

MINUTES
U City Loop Special Business District Board Meeting
University City Public Library
6701 Delmar Blvd, University City, MO 63130
Tuesday, December 12, 2023 at 9:00 a.m.

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

Absent Board Member(s): None.

Others in Attendance: Mayor Terry Crow, Deputy City Manager Brooke Smith, Montez Miles, Captain Dana Morley, Mike Giger, Suzanne Schoomer, Audrey Jones, Steve Condrin, Joanna Schooler, Kevin Korinek, David Sandel, Joe Edwards, and Samantha Smugala.

Call to Order: The meeting began at 9:05 a.m. with a quorum.

Public Comments: Joe Edwards asked which LSBSD board members were responsible for the planters on Delmar as well as the holiday lights. Mr. Edwards shared details on the new Walk of Fame book and asked if future board meetings could be started later moving forward. Mr. Edwards asked for an update regarding repairs for the St. Louis Walk of Fame stars and the Chuck Berry plaza information board. Mr. Edwards recommended a change in November minutes to replace the word “personal” with “personnel.” Michael Alter offered to pay for the repairs to the Chuck Berry plaza information board and indicated that he would submit a reimbursement request at a later date. David Sandel shared details on a presentation for proposed new trees on Delmar. Mr. Sandel asked to present at the LSBSD meeting in January. Tom Schmidt submitted a written public comment that is attached to the minutes.

Approval of the Minutes: Chairman Derek Deaver agreed to update the November 14, 2023 LSBSD meeting minutes to reflect the word change of “personal” with “personnel.” Mary Gorman made a motion to approve the November 14, 2023 LSBSD board meeting minutes. Renau Bozarth seconded the motion. Without further discussion, the motion to approve the November 14, 2023 LSBSD Board meeting minutes was unanimously approved.

University City Updates:

- i. **City Hall Updates** – Mayor Terry Crow indicated that the \$275K request for events in the Delmar Loop was passed by city council. Mary Crow spoke about the Comprehensive Plan that is to be voted on in January 2024 and the recent openings which included Chase Bank and First Watch.

Deputy City Manager Brooke Smith discussed details on the Façade Improvement Program as well as the EDRST applications. Deputy City

Manager Smith updated the board that the Dr. Wash Wizard contract for graffiti removal is being finalized.

- ii. **Security Updates** – Captain Dana Morley recommended that business owners remind their employees not to leave valuables in their cars and to secure their vehicles.

Washington University Update – Joanna Schooler shared details about security in the Skinker area of Delmar and the return of students on January 16, 2024.

Treasurer Report: Dan Wald was not in attendance to provide the treasure update.

Commerce Bank Site Development: Chairman Derek Deaver indicated that he sent a letter to the board from the developer asking for the LSBDB board's support on this project and that he wanted to discuss concerns about their proposed parking plan before providing a letter of support.

Loop Events / Marketing: Chairman Derek Deaver provided an overview of the Loop Ice Carnival and thanked City Council for their support of the event through EDRST funding.

Old Business: There was no old business to discuss.

New Business: Mary Gorman inquired about advertising the vacant properties in the Loop. There was a general discussion on how to fill vacancies in the Loop through incentives and other opportunities for new businesses.

Public Comments: Joe Edwards asked if the board could appoint someone drive through the Loop once a week to check the overhead street lights to report outages.

The LSBDB board adjourned the meeting at 9:51 a.m.

Announcements: Chairman Derek Deaver announced that the next LSBDB board meeting will be held at the University City Public Library on Tuesday, January 9, 2024 at 9:00 a.m. If you have any business events, sales, promotions, please email jessica@visittheloop.com to be included on the website, social media postings, and weekly email blasts.

From: [Tom Schmidt](#)
To: [Brooke Smith](#)
Subject: Loop Events with Street Closures Comment for LSBD Meeting
Date: Tuesday, November 28, 2023 4:56:24 PM

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Dear LSBD Board,

Please do not close Delmar for through traffic for any of the events listed in 2024 outside of the Pet Parade. The closures are detrimental to our business. It makes it extremely difficult for guests to get to our front door as well as for deliveries to be fulfilled and sent to our guests dining in the comfort of their homes. As you may know, the pandemic created a major shift in how people consume food from restaurants and choking off access to our store for these events reduces our revenue by as much as 50%. Salt + Smoke was happy to explore the viability of these closures in 2023, but now that we have the data, it empirically hurts our business while often creating opportunities for vendors that do not operate in the Loop 365 days a year. Diluting revenue of long standing brick and mortar tenants to create opportunity for festival vendors is not in line with supporting our business district. The Ice Carnival has always been one of the busiest days of the year for us and last year saw the worst revenue ever recorded for that event (not to mention the weather was near perfect).

Please feel free to contact me for further comment if you want more context or perspective from our experience.

(Ms Smith, please let me know if you need this in a different format and that you have received my comment for this Thursday's meeting, if you would be so kind.)

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Thomas Schmidt
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