

AGENDA
U CITY LOOP SPECIAL BUSINESS DISTRICT BOARD MEETING
University City Library
6701 Delmar Blvd
Tuesday, October 8, 2024, 9:00 a.m.

1. Call to Order
2. Introductions
3. Public Comments – (Limited to 3 minutes)

Citizen Participation

Those who wish to provide a comment during the “Public Comment” portions of the agenda may provide written comments or request video participation invites to the Deputy City Manager/Director of Economic Development ahead of the meeting. Please specify which portion of the agenda you wish to comment.

*ALL written comments or video participation invites must be received **no later than 8:00 a.m. the day of the meeting**. Comments may be sent via email to: bsmith@ucitymo.org or mailed to the City Hall – 6801 Delmar Blvd. – Attention Brooke Smith, Deputy City Manager/Director of Economic Development. Such comments will be provided to the LSBDB prior to the meeting. Comments will be made a part of the official record and made accessible to the public online following the meeting.*

*Please note, when submitting your comments or invites, **a name must be provided**. Please also note if your comment is on an agenda or non-agenda item, and a name is not provided, the provided comment will not be recorded in the official record. An e-mail address is also required to receive a virtual invite to the meeting.*

4. Approval of Minutes
 - i. LSBDB Board Meeting on September 16, 2024
5. Contracts
6. University City Update
 - i. City Hall Updates – Mayor Terry Crow, Deputy City Manager Brooke Smith
 - ii. Security Update – Capt. Dana Morley, Lt. Shawn Whitley
7. Washington University Update – JoAnna Schooler, Steve Condryn
8. Treasurer Report – Dan Wald
9. Loop Events / Marketing
 - i. Holiday Promotions - **\$52,373.94**
 - **Holiday Light Installation Across Delmar** – Holiday lights will be installed the second weekend in November.
 - **Holiday Window Painting** – Add a festive touch to your storefront by signing up for a holiday window painting. Available for existing businesses and vacant storefronts.
 - **Holiday Gift Guide** – Submit a gift item to be shared with shoppers and media outlets (No Gift Cards). **Due Oct. 18**
 - **YELP! Gift Card Giveaway** – Feature a gift card for the Delmar Loop YELP! Giveaway. Minimum \$25. **Due Oct. 18**
 - **Cookie Crawl (Dec. 7, 11-4 pm)** – Sign up to be a stop on the Delmar Loop Cookie Crawl. You provide the cookies, we provide the customers! **Due Oct. 18**

- **Tree Lighting (Dec. 7, 4-6 pm)** – Tree Lighting Fitz’s, FREE 4-Pack of Fitz’s to first 100 attendees, Enjoy carolers and cookies!

East Loop Events (Funded by East Loop CID):

- **Tree and Wreath Sale (Dec. 7, 11-4 pm)** – 6190 Delmar (Skinker & Delmar Lot)
- **Pics with Pups (Dec. 7, 11-4 pm)** – Bring your Dog to the Moonrise Hotel for a festival photo with Santa

ii. Ice Carnival - **\$70,090.00**

- **Theme:** Northern Lights
- **Ice Sculptures** – Attendee feedback – logo sculptures are not fun to photograph and post on social media. They strongly prefer an edgy design that displays a product or unique attribute of the business.
- **Temporary Tattoos** – Do we want to continue with this activity? Staffing
- **Ice Cubes** – Do we want to continue with this activity? Staffing
- **Ice Games** – Ski Ball, Tic Tack Toe, Connect 4, Cornhole
- **Other Entertainment** – Live Ice Sculpture Demo, Blues Street Team with Louie the Blues Mascot, Stilt Walkers, Drone Show, and More!

iii. Loop Mural Festival - **\$130,176.95**

- **Theme:** Dreamscapes
- **Looking for New Surfaces to Paint** – Contact us with ideas!

iv. Budding Artist - **\$23,394.79**

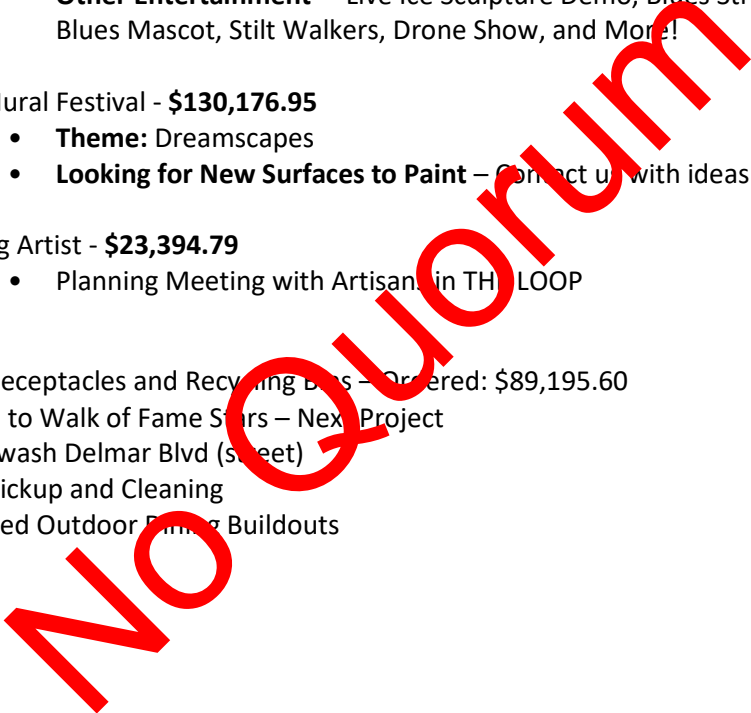
- Planning Meeting with Artisans in THE LOOP

10. EDRST Projects

- Trash Receptacles and Recycling Bins – Ordered: \$89,195.60
- Repairs to Walk of Fame Signs – Next Project
- Power wash Delmar Blvd (street)
- Trash Pickup and Cleaning
- Expanded Outdoor Parking Buildouts

11. Old Business

12. New Business



Public Comments – (Limited to 2 minutes)

Citizen Participation

Those who wish to provide a comment during the “Public Comment” portions of the agenda may provide written comments or request video participation invites to the Deputy City Manager/Director of Economic Development ahead of the meeting. Please specify which portion of the agenda you wish to comment.

*ALL written comments or video participation invites must be received **no later than 8:00 a.m. the day of the meeting.** Comments may be sent via email to: bsmith@ucitymo.org or mailed to the City Hall – 6801 Delmar Blvd. – Attention Brooke Smith, Deputy City Manager/Director of Economic Development. Such comments will be provided to the LSBDD prior to the meeting. Comments will be made a part of the official record and made accessible to the public online following the meeting.*

*Please note, when submitting your comments or invites, **a name must be provided.** Please also note if your comment is on an agenda or non-agenda item, and a name is not provided, the provided comment will not be recorded in the official record. An e-mail address is also required to receive a virtual invite to the meeting.*

13. Announcements:

- LSBD Board Meeting – Tuesday, November 12, 2024 at 9:00 a.m. at the University City Library at 6701 Delmar Blvd.
- Email business events/sales/promotions to jessica@visittheloop.com to be included on the website, social media postings, and weekly email blast.

14. Closed Session (if necessary) pursuant to Missouri Sunshine Law Sections 610.021 (1) and (3) in order to conduct confidential, attorney-client privileged discussions regarding personnel, contractual and financial strategies.

15. Adjournment

No Quorum

MINUTES
U City Loop Special Business District Board Meeting
University City Public Library
6701 Delmar Blvd, University City, MO 63130
Tuesday, September 10, 2024 at 9:00 a.m.

Attending Board Members: Mary Gorman, Dan Wald, Renau Bozarth, and Michael Alter.

Absent Board Member(s): Max Sassouni.

Others in Attendance: Mayor Terry Crow, Deputy City Manager Brooke Smith, Montez Miles, Captain Dana Morley, Jessica Bueler, Suzanne Schoomer, Audrey Jones, John Grizzell, Mike Giger, Alison Bozarth, JoAnna Schooler, Steve Condrin, Joe Edwards, and Samantha Smugala.

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

Public Comments: Joe Edwards shared details on the 52nd Annual Blueberry Hill Dart Tournament along with the Bubble Hockey Tournament. Mr. Edwards also provided an update about Jenifer Lewis and her recent addition to the Walk of Fame.

Audrey Jones announced the winning mannequins are showcased in the University City Public Library.

Approval of the Minutes: Renau Bozarth made a motion to approve the LSBSD Board Meeting Minutes on July 9, 2024 and August 23, 2024. Dan Wald seconded the motion. Without further discussion, the meeting minutes were passed unanimously.

University City Updates: City Hall Updates – Mayor Terry Crow thanked former chairman Derek Deater for his time and dedication during his time leading the Loop Special Business District. Mayor Crow spoke about the upcoming developments in the Delmar Loop and around University City.

Deputy City Manager Brooke Smith shared the details regarding the EDRST approval for the Façade Improvement plan and stated that applications will open in early October.

- i. **Security Updates** – Captain Dana Morley expressed appreciation to everyone who supported the National Night Out event with a special thank you to Michael Alter and Fitz's. Captain Morley mentioned that she would be retiring from the police force at the end of November.

Washington University Update – Joanna Schooler provided information about the students returning to Washington University and that the University is promoting students to visit businesses in the Delmar Loop.

Treasurers Report: Dan Wald indicated that he did not have the current report and would share with the group later.

Loop Events / Marketing: Jessica Bueler shared details about the four events approved by the LSBDB Board for fiscal year 2025 which include the Holiday Events, the Ice Carnival, The Loop Mural Festival, and Budding Artist Event.

Renau Bozarth provided an overview of the Budding Artist Event and how it will benefit the area while engaging the businesses, and that it was patterned after Cherokee Street Event.

EDRST Projects: Jessica Bueler updated the group on the five EDRST projects that have been carried forward from fiscal year 2024 which include the Expanded Outdoor Dining, Power Washing of Delmar Blvd, New Trash Receptacles, Additional Trash Pickup and Cleaning, and the Repairs for the Walk of Fame Stars. Ms. Bueler stated that the LSBDB Board has prioritized the trash receptacles because of the cost and that it will be completed first.

Dan Wald shared an update about a potential Chinese Bakery moving into the former Melting Pot location.

Jessica Bueler spoke about Dr. Wash Wizard and the efforts that are being put forward to maintain and clean the Delmar Loop.

Dan Wald asked if the LSBDB could paint the light poles once they are cleaned of the stickers. Mayor Terry Crow indicated that this should be coordinated with Public Works by communicating with the City Manager before moving forward.

Suzanne Schoomer inquired about the planting of new trees in the Delmar Loop and what the role of the LSBDB was in the process. Deputy City Manager Brooke Smith informed the group that the project was being coordinated with U City in Bloom and they would submit the EDRST application for this request.

Old Business: Michael Alter asked Joe Edwards who had the holiday lights, so that the LSBDB Board could coordinate the install. Joe Edwards stated they were being held at a Washington University location, and Samantha Smugala announced that all the holiday lights are being stored together at this location.

Suzanne Schumer asked what steps were being taken to add new board members to the Loop Special Business District. Dan Wald indicated that Chairman Deaver only recently stepped down and that they will need to recruit some new members.

New Business: There was no new business.

Public Comments: Samantha Smugala shared details about the Discount Days in the Delmar Loop which is aimed on attracting Washington University Students. Ms. Smugala spoke about an upcoming Dia de Muertos event along with a new business Goodcents Subs that is opening in the Loop.

The meeting adjourned at 9:40 a.m.

Announcements: Chairman Mary Gorman announced that the next LSBD board meeting will be held at the University City Public Library on Tuesday, October 10, 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.

No Quorum