

MINUTES
U City Loop Special Business District Board Meeting
Three Kings Public House – 6307 Delmar Blvd,
University City, MO 63130
Tuesday, December 13, 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 Lieberman

Others in Attendance: Mayor Terry Crow, Interim Assistant City Manager Rajaye Smith, Captain Dana Morley, Jessica Bueler, Joe Edwards, Erica Givans, Hany Abounader, Peggy Holly, Andrew O'Brien, Steve Marshall, Mike Giger, Shaunta Redd, Audrey Jones, and Tamera Ingram.

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

Public Comments: Joe Edwards highlighted a new book about Chuck Berry that mentions the St. Louis Walk of Fame. Mr. Edwards shared that the Moonrise Hotel was going to hold their Snow Ball on Friday, January 20, 2023.

Hany Abounader informed the board that he redevelops historic buildings and is putting a plan together for some new remodels in the area as well as some timeframes for the development.

Approval of the Minutes: A motion was made by Mary Gorman to approve the November 8, 2022 LSBDD Board meeting minutes. Dan Wald seconded the motion. Without further discussion, the LSBDD Board Meeting Minutes for November 8, 2022 were unanimously approved.

City Hall Updates: Mayor Terry Crow discussed the success of the new Costco that opened two months prior in University City. Mayor Crow also shared details of the Dierbergs development along with several other fast-food chains that will be moving into the proposed development areas. Mayor Crow indicated that the QuikTrip development along Olive and North and South is ahead of schedule. Mayor Crow mentioned that 2023 is the Centennial Year of the Parks in University City and to look for the upcoming publicity. Mayor Crow informed the board of the FEMA Regulations and when the disaster money can be released for the City to qualify for Federal reimbursement. Mayor Crow made mention of City Council determining how much tax to charge on the retail marijuana sales that will go on the ballot in April.

Security Update: Captain Dana Morley requested business owners to remind employees in the Loop to always secure their vehicles.

Shaunta Redd inquired why a building inspector asked that she remove the steel security door at the rear of their property. Captain Morley instructed Mrs. Redd to speak to her local councilman about University City ordinances and that they can bring those concerns up to City Council. Mayor Crow asked Mrs. Redd to send her an email regarding this issue.

University City Plan Commission: Peggy Holly shared that the commission is in the works of updating a new comprehensive plan and that University City has conducted a visioning process focused on how University City will look in 2040. Mrs. Holly mentioned the six main pillars of focus being; Sustainability, Creating Community Fabric and Equity, Creating an environment where Youth Thrives, Strengthening Strategic Partnerships, Encouraging Neighborhood Nodes, and Guiding the Olive Boulevard Re-development. Mrs. Holly discussed the external advisors that have been brought on to engage more people in the process. Mrs. Holly recommended that the Loop Special Business District be a part of their projects advisory committee. Mary Gorman volunteered to represent the LSBD.

Treasurers Report: Dan Wald shared the financial details for November and that the LSBD started with \$59,314 and ended with \$48,989.

Metro Lighting: Tamera Ingram outlined the details of the festive stringed lights across Delmar Boulevard. Mrs. Ingram indicated that the proposed lights have a multitude of color variations and come with a lifetime warranty. Michael Alter asked about the installation process of the newly proposed Festive Lights. Mrs. Holly recommended that they would be installed the same way that the Loop Holiday Lights were installed. A motion was made by Mohammed Qadadeh to approve the purchase of 22 Strands of the Festive String Lights provided by Metro Lighting. Dan Wald seconded the motion. Without further discussion, the purchase of 22 Strands of the Festive String Lights provided by Metro Lighting were unanimously approved.

Loop Events: Jessica Bueler spoke about the upcoming 11th Annual Menorah Lighting in the Market on December 18th at 6pm. Ms. Bueler spoke about the January 21, 2023 16th Annual Loop Ice Carnival events and how Loop businesses can pick up and/or complete their sign-up packets. Ms. Bueler shared details about the Fire Performers being scheduled from 5-9pm during the Ice Carnival to encourage patrons to stay in the area longer. Shaunta Redd offered the Red Lion Customs business location for one of the two Face Painting locations. Joe Edwards offered to have one of the face painters locate inside of Blueberry Hill during the Loop Ice Carnival.

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

Digital Directories: Chairman Derek Deaver provided an update about the power to the new digital directories and the timeline for installation. Jessica Bueler asked business owners that plan on having events and specials to send an email so that they can be included on the digital boards once they are operational.

Old Business: There was no old business

New Business: There was no new business

Public Comments: Joe Edwards inquired about the timing of events for the Loop Ice Carnival. Shaunta Redd asked when Loop businesses can expect to hear back about the funding for the Façade Improvement Program.

Announcements: Jessica Bueler announced that the next LSBDD board meeting will be held at Blueberry Hill on Tuesday, January 10, 2023 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 LSBDD board meeting concluded at 11:08 a.m.