

AGENDA
U CITY LOOP SPECIAL BUSINESS DISTRICT BOARD MEETING
Componere Gallery of Art & Fashion
6509 Delmar Blvd
Tuesday, February 14, 2023, 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 LSBDB 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.*

4. Approval of Minutes from January 10, 2023
5. Election of LSBDB Board Chair, Vice Chair, Treasurer
6. University City Update
 - i. City Hall Updates – Mayor Terry Crow, Deputy City Manager Brooke Smith
 - ii. Security Update – Capt. Frederick Lemons, Capt. Dana Morley
7. Treasurer Report – Dan Wald
8. Loop Events / Marketing
 - 16th Annual Loop Ice Carnival Recap – Jessica Bueler, Ryan Griffore
 - Mannequins Project – Audrey Jones
9. Website / Social Media Accounts – Derek Deaver

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

Citizen Participation

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14. Announcements:
 - LSBD Board Meeting – Tuesday, March 14, 2023 at 10:00 a.m. at Three Kings Public House at 6307 Delmar.
15. Email business events/sales/promotions to 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
Blueberry Hill – 6504 Delmar Blvd, University City, MO 63130
Tuesday, January 10, 2023 at 10:00 a.m.

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

Absent Board Member(s): Steve Stone, Dan Wald, Cindy Lieberman

Others in Attendance: Deputy City Manager Brooke Smith, Jessica Bueler, Ryan Griffore, John Grizzeli, Joe Edwards, Steve Marshall, Kelle Boyer, Aleta Klein - Councilmember 2nd ward, Audrey Jones, Joanna Schooler, Tasha Mayes, Mike Wambolt, Angie Phong, Dae Lee, Suzanne Schoomer, David Sandel, Deb Henderson, Shaunta Redd.

Call to Order: The meeting began at 10:05 a.m. with a quorum. The recording the meeting began at 10:07 a.m.

Public Comments: Joe Edwards inquired why the East Loop CID and the Moonrise Hotel was not included in the 2023 Loop Ice Carnival. Joe Edwards shared some concerns about closing the street during the 2023 Loop Ice Carnival. A detailed list of all public comments made by Mr. Edwards has been attached to the end of the January 10, 2023 minutes, upon his request.

Mary Gorman informed Mr. Edwards that she asked him if the “East Loop CID” would be participating in the 2023 Loop Ice Carnival at a previous meeting and that Mr. Edwards replied that the East Loop CID would not be participating.

Mary Gorman asked if Mike Wombolt from the University City Public Works Department would like to discuss the installation of the new LED lights across Delmar. Mr. Wombolt shared with the LSBSD the additional costs needed for parts to complete the installation.

Tasha Mayes inquired about if there were any plans in place to fill the unoccupied business spaces. Chairman Derek Deaver shared that University City has their own plans for Economic Development and future Loop-wide events are being planned by the LSBSD to help revitalize the area.

John Grizzeli shared that he hopes that trash, graffiti, and loitering will continue to be a top priority in the Loop.

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

Notice of Election for the LSB D Officers: Jessica Bueler informed the LSB D and public attendance of the elections for the Chair, Vice Chair and Treasurer will take place at the next LSB D Board Meeting on February 14, 2023 at 10:00 a.m. at Componere Gallery located at 6509 Delmar. Ms. Bueler clarified that the election would be held for officer positions for the current LSB D Board, as is done at the second LSB D board meeting of each calendar year.

City Hall Updates: Deputy City Manager Brooke Smith shared that Mary Goodman was hired by University City as the new Communications Manager and will also be working with Economic Development department to assist with marketing strategies. Deputy City Manager Smith highlighted the “Shop Local” strategy as well as the “New Business Initiative” that Mary Goodman will oversee. Deputy City Manager Smith noted that the EDRST committee meets on Thursday, January 12 at 6:30pm and will be asking for a special meeting in February to review the Façade Improvement Applications.

Councilmember Aleta Klein shared details about the study session regarding the flooding specific to University City and the regional flooding that impacts the area.

Treasurers Report: Jessica Bueler reported on behalf of Dan Wald, LSB D Treasurer, the financial details for December. The LSB D started with \$48,989 on December 1, 2022 and ended with \$15,946.07 on December 31, 2022. The majority of funds being allocated towards the Loop Ice Carnival.

Loop Events: Jessica Bueler reviewed event details regarding the 16th Annual Loop Ice Carnival and provided details of media line up for to promote the event. Ms. Bueler asked business owners in attendance if they would like to be the final location of the temporary tattoo Scavenger hunt for people to claim their prizes and Tasha Mayes of Rich Rags volunteered. Ms. Bueler shared logistical details that were implemented to enrich the experience throughout the University City Loop during the Loop Ice Carnival.

Mannequins Project: Audrey Jones outlined the 14th Annual Mannequins Project with the theme of “Recycle Now” that it will kick off Saturday, April 22, 2023 at 5pm in front of Blueberry Hill. The installation date will be on May 20, 2023 with the finale being held on June 11, 2023 at 5pm with the location to be determined. Ms. Jones reported that there was an application fee of \$275 along with the prizes of three \$2,500 scholarships, a first-place prize of \$1,500, second place \$1,000, and audience favorite prize of \$500.

Website and Social Media Accounts: Chairman Derek Deaver stated that the website and social media accounts would be discussed in closed session immediately preceding the board meeting.

Joe Edwards asked to speak and shared that he believed a one-page document was shared by the East Loop CID and that the Loop Special Business District

could own and be in control of the website if the LSBSD signed this one-page document. Mr. Edwards spoke about a third-party intermediary that the document outlined who could manage the social media accounts between the East Loop CID and the LSBSD.

Chairman Derek Deaver reported that what Mr. Edwards was sharing was the one-page agreement sent to the LSBSD from the East Loop CID but was omitted that it did not include the Delmar Loop social media accounts and that those assets were taken by the East Loop CID without consent from the rightful owners, the LSBSD.

Chairman Deaver stated he reached out on multiple times in an attempt to create a collaboration with Dave Mastin of the East Loop CID and that nothing came of those interactions. He stated that because of that lack of commitment to a resolution of the social media accounts and website by the East Loop CID, the LSBSD would not be collaborating until those assets are returned.

Joe Edwards reported that the previous LSBSD board members knew of transfer of the social media and website accounts to the EAST Loop CID and that nothing was stolen. Mary Gorman, Michael Alter, and Derek Deaver all stated that the previous LSBSD board members did not know anything about any transfer of ownership regarding the social media or website accounts until the transfer was complete.

Michael Alter shared that when he was the LSBSD Board Chairman that he tried for over a year to seek a resolution with the East Loop CID and now the current Chairman Derek Deaver has done the same.

Metro Lighting & Digital Directories: Chairman Derek Deaver provided an update that the installation of the four new Digital Directories and their locations in front of the Tivoli Parking Lot, Vintage Vinyl, Market in the Loop, and Salt + Smoke. They would all be functioning in time for the Loop Ice Carnival on Saturday, January 21, 2023.

Old Business: Mary Gorman spoke about the Century Home / Business details and how you can qualify a bronze plaque that measures 11" x 8.5". If you are interested in learning more about the Century Home Program, please contact Liz Beall at the Historical Society of University City at ucityhistory@hotmail.com.

New Business: Chairman Derek Deaver discussed funding the repairs of the damaged St. Louis Walk of Fame Stars. Chairman Deaver made a motion to set aside \$10,000 for St. Louis Walk of Fame Stars repair upon approval of a EDRST Request for reimbursement in fiscal year 2024. Michael Alter seconded the motion. Without further discussion the motion to set aside \$10,000 for St. Louis Walk of Fame Stars repair upon approval of a EDRST Request for reimbursement passed unanimously.

Chairman Derek Deaver made a motion to put a \$5,000 cap on Metro Lights installation. Michael Alter seconded the motion. Without further discussion, the

motion to put a \$5,000 cap on the Metro lighting installation passed unanimously.

Public Comments: John Grizzeli mentioned a couple of areas that he would like to see addressed by the City with regards to the infrastructure. Joe Edwards recommended to the LSBSD that they look at acquiring the trash cans installed in the East Loop CID. Joe Edwards offered to care of ordering the holiday lights. Chairman Derek Deaver asked that Mr. Edwards pass over any information and that the LSBSD board will take care of these requests for future years.

Mr. Edwards asked for an update on why the LSBSD is closing Delmar during the Ice Carnival. Chairman Deaver indicated that for major events, the LSBSD will close Delmar to promote a festive, family-friendly, and safe atmosphere. Chairman Deaver clarified that the Loop Ice Carnival didn't need to be on the Martin Luther King holiday weekend because the Loop is already busy on MLK weekend and it would make more sense to include the Washington University students that arrive home the following week.

Joe Edwards inquired about being re-instated to the LSBSD Board and ask if there were any objections. Chairman Deaver expressed that if Joe could resolve the social media accounts issue and get them along with the website back in control of the LSBSD that they would take up this discussion.

Tasha Mayes asked if the LSBSD could focus some events on the retail stores in the Loop. Shawnta Redd agreed that retail focused event would be beneficial and wanted to know if parking was still free in the Loop. Chairman Deaver stated that parking was no longer free as of December 31, 2022. Ms. Redd also shared her interest in helping organize an event for the retail shop owners.

Announcements: Jessica Bueler announced that the next LSBSD board meeting will be held at Componere Gallery on Tuesday, February 14, 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.

Chairman Derek Deaver made a motion to go into closed session. The LSBSD board meeting concluded at 11:16 a.m.

Public Comments by Joe Edwards
Blueberry Hill
Tuesday, January 10, 2023 at 10:00 a.m.

Joe Edwards, owner of Blueberry Hill, welcomed everyone as host of this month's meeting location.

Joe pointed out that the next LSBD meeting is listed as the first (and not second) Tuesday of February at Componere Gallery. Jessica Bueler stated she would correct the date.

Regarding this year's Loop Ice Carnival, Joe asked:

- 1) Why did no one reach out to the East Loop small businesses before unilaterally changing the date from two days on MLK extended weekend to only one day - a week later? Students move back in on MLK weekend and would not have started classes/studying yet. Plus, most of the visitors are families that can return week after week after being exposed to our great shops and restaurants.
- 2) Please consider not closing Delmar on Saturday. If we had two parallel side streets for easy traffic flow like other areas and cities have, that would be great. I wish we did, but we don't. Visitors are confused and frustrated when they have to stop and turn around (and block other drivers finding out the same thing). Plus, how many parking spaces are lost during the event? It has worked well all of these years without the unnecessary blocking Delmar off.
- 3) Where are the multiple photo-opportunity cut-outs. In years past, I've tried to have them installed in early December for added free promotional value that include friends and families sharing their photos on social media. It builds excitement weeks ahead of time. I hand delivered the artist's contact information to Jessica and Ryan at the December LDBD meeting at their request. I asked them what the status was? I took care of this every year in the past.
- 4) Why are there no Ice Slides this year? It's one of the most popular attractions with long lines year after year. Jessica replied they would cost too much to create this year. I asked if they'd considered hiring a local carpenter to build the framework? Then, the only additional cost would be placing slabs of ice on the slides. We could store the frames and reuse them year after year.

5) When I created the Loop Ice Carnival in 2006 and built it up through the years to become our biggest annual event, it was my goal to encourage families, students, and tourists within a 150 mile radius to walk up one side of Delmar and down the other side and go in and out of all of our great unique boutiques, galleries and restaurants. That's why I started events like the dollar coins in ice cubes, temporary tattoo scavenger hunt, putt-putt pub crawl, ice sculptures and live carving demonstrations, jugglers and stilt walkers, penguin ambassadors with a supply of well-designed informational graphic fliers, whimsical photo cut outs, information tent and more. I'm glad you've kept most of them. Next year, let's bring it back to two days on the extended MLK weekend for double the exposure and double the business.