

**AGENDA**  
**U CITY LOOP SPECIAL BUSINESS DISTRICT BOARD MEETING**  
**Three Kings Public House**  
**6307 Delmar Blvd**  
**Tuesday, April 11, 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](mailto: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.*

4. Approval of Minutes from March 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. Washington University Update – JoAnna Schooler
7. East Loop CID Introduction – Samantha Smugala
8. Sidewalk Replacement – Deputy City Manager Brooke Smith
9. Treasurer Report – Dan Wald
10. Loop Events / Marketing
  - Mannequins Project – Audrey Jones
  - June ‘23 – Juneteenth
  - September ‘23 – International Festival

- October '23 – Howl-o-ween Pet Parade
- November/December '23 – Small Business Saturday/Holiday Promotions
- January '24 – Loop Ice Carnival
- March '24 – Loop Restaurant Week
- April '24 – Loop 420 Fest
- May '24 – Loop in Motion
- June '24 – Juneteenth

11. Website / Social Media Accounts – Derek Deaver

12. Expanded Outdoor Dining – Derek Deaver

13. Old Business

14. New Business

**Public Comments – (Limited to 2 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](mailto: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 LSBD 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.*

15. Announcements:

- LSBD Board Meeting – Tuesday, May 9, 2023 at 10:00 a.m. at Three Kings Public House at 6307 Delmar.

16. Email business events/sales/promotions to [jessica@exploreucity.com](mailto:jessica@exploreucity.com) to be included on the website, social media postings and weekly email blast.

17. 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.

18. Adjournment

MINUTES  
U City Loop Special Business District Board Meeting  
Three Kings Public House – 6307 Delmar Blvd,  
University City, MO 63130  
Tuesday, March 14, 2023 at 10:00 a.m.

---

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

**Absent Board Member(s):** Steve Stone, Cindy Lieberman, and Mohammed Qadadeh.

**Others in Attendance:** Mayor Terry Crow, Interim Assistant City Manager Rajaye Smith, Captain Dana Morley, Sergeant Larry Becton, Kevin Korinek, Jessica Bueler, Ryan Griffore, Joe Edwards, Jessie Faulkner, Steve Marshall, Mike Giger, Kelle Boyer, Audrey Jones, Joanna Schooler, Shaunta Redd, Suzanne Schoomer, David Sandel, Deb Henderson and William Tucker.

**Call to Order:** The meeting began at 10:05am with a quorum.

**Public Comments:** Joe Edwards spoke about a conference by the Rock and Roll Hall of Fame called “From School Days to Blueberry Hill, Chuck Berry in St. Louis” that was hosted by the Music Library Association and the Theatre Library Association. Mr. Edwards stated that Paulette Carr and Tim Cusick were going to follow-up on installing a camera on the side of Salt + Smoke to focus on the sidewalk where it would ask people to do “The Duck Walk.” Mr. Edwards recommended installation of the Chuck Berry Sculptures Walk of Fame Star to be installed near the statue itself.

**Approval of the Minutes:** A motion was made by Mary Gorman to approve the February 14, 2023 LSBDB Board meeting minutes. Derek Deaver seconded the motion. Without further discussion, the LSBDB Board Meeting Minutes for February 14, 2023 were unanimously approved.

**University City Updates:**

- i. **City Hall Updates** – Mayor Terry Crow informed the board that Dennis Fuller was appointed to fill the vacant Second Ward Councilmember seat previously held by Tim Cusick and that he will serve until the next election. Mayor Crow shared details for the upcoming State of the City Address that is put on by the University City Historical Society where himself and City Manager Gregory Rose will give their remarks. Mayor Crow gave a brief update on the developments of Quick Trip, Dierbergs, and Chic-filet happening along Olive Blvd along with several other new businesses that will be opening in the area. Mayor Crow announced the new apartments opening around Delmar and 170 and that Metro Link gave an update that new turnstiles and security are being installed at the majority of their stops. A brief presentation is available if requested. Mayor Crow shared the details for the

100 Years of Parks with the kickoff at Ruth Park Woods on April 15, 2023.

- ii. **Security Updates** – Captain Dana Morley asked that the LSBDB board continue to spread the word about the free steering wheel locks available to anyone living in University City.

Mary Gorman shared praise of Officer Nadari's Active Shooter Training and offered some one-page fliers to those in attendance based on that training.

- iii. **Washington University School Update** – JoAnna Schooler spoke about working with the University City Police on patrols around the Loop and the rest of the community. Ms. Schooler shared a brief overview of the upcoming Commencement at Washington University as well as the Westgate Project.

Mary Gorman asked for clarification about the Westgate Project and what it would entail. Ms. Schooler indicated that University City was doing ADA compliance upgrades along with the lighting design and upgrades. Ms. Gorman asked if Washington University would look into cameras pointing east and west down McGinnis Alley to help with security and Ms. Schooler said she would look into this request.

Jessie Faulkner inquired about the purchased Loop properties and if Washington University would continue to operate them commercially. Ms. Schooler stated yes, and that Washington University is committed to keeping the Loop vibrant and a place for people to be.

Dan Wald asked Ms. Schooler if there was any follow-up on the properties in the Loop acquired by Washington University and if there are any limitations of usage on those properties. Ms. Schooler shared that Washington University's goal was to maintain the properties and not to disrupt businesses that are currently in the properties, and that vacant properties will be addressed as they arise. Mr. Wald asked Ms. Schooler to clear up the confusion on which properties were purchased by Washington University based on the February LSBDB Board Meeting, which Mary Gorman agreed. Ms. Schooler stated that the Commerce Bank building and the Ben & Jerry's building were purchased. Mr. Wald asked if the Vintage Vinyl building was purchased. Joe Edwards stated that the Vintage Vinyl building purchase by Washington University had just been finalized.

**Treasurers Report:** Dan Wald shared that the LSBDB started February 1, 2023 with \$416.00 and the ending balance on February 28, 2023 was \$45,749.

## Loop Events / Marketing:

- **Mannequins Project:** Audrey Jones updated the LSBDB board on the awards that would be distributed for the Mannequins Project with the first place receiving \$2,500, second place receiving \$2,000, and the Audience Favorite will receive \$1,500. Ms. Jones also indicated that there will now be five winners in the business category where they can win \$300 for first place, \$250 for second, \$200 for third, \$150 for fourth, and \$100 for fifth. Ms. Jones also shared details of a social media scavenger hunt for people in the community that is 18 and older along with other marketing opportunities for businesses that are participating.
- **Loop 420 Fest Event:** Jessie Faulkner, general manager of Sunshine Daydream, shared details of the Loop 420 Fest event highlighting the activities and events that will be featured on April 22, 2023 including Live music, glass blowing demonstrations, street vendors, and fire performers. Deb Henderson asked if there were any activities planned in the west end of the University City Loop. Chairman Derek Deaver stated that there would not be any activities past Vintage Vinyl as they are hosting their annual National Record Store Day on that same Saturday. Jessica Bueler shared details on how local Loop businesses could get involved by offering suggested promotions and that we would be emailing all the businesses to encourage their sign-up for the event.
- **Juneteenth Event:** Jessica Bueler shared the date Saturday, June 17, 2023 along with some brief details about the upcoming third Annual Juneteenth event. More details will be circulated in April and May about how businesses can get involved.

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

**Expanded Outdoor Dining:** Chairman Derek Deaver spoke about the Expanded Outdoor Dining policy that the LSBDB submitted to University City along with the process and costs Three Kings Pub incurred for building the first prototype. Upon approval from the University City, Chairman Deaver hopes to have other business owners agree to upgrade their expanded outdoor dining patios by June 1, 2023, or have those areas converted back to the meter parking for the City. Chairman Deaver indicated that this policy helps to ensure the City won't lose revenue due to the removal of the parking spaces while ensuring a safe, esthetic, curbside appeal for those restaurants who choose to upgrade. Chairman Deaver shared that Three Kings Public House was up 25% in the summer months with 17 additional patio tables since 2019.

Kelle Boyer inquired about fees for outdoor dining. Jessica Bueler indicated the only fee is the annual outdoor dining fee that is to be submitted directly to the City.

**Old Business:** There was no old business to discuss.

**New Business:** There was no new business to discuss.

**Public Comments:** Joe Edwards inquired about the location of the LSBDD board meetings now being at Three Kings Public House. Mr. Edwards stated that he wanted to clarify his public comments from the February LSBDD Board Meeting even though the board had already voted to approved minutes. Mr. Edwards announced the \$89 million dollar investment for the Delmar Divine and the Riverfront Development of \$1.2 billion dollars for a 91 acres project.

Deb Henderson spoke about the start of the weekly rain or shine schedule for the U City Farmers Market. Mrs. Henderson discussed how the Farmers Market expanded use of the plaza to assist during the hotter months. Chairman Deaver asked if Ms. Henderson had a list of Farmers that the LSBDD could help promote. Ms. Henderson stated that she provides content for the newsletter and would work on providing more.

Dan Wald recommended that the LSBDD put up advertising near the Costco to promote the U City Loop. Chairman Deaver agreed that could be very beneficial.

Mary Gorman asked if anyone knew when the next East Loop CID board meeting would be held. JoAnna Schooler shared the date of Thursday, April 20, 2023 at 10am.

Kevin Korinek mentioned that the re-opening of the public library would be roughly 12 weeks because of the watermain flooding. Mr. Korinek also shared details about the book bike that can be requested to show up at local businesses.

Jessie Faulkner asked who was responsible for cleanup in the Loop and if there is a plan to ensure cleanliness in the area. Ms. Faulkner also shared that she thought the Digital Directories were a great addition to the street.

Chairman Deaver shared details about how the City and LSBDD work to clean the streets and that it can take time to see specific results for certain issues like graffiti.

Shaunta Redd asked what the LSBDD is able to do to help the small businesses that have just opened to help support new business endeavors.

**Announcements:** Jessica Bueler announced that the next LSBDD board meeting will be held at Three Kings Public House on Tuesday, April 11, 2023 at 10:00 am. If you have any business events, sales, promotions, please email [jessica@exploreucity.com](mailto:jessica@exploreucity.com) to be included on the website, social media postings, and weekly email blasts.

The LSBDD board meeting concluded at 10:57 a.m.