

MINUTES
U City Loop Special Business District Board Meeting
American Falafel
6314 Delmar Blvd, University City, MO 63130
Tuesday, July 11, 2023 at 10:00 a.m.

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

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

Others in Attendance: Mayor Terry Crow, Deputy City Manager Brooke Smith, Sergeant Jennifer McClain, Kevin Korinek, Jessica Bueler, Ryan Griffore, Joe Edwards, John Grizzell, Steve Condrin, Samantha Smugala, Suzanne Schoomer, Audrey Jones, Shaunta Redd, Renau Bozarth, Alison Bozarth, Allison Bruenger, Kevin Korinek, and Mike Giger.

Call to Order: The meeting began at 10:07am without a quorum. At 10:10am a quorum was established.

Public Comments: Joe Edwards made some suggestions for changes to the minutes regarding the people in attendance and the spelling of names. Mr. Edwards recommended removing the expanded outdoor dining parking barriers. Mr. Edwards inquired about repairing the St. Louis Walk of Fame stars as well as the Chuck Berry Information board. Mr. Edwards asked who the city contact was regarding lights not working on the street and shared details about three new Walk of Fame inductions which included Any Cohen.

Chairman Derek Deaver replied to Mr. Edwards that there is an EDRST request for the repair of the St. Louis Walk of Fame Stars. Michael Alter asked if the EDRST Request would include the repair of the Chuck Berry information board. Chairman Deaver said yes.

Mr. Edwards stated he would pass along the contact information for the person repairing the Chuck Berry Statue information board.

Renau Bozarth shared details about the Artisans in the Loop grand re-opening August 11, 12, 13, 2023 including a meet and greet and ribbon cutting.

Approval of the Minutes: A motion was made by Mary Gorman to approve the April 11, 2023 LSBDB Board meeting minutes. Dan Wald seconded the motion. Without further discussion, the LSBDB Board Meeting Minutes for April 11, 2023 were unanimously approved. A motion was made by Mary Gorman to approve the May 18, 2023 LSBDB Board meeting minutes. Michael Alter seconded the motion. Without further discussion, the LSBDB Board Meeting Minutes for May 18, 2023 were unanimously approved.

University City Updates:

- i. **City Hall Updates** – Mayor Terry Crow provided updates on the recent storm including power outages and debris pickups. Mayor Crow passed out flyers highlighting the 100 years of University City Parks including updates on upcoming events such as the Summer Bands Concert Series and a Veteran’s Day Memorial Service. Mayor Crow congratulated Audrey Jones on the successful completion of the Mannequins Project.

Deputy City Manager Brooke Smith provided city updates that will address the graffiti issues in the Loop. Deputy City Manager Smith informed the LSBDB Board of the schedule meeting for the presentation of the Comprehensive Plan.

- ii. **Security Updates** – Sergeant Jennifer McClain inquired about updated markings for handicap spaces in the parking lot behind Fitz’s. Deputy City Manager Brooke Smith indicated she would speak with the appropriate department to resolve the issue.

John Grizzell asked about the solutions regarding the unhoused individuals on the St. Louis side of Delmar Blvd. Samantha Smugala mentioned that the East Loop CID is reaching out to multiple agencies and departments to assist the individuals involved in this issue.

- iii. **Washington University School Update** – Steve Condrin provided updates on the pedestrian crosswalk improvements, active shooter training scheduled at Washington University, and that classes will resume August 28, 2023.

Treasurers Report: Dan Wald stated the LSBDB starting balance for the month was \$30,293 and ended with a balance of \$16,521. Mr. Wald indicated that the LSBDB board can expect some EDRST reimbursements in the upcoming weeks.

EDRST Request: Chairman Derek Deaver shared details on the \$266,000 that the LSBDB is requesting which will be presenting at the upcoming EDRST Board meeting.

Loop Events / Marketing:

- **Mannequins Project:** Audrey Jones provided updates on the 14th Annual Mannequins project where she shared the list of winners and prizes along with thanking everyone who worked with and helped support this project. Ms. Jones mentioned that the 15th Annual Mannequins Project will kick-off April 20, 2024 and will run May 18 through June 9. Ms. Jones spoke about

the \$2,500 scholarship funded by the participating merchants and was awarded to Camille Buck, a University High School student who will be attending Florida A & M.

- Jessica Bueler shared a recap of the recent Juneteenth event including the challenges of three different local districts doing their own version of an event on the same day, and that the East Loop CID held their Loop Juneteenth Event the week before. Ms. Bueler indicated that the 2024 event and planning will include the East Loop CID and Delmar Main Street to combat these recent challenges and to highlight the Delmar Loop for one big event.

Samantha Smugala briefly overviewed the separate events and shared ideas on how all three districts can capitalize on this event together.

Michael Alter recommended that when the LSBSD hosts events with street closures, that there is an abundance of signage to assist traffic. Mr. Alter would like to see more participation from the merchants on Delmar during these events with the street closures. Mr. Alter acknowledged the challenges of getting local business buy-in during these types of events. Mr. Alter would like a more strategic plan and would like to see a certain amount of participation from local merchants when considering the closing of the street.

Joe Edwards stated that he would like to see the inclusion of the Loop Trolley during the next event promoting free rides for families.

Jessica Bueler shared the scheduled calendar of events in the Delmar Loop including the International Festival, Howl-o-ween Pet Parade, Small Business Saturday and Holiday Promotions focusing on the retailers, 17th Annual Loop Ice Carnival on January 20, 2024, Loop Restaurant Week, Loop 420 Fest, Loop in Motion, and Juneteenth Event.

Samantha Smugala briefly shared the details of a black owned business campaign the East Loop CID is planning.

Old Business: Michael Alter asked the LSBSD Board if they were seeing less pedestrian traffic on Delmar and asked if anyone had ideas as to why this is happening. Mr. Alter stated that he understands that the Loop trolley has been considered a divisive issue in the past, and asked if the LSBSD should now embrace the trolley and do a better job promoting that it is free. Mary Gorman agrees with the reduction of foot traffic in the Loop and attributes part of that to the temporary closing of Three Kings Public House. Dan Wald indicated that the heat plays a major factor and that there is 30%-40% vacancy rate in the Delmar Loop. Mr. Wald suggested that building owners meet and consider the direction they want to go and what can be done to fill the vacant spaces. Michael Alter mentioned another previous issue was the lack of partnership over the last three years from

the East Loop CID and now that collaboration has restarted, he sees that as a positive. Samantha Smugala discussed details of potentially advertising in the Loop Trolley. Jessica Bueler shared that she will be working with Ms. Smugala on creating an event that will bring brokers to the area to show them the empty spaces. Mohammed Qadadeh would like to see the LSBSD hire their own company to pick up trash that is focused on daily cleanup in the Loop. Chairman Derek Deaver stated that many businesses all over St. Louis are down in their second quarter. Chairman Deaver would like to see the LSBSD change the perception of safety in the Loop. Chairman Deaver shared that Three Kings Public House will be opening in the old HopCat location. Michael Alter suggested moving future the LSBSD Board Meetings to 9am.

New Business: There was no new business to discuss.

Public Comments: Joe Edwards spoke about the new trash cans that were installed on the East Loop side of Delmar. Mr. Edwards inquired about the status of the old Cicero's location.

Announcements: Jessica Bueler announced that the next LSBSD board meeting will be held at Red Lion Customs on Tuesday, August 8, 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 11:07 a.m.