

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.