

MINUTES  
U City Loop Special Business District Board Meeting  
University City Public Library  
6701 Delmar Blvd, University City, MO 63130  
Tuesday, November 14, 2023 at 9:00 a.m.

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**Attending Board Members:** Derek Deaver, Michael Alter, Mary Gorman, Dan Wald, Renau Bozarth, Max Sassouni, and Mohammed Qadadeh.

**Absent Board Member(s):**

**Others in Attendance:** Mayor Terry Crow, Captain Dana Morley, Jessica Bueler, Ryan Griffore, Mike Giger, Suzanne Schoomer, Audrey Jones, Alison Bozarth, William Tucker, Jay Trudeau, Steve Condrin, Joanna Schooler, Joe Edwards, and Samantha Smugala.

**Call to Order:** The meeting began at 9:08am with a quorum.

**Public Comments:** Joe Edwards inquired about the status of the repair for the Walk of Fame stars along with the repair of the Chuck Berry information board. Mr. Edwards asked when the holiday lights would be installed in the U City side of the Loop. Mr. Edwards mentioned his concern that the trolley was unable to run because of closing the street for events.

Dan Wald shared a letter from Deb Henderson of the Farmers Market who stated how amazing the Pet Parade event was, and that she was happy to see how many people show up in the colder weather and that it had a great turnout.

**Approval of the Minutes:** A motion was made by Mary Gorman to approve the September 15, 2023 LSBSD Special Called Board meeting minutes. Dan Wald seconded the motion. Without further discussion, the September 15, 2023 LSBSD Special Called Board meeting minutes were unanimously approved.

**University City Updates:** – Mayor Terry Crow spoke about the Veterans Day Ceremony that aired on channel 5 as well as the culmination of the 100 years of parks. Mayor Crow shared an update on the first round of the Comprehensive Plan and indicated round two would be in December. Mayor Crow mentioned that all the businesses at 170 & Olive are ahead in their financial projections.

ii. **Security Updates** – Captain Dana Morley suggested that business owners remind staff to not leave valuables in the car this holiday season.

**Washington University School Update** – Joanna Schooler spoke about the live near your work program, a homeowner program offering forgivable loans to employees for \$12,500 around their campuses. Ms. Schooler indicated they are adding additional security guards around Delmar/Skinker intersection starting on the Monday after Thanksgiving. Ms. Schooler stated that the December 8 is the last day of classes and that exams will be from the 11<sup>th</sup>-20<sup>th</sup> with students returning on January 16, 2024. Ms. Schooler informed the LSBDD that the Bear Bucks program was temporarily unavailable due to a software change.

**Treasurers Report:** Dan Wald stated the LSBDD starting balance for the month was \$30,109 and ended with a balance of \$16,142.

**EDRST Request:** Derek Deaver indicated that the LSBDD is waiting on a time to be scheduled with the EDRST Board, and that \$275K has already been approved for events for 2024. Chairman Deaver shared that the total EDRST request in fiscal year 2024 is for 600K.

**Qualitative Retail Market Analysis:** Dan Wald share details on a proposal from Steadfast City that included meeting with brokers, how to market the loop, and identifying retail demand for \$30,000. Mr. Wald recommends following up with the company to see if this will help the LSBDD and asked Samantha Smugala to share details from the East Loop CID's study.

**Street Cleaning:** Chairman Derek Deaver commented on the trash pickup schedule, along with the city hiring a company for removing graffiti and feels the street overall is looking cleaner.

#### **Loop Events / Marketing:**

- Chairman Derek Deaver mentioned the upcoming Loop Ice Carnival. Jessica Bueler shared event details about Small Business Saturday, Fitz's Tree Lighting on Dec 2, Dancing Santas, Santa Pics with Pups at the Moonrise, Menorah Lighting on December 10, and the other holiday gift giving guide. Ms. Bueler outlined the Loop Ice carnival starting with the Snowball on January 19 and the Loop Ice Carnival on January 20, 2024. Ms. Bueler presented the Where Magazine collaboration with the East Loop CID ad with the LSBDD board. Ms. Bueler provided an update on a meeting in Kansas City where the Loop and qualify to become a Creative Arts District recognized by the Missouri Arts Council and that there could be funding opportunities for the Loop Mural Festival.

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

**New Business:** Mohammed Qadadeh asked about the parking meters functionality along with the pay station in the Tivoli Parking lot.

**Public Comments:** Joe Edwards asked about the digital directories having power issues. Chairman Derek Deaver stated that he was looking at getting those issues resolved and that people really like the new digital directories.

Samantha Smugala suggested having a meeting between the East Loop CID and the LSBSD with regards to printed marketing materials moving forward.

David Sandel spoke about the missing trees in the Loop and offered to make a financial contribution for new tree plantings outside of the University City Public Library.

Mohammed Qadadeh recommended that the LSBSD and East Loop CID has a joint session twice a year so that the two boards can share information directly.

**Closed Session:** The LSBSD board adjourned at 9:52 a.m. and went into closed session.

**Announcements:** Jessica Bueler announced that the next LSBSD board meeting will be held at the University City Public Library on Tuesday, December 12, 2023 at 9:00 am. If you have any business events, sales, promotions, please email [jessica@visittheloop.com](mailto:jessica@visittheloop.com) to be included on the website, social media postings, and weekly email blasts.