

AGENDA
U CITY LOOP SPECIAL BUSINESS DISTRICT BOARD MEETING
Three Kings Public House
6307 Delmar Blvd
Tuesday, December 13, 2022, 10:00 a.m.

1. Call to Order
2. Introductions
3. Public Comments – (Limited to 3 minutes)

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 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 LSBDD 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.*

3. Approval of Minutes from November 8, 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. University City Plan Commission – Peggy Holly
5. Treasurer Report – Dan Wald
6. Metro Lighting – Tamera Ingram
7. Loop Events / Marketing – Jessica Bueler, Ryan Griffore
 - i. 11th Annual Menorah Lighting at Market in the Loop - 12/18 at 6pm
 - ii. 16th Annual Loop Ice Carnival - 1/21/23 from 11am - 9pm
8. Website / Social Media Accounts – Derek Deaver

9. Digital Directories – Derek Deaver
10. Old Business
11. New Business
12. Public Comments – (Limited to 2 minutes)

Citizen Participation

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13. Announcements:
 - i. LSBDD Board Meeting – Tuesday, January 10, 2023 at 10:00 a.m. at Blueberry Hill at 6504 Delmar Blvd.
 - ii. Email business events/sales/promotions to jessica@exploreucity.com to be included on the website, social media postings and weekly email blast.
14. 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.
15. Adjournment

MINUTES
U City Loop Special Business District Board Meeting
Fitz's – 6605 Delmar Blvd, University City, MO 63130
Tuesday, November 8, 2022 at 10:00 a.m.

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

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

Others in Attendance: Deputy City Manager Brooke Smith, Lieutenant Shawn Whitley, Captain Dana Morley, Jessica Bueler, Ryan Griffore, Joe Edwards, Steve Marshall, Jeff Weintrop, Deg Henderson, William Tucker, Judy Prange, Mike Giger, Suzanne Schoomer, Shaunta Redd, and Audrey Jones

Call to Order: The meeting began at 10:08am with a quorum.

Public Comments: Joe Edwards thanked the University City Police for the active shooter training session. Mr. Edwards mentioned that the Chuck Berry Plaza was dirty and that it needs to be cleaned. Mr. Edwards requested that the Loop Ice Carnival be scheduled on the Martin Luther King Long weekend.

Jeff Weintrop requested that the LSBDB Board extend the free parking into the new year. Dan Wald mentioned that many students and local employees in the Loop consistently park during the day and overnight on the street because of the free parking. Derek Deaver highlighted that the restaurants using parking spots for the Expanded Outdoor Dining program will be paying the \$375 per year to the City to use those spaces and that University City Council will likely not extend the Free Parking program unless the LSBDB wanted to cover the cost of the extension.

Shaunta Redd expressed her concerns as a new business owner about security in the Loop and inquired about what can be done to improve security locally.

Deb Henderson updated the LSBDB Board on the Loop Farmers Market initial challenges and the attendance over the past year as well as the future events scheduled.

Approval of the Minutes: A motion was made by Mary Gorman to approve the October 11, 2022 LSBDB Board meeting minutes. Derek Deaver seconded the motion. Without further discussion, the LSBDB Board Meeting Minutes for October 11, 2022 were unanimously approved.

City Hall Updates: Deputy City Manager Brooke Smith shared details about the Façade Improvement Program that goes live on November 14, 2022 and that University City will match up to \$15,000 to get façade improvements completed on the applicant's business building. Deputy City Manager Smith indicated only

\$150,000 was allocated to this program and that not everyone will be approved for this program, therefore is recommending that applications be submitted as soon as possible.

Michael Alter asked if the façade improvement program covered outdoor lighting. Deputy City Manager Smith said that she would get back to Mr. Alter on that question.

Security Update: Captain Dana Morley encouraged business owners to inform their employees not to leave vehicles unattended, to remove all valuables, and to always lock unattended vehicles. Captain Morley mentioned that free steering wheel locks are available for University City Residents who bring in Photo ID.

Lieutenant Whitley addressed the security concerns in the Loop and provided updates to the LSBDB Board. LT. Whitley asked to speak directly to Shaunta Redd about setting up a security audit for her new business.

Celebrating University City Parks Centennial: Judy Prange shared that the 19 University City parks are turning 100 in 2023 and that she is requesting participation from the LSBDB and Loop Businesses in the yearlong centennial celebration. Ms. Prange shared the calendar that was created which promotes all the University City parks.

Treasurers Report: Dan Wald shared the financial details for October and that the LSBDB started with \$128,800 and ended with \$59,300. \$13,000 was spent on Legal Fees for the Delmar Loop Website and Social Media Accounts, \$30,000 was spent on the four new Digital Directory Boards, and for the Holiday Lights.

Loop Events and Marketing: Ryan Griffore provided details about the Small Business Saturday promotion and how businesses can provide their specials, promotions, and content to have it displayed on the website and social media. Mr. Griffore spoke about the Gift Card campaign and how businesses can share their Gift Card links to have it displayed on the website.

Jessica Bueler spoke about the Loop Ice Carnival and how Loop businesses can receive the sign-up packets. Ms. Bueler outlined the various ways businesses can participate in the 2023 Loop Ice Carnival via the Ice Sculptures, Temporary Tattoo Scavenger Hunt, Frozen Chocolate Coins, or Create a Unique Event, and/or host a Winter Themed Game Event. Ms. Bueler indicated that the deadline for all 2023 Loop Ice Carnival sign-ups is December 31, 2022.

Joe Edwards shared that he believes the Loop Ice Carnival should be on the Martin Luther King Weekend. Mr. Edwards mentioned that he provided the contact information for the Ice Sculptures. Chairman Derek Deaver indicated that the Loop Ice Carnival weekend was strategically moved to include more people and that it would be a one-day event because the ice sculptures rarely maintain in the weather over two days and that the LSBDB Board thought this was the best.

Website and Social Media Accounts: Chairman Derek Deaver stated that there were no updates.

Expanded Outdoor Guidelines: Ryan Griffore shared the details of the Expanded Outdoor Dining Guidelines that were created, and that they will be sent to University City Council. Chairman Deaver spoke about the Three Kings Public House Expanded Outdoor Dining prototype that he has created, and the rough estimate of the costs involved in this project.

Digital Directories: Chairman Derek Deaver spoke about the new digital directory boards that were purchased and how they will replace the old, outdated, static directories currently in the University City Loop. Chairman Deaver shared a rough timeline on when they could be installed.

St. Louis Walk of Fame/Planet Walk: Chairman Derek Deaver asked Joe Edwards if there were any updates on who owns these entities. Joe Edwards mentioned that University City owns the sidewalks, therefore University City owns the St. Louis Walk of Fame Stars. Mr. Edwards mentioned that there should be a line-item in the budget for \$2,500 that carries over every year for repairs to the St. Louis Walk of Fame stars. Chairman Deaver informed everyone that the line-item amounts on the LSBDBudget, if they are not spent, do not carry over to the following year, and that the one-time \$2,500 amount mentioned by Mr. Edwards for the repairs of the St. Louis Walk of Fame was not in the current budget.

Old Business: There was no old business

New Business: Jessica Bueler introduced the Proposed Flower Beds agreement from the Parkview Gardens Association, and that they would like to establish and maintain two new flower beds across from the University City Library. Mike Giger shared the details on how the Parkview Gardens Association would establish and maintain the flower beds. Mr. Giger indicated that the Parkview Gardens Association would pay for this program. Chairman Derek Deaver made a motion to allow the Parkview Gardens Association to establish and maintain the two new proposed flower beds across from the University City Library. Mary Gorman seconded the motion. Without further discussion, the LSBDBoard unanimously approved the two new proposed flower bed installations and maintenance by the Parkview Gardens Association across from the University City Library.

Deputy City Manager Brooke Smith spoke about the Holiday Lights installation and that it would require a motion to pass \$2,000 expense for the bucket truck rental. Derek Deaver made a motion to pass the \$2,000 expense for bucket truck rental to install the holiday lights across the University City Loop. Mary Gorman seconded the motion. Without further discussion the LSBDBoard unanimously passed the motion.

Public Comments: Joe Edwards recommended purchasing LED lights to hang up across Delmar when the holidays lights are taken down.

Shaunta Redd asked how businesses could share ideas for new events and what other events were being planned in the future.

Steve Marshall suggested putting a two-hour maximum sticker on the parking meters and asked if festive winter themed decorations could be put on the empty storefront windows.

Announcements: Jessica Bueler announced that the next LSBD board meeting will be held at Three Kings Public House on Tuesday, December 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 LSBD board meeting concluded at 11:18 a.m.