

MINUTES
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, October 11, 2022 at 10:00 a.m.

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

Absent Board Member(s): Steve Stone and Cindy Liberman.

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

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

Public Comments: Joe Edwards shared details of events at Blueberry Hill and the rooftop Garden Bar at the Moonrise Hotel that featured Nelly. Mr. Edwards stated that he reached out to an Ice Sculpture company who would be willing to assist the LSBSD with the 2023 Loop Ice Carnival. Mr. Edwards expressed his concerns about the graffiti throughout the Loop. Mr. Edwards offered to join the LSBSD Board if a vacancy arose. Mr. Edwards recommended buying the warm LED lights for when the LSBSD hangs up the holiday lights in the University City Loop. Chairman Derek Deaver asked Mr. Edwards if he had any updates regarding the Delmar Loop website and social media accounts. Mr. Edwards indicated he might be able to answer later when asked. Chairman Deaver agreed that the stickers and graffiti is an issue and that a team is going out to clean it up. Mary Gorman asked Mr. Edwards if the East Loop CID was participating in the 2023 Loop Ice Carnival. Mr. Edwards confirmed that the Moonrise Hotel would be holding the Snowball, and that the East Loop CID collectively was not participating in the 2023 Loop Ice Carnival. Dan Wald asked Mr. Edwards if the East Loop CID would contribute financially to the 2023 Loop Ice Carnival. Mr. Edwards stated that if the event is held in University City the East Loop CID could not contribute financially. Mr. Wald stated that the LSBSD had contributed to events in the past that were held in the East Loop.

Michael Alter asked Mr. Edwards about the pricing regarding the Ice Sculpture company, and that if a written quote from the company could be provided to the LSBSD. Mr. Edwards agreed to send over any information relating to the company. Mr. Alter shared that he would have an objection to Mr. Edwards rejoining the LSBSD Board in any capacity due to the Delmar Loop website and Social Media accounts being transferred to the East Loop CID when Mr. Edwards was then Chairman of the LSBSD Board. Mr. Alter expressed that if Mr. Edwards was to be considered for a vacancy on the LSBSD Board that he would need to explain to the current LSBSD Board how the Delmar Loop website and social media accounts were transferred to the East Loop CID without any vote or consent of the board when Mr. Edwards was LSBSD

Chairman. Mary Gorman shared her agreement with Michael Alter and asked Mr. Edwards why he would like to be on both the LSBDB Board and the East Loop CID Board. Mr. Edwards stated it was not about power, it was about volunteerism. Dan Wald expressed his agreement with Michael Alter and Mary Gorman on their objections to Joe Edwards rejoining the LSBDB Board. Mr. Wald also shared that he believes the LSBDB needs to include younger property and business owners and recommended Max, who recently purchased the old Cicero's building. Mayor Crow stated that all LSBDB Board nominations are required to go through his office, and that his office has received no resignations from any LSBDB Board members at this time. Mayor Crow informed the LSBDB Board that he will not move forward with any new LSBDB Board nominations until the issue of the Delmar Loop website and social media accounts are resolved with the East Loop CID.

Approval of the Minutes: A motion was made by Mary Gorman to approve the September 13, 2022 LSBDB Board meeting minutes. Derek Deaver seconded the motion. Without further discussion, the LSBDB Board Meeting Minutes for September 13, 2022 were unanimously approved.

City Hall Updates: Mayor Terry Crow shared details about the City Council meeting with a large portion recognizing all the hard work done by University City, City Hall employees during the flooding. Mayor Crow updated the LSBDB Board on the grand opening of the new Costco on October 25, 2022 and that a ribbon cutting will take place at 7:30am. Mayor Crow announced that new businesses such as Chick-fil-A are planning to open in University City along with Nobu's in the U City Loop in October. The Expanded Outdoor Dining setup at Three Kings Public House looks phenomenal and is bringing a great look to the loop. Mayor Crow supported Mary Gorman's suggestion of hosting the next LSBDB board meeting in person in November.

Security Update: Captain Dana Morley asked that business owners keep their outdoor dining areas well-lit for security purposes. Captain Morley also wanted to remind the LSBDB Board that the police has steering wheel locks for University City residents, one per household. Captain Fredrick Lemons informed the LSBDB Board of the Active Shooter training scheduled for Tuesday, October 18th at Three Kings Public House. Mary Gorman spoke about Sneaker Perfection's business being vandalized and was asking what actions could be taken to deter these types of events. Captain Lemons stated that active cameras shared with the police as well as high-value items being locked up and secured overnight was the best deterrent to these types of crimes.

Treasurers Report: Dan Wald shared the financial details for September and that the LSBDB starting balance on September 1 was \$45,789 and ending balance on September 30 was \$120,826. The LSBDB received \$83,450 from EDRST reimbursement. Jessica Bueler announced that she and Chairman Deaver presented the FY 23 EDRST request in October. The LSBDB's request for \$220,700 was approved by the EDRST Committee in October and will be forwarded on for a vote of approval to City Council.

Loop Events and Marketing: Jessica Bueler detailed the Small Business Saturday and Holiday event promotions that are being created in the University City Loop that will focus primarily on the retailers. Ms. Bueler will reach out to the Ice Sculpture to get the Loop Ice Carnival plan started. Ms. Bueler spoke about an International Outdoor Market event as well as a Loop Carnival event that would take place in the University City Loop in 2023.

Free Parking Recap: Jessica Bueler informed the LSBDB Board that the Free Parking in the University City Loop expires on December 31, 2022 and that City Manager Gregory Rose would like to know the LSBDB's recommendations on whether to keep this in place for 2023 or to phase back the paid parking. Chairman Derek Deaver expressed his favor of bringing back the paid parking to eliminate cars that remain unmoved. Dan Wald mentioned he was also in favor of bringing back the paid parking. Mary Gorman stated that she would like to keep the free parking. Mayor Terry Crow indicated that City Council might not be in favor of renewing the free parking initiative at the expense of City Hall and the funds would most likely need to come from the LSBDB. Assistant City Manager Brooke Smith detailed that a LSBDB Board vote would need to occur in order to request the free parking extension to move on to the City Manager and that without a vote, the free parking would end, and paid parking would resume after December 31, 2022.

Website and Social Media Accounts: Chairman Derek Deaver announced that the LSBDB Board is closer to regaining their intellectual property of the Delmar Loop website and Social Media accounts but will not have a detailed update to report until the following LSBDB Board Meeting.

Expanded Outdoor Guidelines: Chairman Derek Deaver informed the LSBDB Board that he included Mary Gorman's requested Liability Waiver form for landlords and discussed the materials, costs, and upkeep for creating the new expanded outdoor dining area. Ryan Griffore spoke about the Right of Way signage needed to be compliant with University City's need for pedestrian and traffic safety.

Dan Wald asked for a vote to secure the date for the Loop Ice Carnival and Ice Sculpture. Chairman Deaver agreed to a preliminary vote contingent on the bid pricing the LSBDB receives from the Ice Sculpture Company. Chairman Deaver stated that to secure bigger event items in the future, the LSBDB Board needs to request vendors and suppliers one year in advance. Jessica Bueler asked for the LSBDB Board to commit to a date for the Loop Ice Carnival and made the recommendation based on feedback from businesses that the Loop Ice Carnival take place the weekend after the Martin Luther King holiday so that it can include the Washington University Students who have returned. Chairman Deaver agreed to January 21, 2023 date request and requested that the Loop Ice Carnival be a one-day event. Dan Wald supported the date change and for it to be a one-day event. Mary Gorman expressed her support.

Mary Gorman made a motion to approve the Loop Ice Carnival date of January 21,

2023, contingent on the bid from the Ice Sculpture Company. Mohammed Qadadeh seconded the motion. Without further discussion, the motion was unanimously passed.

Walk of Fame/Planet Walk: Chairman Derek Deaver stated that he was waiting on the City Attorney and Joe Edwards to complete their ownership agreement.

Old Business: Chairman Derek Deaver gave a brief update on the Digital Video Boards installation timelines and how they can operate. Jessica Bueler asked if the LSBDB Board has additional insurance added to the Digital Video Boards. Chairman Deaver said no, and asked Mrs. Bueler to look into additional insurance.

New Business: There was no new business.

Public Comments: Joe Edwards asked for an update on the invoices for the Planet Walk signs as well as the Holiday Lights. Mr. Edwards stated that he personally paid an invoice for the holiday lights. Dan Wald said that he attempted to contact the company to receive an invoice for the Planet Walk signs, but that no payment was going to be made until the City Attorney and Mr. Edwards provided the LSBDB Board with an ownership agreement for the Planet Walk signs and the St. Louis Walk of Fame Stars.

Mr. Edwards inquired about receiving reimbursement for the holiday lights. Jessica Bueler shared the invoice with the LSBDB board highlighting that the invoice was made out to Blueberry Hill and paid by Blueberry Hill. Ms. Bueler expressed confusion on why this invoice was not submitted directly to the LSBDB Board for a vote to approve, and why Blueberry Hill paid it directly and is now requesting reimbursement of \$4,796 for Holiday Lights without LSBDB Board approval.

Mr. Edwards agreed to submit all future invoices directly to the LSBDB Board before acting on or fulfilling payments personally. Dan Wald asked Joe Edwards to have the holiday light company issue a new invoice directly to the LSBDB treasurer for audit purposes, and that the company can reimburse Mr. Edwards. Mr. Wald informed Mr. Edwards that he is not permitted to personally pay for items or services that are not approved by the LSBDB, or to ask the LSBDB to reimburse the unapproved expenses.

Chairman Derek Deaver asked that Mr. Edwards pass along any contacts, equipment, content, and obligations to the LSBDB Board as he is no longer an active LSBDB Board member, and this is no longer Mr. Edwards' responsibility. Mr. Edwards shared his opinions on the Loop Ice Carnival and the date he would prefer and recommended that the LSBDB Board does not close the street for the event.

Chairman Deaver stated to Mr. Edwards that the Loop is naturally busy on the Martin Luther King holiday weekend even when the Loop Ice Carnival was not running, and that including the Washington University students would be a better option. Chairman Deaver expressed that events intended to be family-friendly have

a better chance of success if the street is closed just from a safety standpoint and the peace of mind it provides parents. Chairman Deaver stated that holding the Loop Ice Carnival after the Martin Luther King holiday weekend will benefit the majority of University City Loop businesses. Mary Gorman expressed her support of Jessica Bueler in making the 2023 Loop Ice Carnival a success and the date could be moved back to the Martin Luther King holiday weekend if needed in 2024.

Announcements: Jessica Bueler announced that the next LSBDB board meeting will be held on Tuesday, November 8, 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 LSBDB board meeting concluded at 11:17 a.m.