deaver indicated that this agreement did not fulfill the promises that was made to the LSBSD about receiving control of the visittheloop.com website and that he feels the East Loop CID does not want to collaborate with the LSBSD.

Mary Gorman asked Joe Edwards about what East Loop CID had planned for the Loop Ice Carnival. Joe Edwards responded that the Moonrise was going to do a Snow Ball which would be paid for completely by the Moonrise Hotel and that it would be the only contribution from the East Loop to the Loop Ice Carnival. Mr. Edwards offered to call a company from Texas to help secure the ice sculptures for the Loop Ice Carnival. Michael Alter indicated to Mr. Edwards that if he needed help with the securing the ice sculptures that he would reach out to him.

**Expanded Outdoor Dining Guidelines:** Chairman Derek Deaver informed the LSBSD Board that Ryan Griffore sent a document to the board outlining the entire guideline and that the prototype construction at Three Kings Public House will begin on Monday. Chairman Deaver asked for input from the LSBSD Board. Mary

Gorman suggested that the LSBDB add a Certificate of Liability Insurance to hold the Landlord harmless in case anything happens in this newly created area. Chairman Deaver asked Ryan Griffore to add that document to the existing guidelines.

**St. Louis Walk of Fame & Planet Walk:** Chairman Derek Deaver mentioned that the City attorney and Mr. Edwards are working on this agreement. Chairman Deaver expressed his support for the St. Louis Walk of Fame but had some reservations on the Planet Walk signs and suggested that the LSBDB keeps them right now and should discuss at a later date.

**Old Business:** There was no old business.

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

**Public Comments:** Joe Edwards recommended having multiple DJ's for the Loop Ice Carnival for when people collect their temporary tattoos and ice coins. Mr. Edwards shared that he believes the updated Planet Walk signs should last longer than their originals.

Michael Alter asked Joe Edwards if he had any comments on the update about the social media accounts and website discussions with the East Loop CID. Joe Edwards stated he believed it was all resolved and that the East Loop wants to cooperate and that the tone he heard from the East Loop CID is different than the one he heard today during the update. Dan Wald asked Joe Edwards his opinion on who owns the visittheloop.com website. Joe Edwards said that it is in the hands of the East Loop CID and that once the contract is signed by the LSBDB, that the LSBDB would then be in control of it. Chairman Derek Deaver expressed to Mr. Edwards that the website control was conditional to giving up ownership of the Delmar Loop social media accounts and that those accounts would be run by a third-party which is costly and time consuming. Chairman Deaver shared that this contract made no logistical sense and that he was promised a standalone agreement for the ownership and control of the visittheloop.com website which the East Loop CID did not provide. Chairman Deaver mentioned that the LSBDB created the visittheloop.com website and the Delmar Loop social media accounts and asked Joe Edwards who he thought owned those properties. Joe Edwards said that website and social media accounts are legally in control by the East Loop CID. Dan Wald stated that the website and social media accounts at one time were owned by the LSBDB and that they are now owned by the East Loop CID. Mr. Wald asked Joe Edwards if there was a vote by the LSBDB Board to transfer ownership of these accounts. Joe Edwards shared that he believed when Rachelle L'Ecuyer was hired it was to unify both LSBDB and East Loop and that when University City stopped funding Rachelle's position that he believed the responsibility was forwarded to Jen Rieger. Dan Wald asked Joe Edwards why Rachelle L'Ecuyer would have ownership of the website and social media accounts as an employee. Michael Alter informed the LSBDB Board that he has been a continuous board member throughout this timeframe and that he never voted at any time on transferring LSBDB ownership of visittheloop.com website and social media

accounts to any other parties such as the East Loop CID. Mr. Alter believes that someone stole these assets from LSBSD without approval and that this process was not legal. Mr. Alter expressed that it was important for the community at large during this public meeting to understand that Chairman Deaver, himself, as a former chairman, and City Manager Rose have all tried to get the social media accounts and website issue resolved while preserving collaboration with the East Loop and that their attempts have been unsuccessful.

Cindy Liberman took a moment to introduce herself as a new LSBSD board member and that she is honored to be a part of the LSBSD.

**Announcements:** Jessica Bueler announced that the next LSBSD board meeting is on Tuesday, October 11, 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.

Mary Gorman made a motion to enter in to closed session. Derek Deaver seconded the motion. A roll call was initiated. Michael Alter, yay. Cindy Liberman, yay. Dan Wald, yay.

The LSBSD board meeting concluded at 11:10 a.m.