

AGENDA
U CITY LOOP SPECIAL BUSINESS DISTRICT BOARD MEETING
American Falafel
6314 Delmar Blvd
Tuesday, July 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 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 April 11, 2023 and Special Called Meeting from May 18, 2023.
5. University City Update
 - i. City Hall Updates – Mayor Terry Crow, Deputy City Manager Brooke Smith
 - ii. Security Update – Capt. Dana Morley
6. Washington University Update – JoAnna Schooler
7. Treasurer Report – Dan Wald
8. EDRST Request – Derek Deaver
9. Loop Events / Marketing – Jessica Bueler & Ryan Griffore
 - Mannequins Project – Audrey Jones
 - June ‘23 – Juneteenth Recap
 - 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

10. Old Business

11. New Business

Public Comments – (Limited to 2 minutes)

Citizen Participation

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12. Announcements:

- LSBD Board Meeting – Tuesday, August 8, 2023 at 10:00 a.m. at RedLion Customs at 6275 Delmar

13. 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
Three Kings Public House – 6307 Delmar Blvd,
University City, MO 63130
Tuesday, April 11, 2023, at 10:00 a.m.

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

Absent Board Member(s): Steve Stone and Cindy Lieberman.

Others in Attendance: Mayor Terry Crow, Deputy City Manager Brooke Smith, Captain Dana Morley, Sergeant Reginald Hope, Kevin Korinek, Jessica Bueler, Ryan Griffore, Joe Edwards, Jessie Faulkner, Mike Giger, Kelle Boyer, Audrey Jones, Shaunta Redd, Suzanne Schoomer, William Tucker, Jay Trudeau, John Grizzell, Allison Bozarth, Samantha Smugala, Steve Condon.

Call to Order: The meeting began at 10:03am with a quorum.

Public Comments: Joe Edwards mentioned that a new Walk of Fame star would be announced in May. Mr. Edwards shared that the Loop Trolley would resume operation on April 27, 2023. Mr. Edwards wanted to add Harry Weber's name to the previous month's minutes to let everyone know who created the Chuck Berry statue. Mr. Edwards requested an update on the invoice that he submitted to the Loop Special Business District for the holiday lights. Dan Wald stated to Mr. Edwards that a budget item for the holiday lights was not approved by the LSBSD therefore the LSBSD would not reimburse Mr. Edwards for his personal payment of the holiday lights. Chairman Derek Deaver indicated to Mr. Edwards that the LSBSD needs to go through the proper channels for funding where the LSBSD votes on and/or approves items on the budget, which is then submitted to the city, and therefore cannot provide reimbursements for purchases that are not authorized by the LSBSD.

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

University City Updates:

- i. **City Hall Updates** – Mayor Terry Crow spoke to the recent municipal election along with the 'Prop M' marijuana tax that was passed recently by a 65/35 percent margin. Mayor Crow stated that the marijuana tax will generate new revenue primarily used for public safety and a drug education campaign specifically for kids. Mayor Crow briefly discussed the new school board and the two new members that will be joining. Mayor Crow thanked those who

donated to the Parks 100 campaign and shared that the kickoff would take place Sunday, April 16, 2023, at 1pm in the Ruth Park Woods. The QuikTrip Ribbon Cutting will be taking place April 12, 2023 at 2:30pm. The first day open for business will be Thursday, April 13, 2023. Mayor Crow announced Amoco will no longer have two repair bays and that it will transition to an Amoco on the Run. The final announcement being that a new Dierbergs grocery store would be opening in University City,

Mary Gorman inquired about the True Hotel. Mayor Crow indicated that they ran into finance issues, but that the project looks to be back on track. Mayor Crow stated that University City council would expect first floor retail operations to exist on any new development project in the Loop.

- ii. **Security Updates** – Captain Dana Morley spoke about steering wheel locks available to all University City Loop residents, one per household. Captain Morley also asked for people parking in the Loop to be mindful of their parked cars and the zones safe operating zones for the Loop Trolley as it begins operation in April.
- iii. **Washington University School Update** – Steve Condon spoke about the Thurtene Carnival being held at Wash U April 14, 2023 through April 16, 2023. Mr. Condon also spoke about WILD (Walk in Lay Down) night on April 28, 2023, at Wash U along with Wash U’s Commencements that will be taking place on May 15, 2023 with the school’s celebration from May 12, 2023 – May 14, 2023.
- iv. **East Loop CID Introduction** – Samantha Smugala the new Executive Director for the East Loop CID introduced herself and shared her goal is to build and improve relationships in the community. Ms. Smugala indicated that she would be working on new initiatives for the area with the Loop Special Business District and neighboring communities to ensure that both districts are all supporting one another.
- v. **Sidewalk Replacement** – Deputy City Manager Brooke Smith discussed a grant involving the Sidewalk Improvement Plan for the University City Loop as part of the Capital Improvement Plan estimated at \$1.4 million dollars. Ms. Smith indicated that the construction timeline for the sidewalk replacement would be approximately one year and that the City Manager requested that the LSBD vote on this matter on behalf of the Loop businesses as it would have a direct impact on all their businesses.

Mohammed Qadadeh asked if this construction could be completed in 500-foot sections to minimize the impact on Loop businesses. Deputy City Manager Smith stated she could speak with the Public Works Director and that the recommendation was to construct one side of the street and then to construct the other sidewalk after side one is completed. Vice Chair Qadadeh asked for Public Works to work on a better construction plan that would have less impact on so many Loop businesses. Chairman Derek Deaver stated

that he believes the funds could be better used elsewhere. Chairman Deaver recommended that the board vote no on this item unless the city can commit to having it constructed in smaller sections.

A motion was made by Mohamed Qadadeh to decline the application process for the replacement of University City Loop sidewalks. Mary Gorman seconded the motion. With no further discussion, the motion to decline the city grant for replacement of all University City Loop sidewalks was passed unanimously.

Treasurers Report: Dan Wald shared that the LSBSD starting balance for March 1, 2023, was \$45,749.36 with a balance ending on March 31, 2023 of \$48,132.85.

Loop Events / Marketing:

- **Mannequins Project:** Audrey Jones shared the kick-off date for the 14th Annual Mannequins Project will be April 22, 2023, at 5pm in front of Blueberry Hill.
- **Loop Events & Marketing:** Jessica Bueler spoke about the proposed Loop calendar of events for fiscal year 2024 that begins on July 1, 2023. Ms. Bueler shared the following tentative schedule of events: June - Juneteenth, September - International Festival, October - Howl-o-ween Pet Parade, November & December – Small Business Saturday and Holiday Promotions, January 2024 - Loop Ice Carnival, March 2024 - Loop Restaurant Week, April 2024 - Loop 420 Fest, May 2024 - Loop in Motion, and June 2024 – Juneteenth. Ms. Bueler mentioned that an events budget request for \$275,000 was submitted to the city and is pending approval from University City Council.

Shaunta Redd asked if the LSBSD would participate in 314 Day celebrations during Restaurant Week in March of 2024. Jessica Bueler responded that she and Samantha Smugala are scheduled to meet with the organizers and discuss how the Loop could participate in 2024 and then could collaborate with local businesses to see if the Loop would like to participate.

Chairman Derek Deaver asked Ms. Bueler what the previous fiscal year's event budget was that the LSBSD received. Ms. Bueler replied that it was \$100,000.

Jessica Bueler spoke about how the larger event budget will help attract new businesses interest in the area to fill some of the vacancies in the Loop. Chairman Deaver spoke about 100+ vendors that signed up and paid \$100 dollars to participate in the Loop 420 Fest event and how these events are creating something that people want to be a part of in the Loop. Chairman Deaver also spoke about how these events will generate new

money for the LSBSD by charging outside vendors to participate along with the sales of alcoholic beverages during some of these events.

John Grizzell asked if the Loop has a specific Marketing/Brand Strategy. Jessica Bueler responded that collaboration with Samantha Smugala of the East Loop CID has just recently started, and those ideas are currently being reviewed now between the two entities that are being represented.

Website and Social Media Accounts: Chairman Derek Deaver shared that the East Loop CID gave back ownership of the visittheloop.com website to the LSBSD and that there is a proposal on the table for shared access to the Delmar Loop Social media accounts between the LSBSD and the East Loop CID.

Expanded Outdoor Dining: Chairman Derek Deaver indicated there were no recent updates.

Old Business: There was no old business to discuss.

New Business: There was no new business to discuss.

Public Comments: Joe Edwards recommended to the city that they allow for business signage over the awnings on the storefront locations of the Parking Garage.

Announcements: Jessica Bueler announced that the next LSBSD board meeting will be held at Three Kings Public House (*due to a recent fire a Three Kings Public House the next LSBSD board meeting has been moved to Red Lion Customs – 6275 Delmar Blvd.*) on Tuesday, May 9, 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 LSBSD board meeting concluded at 10:59 a.m.

MINUTES
SPECIAL CALLED MEETING AGENDA
U CITY LOOP SPECIAL BUSINESS DISTRICT BOARD MEETING
VIA VIDEOCONFERENCE
Thursday, May 18, 2023 at 9:00 a.m.

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

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

Others in Attendance: Deputy City Manager Brooke Smith, Jessica Bueler, Ryan Griffore, Marla Stoker Ballenger, and Joe Edwards.

Call to Order: The meeting began at 9:02 a.m. with a quorum.

Public Comments: Joe Edwards offered consolation to Derek Deaver on the recent events affecting Three Kings Public House.

Website and Social Media Account Agreement: Jessica Bueler confirmed that all LSBDD Board members received the Social Media Agreement proposed by the East Loop CID. Ryan Griffore summarized the Social Media Agreement as including full access to the Delmar Loop Facebook, Instagram, and Twitter social media accounts along with the visittheloop@gmail.com Google Account. Mr. Griffore also confirmed that the ownership, access and control of the visittheloop.com website has given back to the LSBDD, and that Samantha Smugala has full access to the website. Mr. Griffore stated the document does not address ownership of the social media accounts and that it is intended to build a collaborative between the two entities and that both districts will be known collectively as the Delmar Loop.

Michael Alter asked if the East Loop CID would have their own website and which website would be represented on the social media channels. Ryan Griffore stated that these concerns were addressed during a prior meeting with Samantha Smugala and that the visittheloop.com website would represent both entities as the Delmar Loop.

Michael Alter asked if the East Loop CID has asked for access to the website since ownership was transferred back to the LSBDD. Ryan Griffore said the East Loop CID has not directly asked for permission, but through collaborative discussions with Samantha Smugala, full access has been provided to her in the spirit of full cooperation and collaboration.

Michael Alter asked if the LSBDD marketing team had any concerns with this agreement. Ryan Griffore indicated there were no concerns and that having access to the Delmar Loop social accounts, along with control of the

visittheloop.com website, as gives the LSBDD a better position for marketing moving forward along with the preservation of older content from the past.

Michael Alter asked what the next steps would be after the agreement concluded on December 31, 2023. Jessica Bueler indicated that the contract would continue month to month unless one entity decided to terminate the agreement, and that by signing the agreement today, we can immediately begin collaboration with the East Loop CID. Ms. Bueler suggested that the LSBDD revisit next steps in December after both sides have had a chance to work together during this temporary timeframe.

Jessica Bueler briefly shared details of a tentative meeting setup with Samantha Smugala of the East Loop CID for the following Thursday to begin collaboration, upon the LSBDD signing of the Social Media Agreement. Michael Alter asked if any financial discussions about how future events would be funded. Jessica Bueler indicated that those discussion had not taken place, and that they could be moving forward once that Social Media Agreement was signed by the LSBDD.

Mary Gorman made a motion to approve the Website & Social Media Agreement between the University City Loop Business District and the East Loop CID. Derek Deaver seconded the motion. Without further discussion, the motion to approve the Website & Social Media Agreement between the University City Loop Business District and the East Loop CID passed unanimously.

Adjournment:

The LSBDD board meeting concluded at 9:14 a.m.