

**U CITY LOOP SPECIAL BUSINESS DISTRICT
SPECIAL CALLED MEETING
VIA ZOOM VIDEO CONFERENCE Tuesday,
January 14, 2025 9:00 a.m.**

**IMPORTANT NOTICE REGARDING PUBLIC ACCESS TO THE LSB D SPECIAL CALLED MEETING & PARTICIPATION
LSBD Will Meet Electronically on January 14, 2025**

Observe and listen to the Meeting (your options to join the meeting are below):

Webinar:

<https://us06web.zoom.us/j/85435723540?pwd=4BxIx1pbLH81psPjb1d3bhqS3ubjR5.1>

Passcode: 63130

Audio Only Call:

Or iPhone one-tap :

US: +13092053325,,85435723540#,,,,*63130# US

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 309 205 3325 or +1 312 626 6799

Webinar ID: 854 3572 3540

Passcode: 63130

International numbers available: <https://us06web.zoom.us/j/85435723540?pwd=4BxIx1pbLH81psPjb1d3bhqS3ubjR5.1>

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 Sharp, Deputy City Manager/Director of Economic Development. Such comments will be provided to the LSB D 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.

AGENDA
U CITY LOOP SPECIAL BUSINESS DISTRICT BOARD MEETING
VIA ZOOM VIDEO CONFERENCE
Tuesday, January 14, 2025, 9:00 a.m.

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

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4. Approval of Minutes
 - i. LSBDB Board Meeting on December 10, 2024
5. University City Update
 - i. City Hall Updates – Mayor Terry Crow, Deputy City Manager Brooke Sharp
 - ii. Security Update – Lt. Shawn Whitley
6. Washington University Update – JoAnna Schooler
7. Treasurer Report – Dan Wald
8. Notice of LSBDB Board Election of Officers on February 11, 2025
9. Mannequins Project – 2025 Theme: RECYCLE it, don’t trash it! – Audrey Jones
10. Loop Events / Marketing
 - i. Ice Carnival - **\$70,090.00**
 - **Date:** January 25, 2025
 - **Theme:** Northern Lights
 - **55+ Ice Sculptures** and Temporary Tattoos
 - **4 Show Pieces** and 3 in Color
 - **Ice Carving Demo** at 1pm
 - **Drone Show** at 7 pm
 - **Tivoli Parking Lot:** Blues Street Team, Louie, Metro Warming Bus, Penguin Smash Game, Snow Throw, Stilt Walkers, Face Painters and Fire Performers

- **East Loop:** Snow Globe, Snowman Igloo Bounce House, Igloo Selfie Booth, Kid Ice Fishing Activities, DJs, Snow Throw Inflatable Game, Hot Chocolate Bar, Snow Machine.

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

- **Date:** May 30, 31, June 1
- **Theme:** Dreamscapes
- **Looking for New Exterior Walls / Surfaces to Paint** – Contact us with ideas!

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

- **Date:** Newly Suggested Date is Saturday, May 31, 2025

11. EDRST Projects

- Trash Receptacles and Recycling Bins – Ordered and Delivered in Spring: \$89,195.60
- Repairs to Walk of Fame Stars – Mary Gorman, Renau Bozarth
- Power wash Delmar Blvd (street)
- Trash Pickup and Cleaning
- Expanded Outdoor Dining Buildouts

12. Old Business

13. New Business

Public Comments – (Limited to 2 minutes)

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14. Announcements:

- LSB D Board Meeting – Tuesday, February 11, 2025 at 9:00 a.m. on Zoom.
- Email business events/sales/promotions to jessica@visittheloop.com to be included on the website, social media postings, and weekly email blast.

15. 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.

16. Adjournment

MINUTES
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, December 10, 2024 at 9:00 a.m.

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

Absent Board Member(s): N/A

Others in Attendance: Deputy City Manager Brooke Sharp, Montez Miles, Captain Fredrick Lemons, Jessica Bueler, Ryan Griffore, Sherelle Speed, Hani Abounader, Suzanne Schoomer, Audrey Jones, Alison Bozarth, JoAnna Schooler, Steve Condrin, Joe Edwards and Samantha Smugala.

Call to Order: The meeting began at 9:04 a.m. with a quorum.

Public Comments: Joe Edwards shared his compliments to those who setup the Cookie Crawl and on the holiday lights. Mr. Edwards also spoke about the Vintage Vinyl Road Show and how he was excited for that event. Mr. Edwards asked the board if he could be able to speak during all agenda items. Deputy City Manager Brook Sharp stated that citizens are welcome to speak during the public comment sections of the agenda only or if the chair requests it directly.

Brandon Wilkes spoke to the LSBDB board to discuss the potential for hosting a second Race for Reconciliation on Juneteenth in the Delmar Loop. Mr. Wilkes provided an overview of the race event with the request to host it again in on June 14, 2025. Michael Alter inquired about the event start and end times. Brandon Wilkes stated the event began at 8:30am and the event would be packed up and off the street by 10:00am.

Approval of the Minutes: Dan Wald made a motion to pass the November 12, 2024 LSBDB Board meeting minutes. Renau Bozarth seconded the motion. Without further discussion, the motion carried to pass the November 12, 2024 LSBDB Board meeting minutes and passed unanimously.

University City Updates:

- i. **City Hall Updates** – Deputy City Manager Brooke Sharp stated that the upper parking lot on Trinity is closed due to construction. Deputy City Manager Sharp also spoke about the Market on Olive development as well as the potential deadline extension for the Façade Improvement Program.
- ii. **Security Updates** – Captain Fredrick Lemons updated the LSBDB on the retirement of Captain Dana Morley. Captain Lemons urged all business owners, employees to not leave their running cars unattended in the cold weather and to continue to remove valuables from locked vehicles. Mary Gorman shared her personal thanks to the police department for their continued service excellence.

Washington University Update – Joanna Schooler indicated that Washington University was in reading week followed by final exams that will end on December 18. Ms. Schooler stated that students would return to classes on January 13, 2025.

Treasurers Report: Dan Wald stated that the LSBSD had a starting balance of \$20,364 and ended with \$20,354.

Development in the Loop: Hany Abounader expressed his thoughts and feelings on the state of the development in the Delmar Loop and that he is willing to participate in cleaning up the Loop and addressing the vacancy. Mr. Abounader discussed options for cosmetic updates to the storefronts to improve their appearances as well as addressing the missing trees.

Loop Events / Marketing: Jessica Bueler spoke about the Juneteenth Race for Reconciliation and how this event with minor changes can be very successful for the area at a minimal investment from the LSBSD Board.

Dan Wald made a motion to support the Juneteenth Race for Reconciliation with a commitment of no more than \$1,000 dollars from the LSBSD. Michael Alter seconded the motion. With no further discussion the motion carried for the LSBSD to support the Juneteenth Race for Reconciliation with a commitment of up to \$1,000 dollars and passed unanimously.

Jessica Bueler provided details and an event overview for the Holiday promotions scheduled throughout the Delmar Loop. Ms. Bueler spoke about the Ice Carnival event and signup opportunities that the LSBSD board could bring to their business tenants. Dan Wald and Mary Gorman asked to be signed up for two ice sculptures each for their respective buildings to assist with this event personally.

Jessica Bueler informed the group of some brief updates regarding the Loop Mural Festival.

Renau Bozarth mentioned that there was a date change for the Budding Artist event and that it is being scheduled for May 3rd, 2025 and shared her concerns on what spaces were available for this event. Michael Alter asked how the LSBSD board could help with this specific event. Mary Gorman offered Renau a vacant space located in her building. Max Sassouni asked for a specific request on paper and explained what a building owners concern with liability could be. Renau Bozarth asked if she should write up a document with regards to the event so that she could share with the property owners, and Max Sassouni agreed that it would help with the process. Renau Bozarth committed to completing a write-up for the event and to share it with everyone on the LSBSD Board. Dan Wald offered to reach out to the city to obtain a list of property owners for the LSBSD board to have.

Michael Alter made a motion for the LSBSD to support the 420 Event through LSBSD's administrative side and to close the street on April 12, 2025. Renau seconded the motion. Without further discussion, the motion for the LSBSD to support the 420 Event through LSBSD's administrative side and to close the street on April 12, 2025 carried.

EDRST Projects: Jessica Bueler provided an update on the trash cans that are expected to be delivered this Spring. Renau Bozarth informed the board on the 17 Walk of Fame Stars that needed to be repaired. Jessica Bueler discussed the remaining EDRST items to be facilitated later this Spring in 2025.

Old Business: There was no old business.

New Business: There was no new business.

Public Comments: Joe Edwards recommended that Hani Abounader be added to the LSBSD Board. Mr. Edwards shared details about a new Blueberry Hill coffee table book that was available locally.

Jay Trudeau asked how businesses receive the LSBSD Agenda and communications from the LSBSD Board. Jessica Bueler shared details on the LSBSD Google Group and confirmed that she would ensure Jay was currently registered in that group.

Hani Abounader asked about more information regarding the process and time expectations for joining the LSBSD Board.

The meeting was adjourned at 10:36 a.m.

Announcements: Chairman Mary Gorman announced that the next LSBSD board meeting will be held via tele conference on Tuesday, January 14, 2025 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.