

AGENDA
U CITY LOOP SPECIAL BUSINESS DISTRICT BOARD MEETING
Three Kings Public House
6307 Delmar Blvd
Tuesday, March 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 February 14, 2023
5. University City Update
 - i. City Hall Updates – Mayor Terry Crow, Deputy City Manager Brooke Smith
 - ii. Security Update – Capt. Frederick Lemons, Capt. Dana Morley
6. Treasurer Report – Dan Wald
7. Loop Events / Marketing
 - Mannequins Project – Audrey Jones
 - 420 Event – Derek Deaver
 - Juneteenth Event – Jessica Bueler
8. Website / Social Media Accounts – Derek Deaver

9. Expanded Outdoor Dining – Derek Deaver
10. Old Business
11. New Business
12. Public Comments – (Limited to 2 minutes)

Citizen Participation

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13. Announcements:
 - LSBD Board Meeting – Tuesday, April 11, 2023 at 10:00 a.m. at Three Kings Public House at 6307 Delmar.
14. 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
Componere Gallery – 6509 Delmar Blvd, University City, MO 63130
Tuesday, February 14, 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, Chief Larry Hampton, Lieutenant Shawn Whitley, Kevin Korinek, Jessica Bueler, Ryan Griffore, John Grizzeli, Joe Edwards, Steve Marshall, Mike Giger, Kelle Boyer, Audrey Jones, Joanna Schooler, Tasha Mayes, Suzanne Schoomer, David Sandel, Deb Henderson.

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

Public Comments: Joe Edwards stated Pittsburgh, PA is looking to install their own Walk of Fame. Mr. Edwards spoke about other areas in the city that are growing regarding entertainment competition. Mr. Edwards stated that there was no reason to call one side of Delmar Blvd. the St. Louis Loop and the other side the University City Loop, and that it should be referred to as the Delmar Loop.

Mary Gorman asked Mr. Edwards how we can attract new businesses and entertainment to the area. Mr. Edwards indicated that those areas put forth a lot of money to attract new businesses and the LSBSD should do the same.

Approval of the Minutes: A motion was made by Derek Deaver to approve the January 10, 2023 LSBSD Board meeting minutes. Michael Alter seconded the motion. Without any further discussion, the LSBSD Board Meeting Minutes for January 10, 2023 were unanimously approved.

Election of LSBSD Chair, Vice Chair, Treasurer: Derek Deaver stated he would like to run for the of LSBSD Chair. Mohammed Qadadeh stated he would like to run for the position as LSBSD Vice Chair. Dan Wald, who was unable to attend the meeting, stated via email that he would like to run for the treasurer position. Without any other board members running for the three positions, Bueler confirmed the 2023 LSBSD Board positions and thanked the new officers for volunteering their time and to be of service.

University City Updates:

- i. **City Hall Updates** – Deputy City Manager Brooke Smith stated there were no updates at this time.
- ii. **Security Updates** – Police Chief Larry Hampton spoke about the Strategic plan and collaboration with Washington University along with the upcoming

events in the area. Chief Hampton stated that steering-wheel locks are available to University City residents and shared tips on how the public can protect their vehicles.

Deb Henderson asked Chief Hampton for those attending the Farmers Markets on the weekend, if there was a local storm shelter that the patrons could utilize in the event of bad weather. Chief Hampton shared that the Emergency Operations Center is traditionally at the University City Community Center, however due to recent flooding, the EOC was now setup at Pershing Elementary School. Chief Hampton recommended visiting the St. Louis County website for more details on larger storm shelters and how to prepare in case of a tornado.

Michael Alter shared his concerns regarding parking lot three and four and whether there could be a larger police presence. Chief Hampton recommended to all in attendance, the most effective thing they could do is committing to full prosecution when suspects are apprehended. Chief Hampton said is a Loop Safety Initiative being worked on alongside Washington University to work together as foot traffic increases in the area as the temperatures increase during spring and summer.

Lieutenant Shawn Whitley spoke about the investigative side of how the University City Police are securing the area as well as the network of information sharing with neighboring communities.

- iii. **Washington University School Update** – Joanna Schooler spoke briefly about Washington Universities collaboration with the University City Police in respects to safety during events in the area. Ms. Schooler indicated that Washington University purchased properties from Joe Edwards and that the only changes being made at this time is the name of the owners. Ms. Schooler indicated as vacancies in the Loop open in the Loop, the University will address their needs at that time and will continue to make property tax payments on all their commercially owned properties.

Suzanne Schoomer asked Ms. Schooler which specific properties were purchased by Washington University from Joe. Edwards. Ms. Schooler indicated she did not know the exact number of buildings purchased and that it was a grouping of a number of buildings. Ms. Schooler indicated she thought that Washington University purchased two properties in University City. Ms. Schoomer asked if Mr. Edwards could help clarify which properties were sold. Mr. Edwards stated that the building that hosts Enigma Tattoo and Commerce Bank was sold, along with the Twin Buildings next to the Tiovli Building were also sold to Washington University. Mr. Edwards mentioned that there were two more properties being purchased that had not closed yet and that the remainder of the properties were in the East Loop. Mary Gorman inquired as to which properties in the East Loop were sold. Mr. Edwards stated the Pinup Bowl property was also sold to Washington University.

- iv. **University City Public Library** – Kevin Korinek updated the LSBSD Board of recent setbacks on the scheduled opening of the library due to a watermain break in the basement and that they hope to open in later this summer.

Loop Events / Marketing: Jessica Bueler shared the reviews and marketing during the 16th Annual University City Loop Ice Carnival recap with feedback received by the local businesses. Ms. Bueler shared that 12+ businesses showed sales increases from 20-70% during the event. Ms. Bueler read a letter received from a business owner with regards to hosting the University City Loop Ice Carnival event the weekend after Martin Luther King weekend indicating that the two back-to-back weekends was a real bonus to the success of retail sales in January. Ms. Bueler mentioned other Ice Carnival recommendations including more game/activities, inclusion of more music and the St. Louis Blues, as well as the need for portable restrooms.

Suzanne Shoomer asked if there was any way of including the East Loop in the next University City Loop Ice Carnival. Chairman Derek Deaver stated that once the Social Media/Website issue is resolved with the East Loop CID there could be a full partnership for the University City Loop Ice Carnival.

Chairman Deaver shared that the LSBSD would like to request more EDRST money to make the 2024 University City Loop Ice Carnival even bigger and that securing the date now was important. Chairman Deaver also shared that his Three Kings Public House location in their 12 years in the Loop had its second-best day ever during the Ice Carnival event.

Kelle Boyer asked if there was a way to prolong the Temporary Tattoo Scavenger hunt. Jessica Bueler suggested we hire event staff in the future to accommodate the employee shortages that local businesses are currently facing to ensure each station is properly attended.

Mannequins Project: Audrey Jones informed the board that the Mannequins project is still looking for artists, sponsors, and participants. Ms. Jones shared the kick-off date of April 22, 2023.

Upcoming Events: Chairman Derek Deaver spoke about the details of the upcoming Loop 420 Fest event on April 22, 2023 featuring Jake's Leg that will be sponsored by Sunshine Daydream and the Emporium Smoke Shop. Chairman Deaver mentioned that he hopes to see patrons and businesses in the Loop embrace the new marijuana laws that were recently passed on state and local levels.

Website and Social Media Accounts: Chairman Derek Deaver stated that all of the LSBSD Board members would like to see a resolution of the website and social media issue with the East Loop CID and that the Loop would be stronger if both sides could work together.

Vice Chair Mohammed Qadadeh indicated that after the February 10, 2023 LSBDB Board meeting that he reached out to Joe Edwards as he serves as an unofficial liaison by attending all LSBDB Board meetings and is on the East Loop CID Board. Vice Chair Qadadeh stated that Mr. Edwards recommended he speak with the East Loop CID President Dave Mastin.

Vice Chair Qadadeh informed the public that the East Loop CID has captured the LSBDB's Delmar Loop website and social media accounts which has a larger following and has not allowed the LSBDB access to these accounts. Because of these actions by the East Loop CID, the LSBDB has been forced to create a new University City Loop website and social media accounts with a smaller following to assist with marketing.

Vice Chair Qadadeh stated that the Delmar Loop website and social media accounts were paid for and created by the LSBDB and they should be owned by the LSBDB. Vice Chair Qadadeh suggested to the East Loop CID that they share the Delmar Loop social media accounts and agree on shared terms with the LSBDB and return the website, which was refused by the East Loop CID. Vice Chair Qadadeh said that the East Loop CID board did not want to work with the LSBDB's marketing team and the East Loop CID suggested hiring a third-party marketing team. Vice Chair Qadadeh said that that the East Loop CID will only move forward if a third-party marketing team is hired.

Mary Gorman asked Joe Edwards why the East Loop CID rejected to work with the LSBDB's Marketing team. Mr. Edwards stated that he had not heard of this issue and was not sure why.

Suzanne Schoomer stated that she has not been invited to any East Loop CID board meetings.

Joanna Schooler said that the East Loop CID has regularly scheduled board meetings and that the next meeting was in March and notifications would be provided to the public via mailed postcard.

Vice Chair Mohammed Qadadeh asked Joanna Schooler if served on the East Loop CID board if she could pass along the LSBDB's concerns regarding the Delmar Loop website and social media accounts. Ms. Schooler offered the formal position to Vice Chair Qadadeh, that the East Loop CID's attorneys have been in conversation with the LSBDB and that is where the discussion should remain.

Chairman Derek Deaver stated that the attorneys are not in conversation, and that the LSBDB had released their attorney three months prior and that it is now up to the East Loop CID board to make the right and fair decision to give back the LSBDB's property or at least give the LSBDB access to it.

Chairman Deaver said there will not be a collaboration between the East Loop CID and the LSBDB until this issue is resolved.

Mary Gorman asked Ms. Schooler if the East Loop CID meetings are open to the public. Ms. Schooler confirmed that the East Loop CID board meetings are open to the public.

Suzanne Schoomer asked how many representatives from Washington University are on the East Loop CID Board. Ms. Schooler stated there were two Washington University representatives on the East Loop CID Board.

Vice Chair Qadadeh requested that Ms. Schooler present this information to the East Loop CID Board to remove the lawyers from the website and social media conversation so that both sides can save the money and resolve the issue. Ms. Schooler indicated that all discussion regarding the website and social media accounts should remain between the attorneys.

Michael Alter stated to Ms. Schooler, that now that Washington University has become a larger property owner in University City, and because they are also invested in the East Loop CID that a commitment to a resolution should be made to resolve this issue without the need of attorneys. Mr. Alter asked that Washington University take a leadership position to help resolve the website and social media accounts issue as this affects the success of both districts they represent. Ms. Schooler communicated that all discussions should remain between the two board chairs and the attorneys.

Mrs. Schoomer asked Ms. Schooler if the East Loop CID would invite members of the LSBDB Board to the next East Loop CID board meeting. Ms. Schooler replied that all East Loop CID meetings are open to the public and that she will personally make sure each LSBDB Board member knows the details for the next East Loop CID Board meeting.

Joe Edwards requested that the LSBDB try a three-month commitment to using a third-party marketing team with the East Loop CID. Chairman Deaver informed Mr. Edwards that this solution will not work for social media. Mary Gorman suggested that the LSBDB board members attending the East Loop CID board meeting would be more productive. Michael Alter requested that the East Loop CID try a three-month commitment of providing the LSBDB access to the website and social media accounts and to see how that arrangement works after a three-month period.

Tasha Mayes asked if the LSBDB was planning an event for 314 Day. Jessica Bueler indicated that the LSBDB would focus on this next year as the next scheduled event was the Loop 420 Fest.

Metro Lighting & Digital Directories: Chairman Derek Deaver provided an update about the installation of the four new Digital Directories and their locations along with the new LED lights that are strung across Delmar Blvd. One directory needs replacement screws, but should be fully operational within a week.

Old Business: There was no old business to discuss.

New Business: There was no new business to discuss.

Public Comments: There were no public comments.

Announcements: Jessica Bueler announced that the next LSBD board meeting will be held at Three Kings Public House on Tuesday, March 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.

The LSBD board meeting concluded at 11:25 a.m.