

MINUTES  
SPECIAL CALLED MEETING AGENDA  
U CITY LOOP SPECIAL BUSINESS DISTRICT BOARD  
MEETING  
VIA VIDEOCONFERENCE  
Friday, September 1, 2023 at 9:00 a.m.

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

1. **Call to Order:** The meeting began at 9:02 a.m. with a quorum.
2. **Public Comments:** Joe Edwards public comment was that he had no public comment.
3. **Attracting New Businesses to the Loop:** Jessica Bueler details of a meeting on August 25 with Pete Wollaeger with the intention of planning a Mural Festival in the Loop where the LSBDD invites 5 national muralists and 5 local muralists to showcase their artistic talents on the side of the business walls which would be repainted and redone every year. Ms. Bueler shared details about a monthly art walk which could include the East Loop CID and Delmar Main Street as an attempt to connect the different business districts with the goal of attracting new creators and innovators to the area. Ms. Bueler reviewed the \$6,000 EDRST request line item that will be allocated for funding the cleaning and painting of the electrical boxes. Ms. Bueler recommended having artists come down and paint the windows of empty storefronts with the intention of creating new positive visuals with the possibility of advertising and collaborating with business owners. Ms. Bueler briefly discussed the painting of the bicycle racks and the flower planters along Delmar Blvd.

Chairman Derek Deaver outlined the timeframe for planting new trees and how that will help with the perception of the area along with street cleaning and trash bins. Dan Wald stated that he thought the Mural Festival was a great idea moving forward. Mr. Wald also conveyed that he believes new trash cans are urgently needed in the area and was unsure why this was an expense of the LSBDD and not an expense of the city. Michael Alter indicated that he believes the LSBDD should not be responsible for maintaining the cleanliness of street on Delmar Blvd. Deputy City Manager Brooke Smith stated that the city is working on hiring a company to do the cleaning and trash pickup of all business districts within University City. Mohammed Qadadeh would like to see someone hired urgently for cleaning the street and believes this will improve perception of the

area immediately. Jessica Bueler asked the LSBSD Board if they liked the direction and proposed elements for the Mural Festival and incorporation of more art in the area. All members of the LSBSD board agreed on this direction and Mohammed Qadadeh offered to donate a generous discount from his new art store MO ART Supplies to assist with these art events.

**4. Digital Marketing Strategy:** Ryan Griffore shared with the LSBSD board that the VisitTheLoop.com website in collaboration with the East Loop CID is now live. Mr. Griffore indicated that the LSBSD is still in control of the UniversityCityLoop.com website and social channels until a permanent agreement is ratified with the East Loop CID, unless the LSBSD board suggests otherwise. Michael Alter inquired if there has been any resistance or issues from the East Loop CID regarding the LSBSD maintaining the University City Loop website and social media accounts. Mr. Griffore responded that no communication has come from the East Loop CID, and that all primary co-branded collaboration is done explicitly on the new visittheloop.com website and Delmar Loop social media channels which will represent the area. Mr. Alter is in favor of maintaining both branded websites and social media platforms until a permanent agreement is made. Chairman Deaver asked how many posts were being made each day. Mr. Griffore stated that the tentative contract currently allows for the LSBSD and the East Loop CID to each make one post a day for their respective districts. Mr. Griffore indicated the University City Loop channels post anywhere from three to five posts a day depending on content availability. Chairman Deaver asked if the East Loop CID businesses were being promoted on the new Delmar Loop website visittheloop.com. Mr. Griffore indicated that yes, the entire area was being represented both LSBSD and the East Loop CID. Chairman Deaver asked how many unique visits the visittheloop.com website gets in a month. Mr. Griffore shared the current unique visits to the website were approximately 3,600 a month and that all the Delmar Loop Social media accounts point to the visittheloop.com website.

**5. Calendar of Events:** Jessica Bueler outlined the EDRST Request that is being submitted and the proposed calendar of events for the LSBSD to discuss and vote to approve.

**October** - Howl-o-ween Pet Parade

- EDRST REQUEST \$15,000 | **STREET CLOSURE**

**November/December** - Small Business Saturday/Holiday Promotions

- EDRST REQUEST \$25,000 | **NO STREET CLOSURE**

**January 2024** - Loop Ice Carnival

- EDRST REQUEST \$70,000 | **STREET CLOSURE**

**March 2024** - Loop Restaurant Week

- EDRST REQUEST \$45,000 | **STREET CLOSURE**

**April 2024 - Loop 420 Fest**

- EDRST REQUEST \$0 - Private Sponsorship Event / Not City Funded **STREET CLOSURE**

**Spring 2024 (5/31 -6/2) - Mural Festival**

- EDRST REQUEST \$65,000 | **NO STREET CLOSURE**

**May 2024 - Loop in Motion**

- EDRST REQUEST \$35,000 **STREET CLOSURE**

**June 2024 - Juneteenth**

- EDRST REQUEST \$20,000 **NO STREET CLOSURE**

Chairman Derek Deaver shared with the LSBOD Board that University City will not be allowing EDRST Requests for future events promoting beer, cigarettes, or cannabis and therefore the Loop 420 Fest in 2024 will require private sponsorships in order to fund the event. Jessica Bueler recommended that the EDRST funds marked for the canceled international Festival and the Loop 420 Fest now be applied to the Mural Festival. Chairman Deaver asked the LSBOD Board for their input and buy-in on the street closures for the proposed events and that he believes it will improve the perception of the Loop. Michael Alter indicated he is in favor of closing the street down with better signage and local business participation during the events. Mr. Alter would like the LSBOD to concentrate on the length of time of these events as well as the musical components to ensure they are done well.

Dan Wald made a motion to move the \$65,000 in EDRST funds from the canceled International Festival and the Loop 420 Fest to the Mural Festival. Mary Gorman seconded the motion. With no further discussion, the motion to move the \$65,000 in EDRST funds from the canceled International Festival and the Loop 420 Fest to the Mural Festival was passed unanimously.

Derek Deaver made a motion to close the streets for the Howl-o-ween Pet Parade (\$15,000) in October, the Loop Ice Carnival (\$70,000) in January, Loop Restaurant Week (\$45,000) in March, Loop 420 Fest (Private Sponsors) in April, the Loop in Motion (\$35,000) in May and the events that will not have street closures will be the Small Business Saturday Holiday Promotions (\$25,000) in November and December, the Mural Festival (\$65,000) in May/June and Juneteenth (\$20,000). Mary Gorman seconded the motion. With no further discussion, the motion to close the streets for the Howl-o-ween Pet Parade (\$15,000) in October, the Loop Ice Carnival (\$70,000) in January, Loop Restaurant Week (\$45,000) in March, Loop 420 Fest (Private Sponsors) in April, the Loop in Motion (\$35,000) in May and the events that will not have street closures will be the Small Business Saturday Holiday Promotions (\$25,000) in November and December, the Mural Festival (\$65,000) in May/June and Juneteenth (\$20,000) was passed unanimously.

Joe Edwards would like the LSB D to assist in promoting the trolley by doing cross-promotions. Mr. Edwards would like to see shorter event timeframes and recommended that store owners leave some lights on inside over night for safety.

**6. Closed Session: N/A**

**7. Adjournment:**

The LSB D board meeting concluded at 10:07 a.m.