

**U CITY LOOP SPECIAL BUSINESS DISTRICT
SPECIAL CALLED MEETING
VIA ZOOM VIDEO CONFERENCE Tuesday,
February 11, 2025 9:00 a.m.**

**IMPORTANT NOTICE REGARDING PUBLIC ACCESS TO THE LSBD SPECIAL CALLED MEETING & PARTICIPATION
LSBD Will Meet Electronically on February 11, 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 LSBD 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, February 11, 2025, 9:00 a.m.

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

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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.

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4. Approval of Minutes
 - i. LSBDB Board Meeting on January 14, 2025 and January 20, 2025
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. LSBDB Board Election of Officers for Chair, Vice Chair, Treasurer
9. Expanded Outdoor Dining - Brooke Sharp
10. 420 Fest Event - Brooke Sharp
11. Mannequins Project – Theme: RECYCLE it, don’t trash it! – Audrey Jones
12. Loop Digital Board Advertising – Ryan Griffore
13. Loop Events / Marketing
 - i. Ice Carnival
 - Event Recap

- ii. Loop Mural Festival -
 - **Date:** May 30, 31, June 1
 - **Potential Locations:** Starbucks Building, Tivoli Building, U City Parking Garage
 - **Looking for New Exterior Walls / Surfaces to Paint**
 - iii. Budding Artist -
 - **Date:** Saturday, May 31, 2025
11. EDRST Projects
- iv. Trash Receptacles and Recycling Bins – Ordered and Delivered in Spring
 - v. Repairs to Walk of Fame Stars – Mary Gorman, Renau Bozarth
 - vi. Power wash Delmar Blvd (street)
 - vii. Trash Pickup and Cleaning
 - viii. Expanded Outdoor Dining Buildouts
12. Old Business
13. New Business

Public Comments – (Limited to 2 minutes)

Citizen Participation

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*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.*

14. Announcements:

- LSBD Board Meeting – Tuesday, March 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, January 14, 2025 at 9:00 a.m.

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

Absent Board Member(s): Dan Wald

Others in Attendance: Mayor Terry Crow, Deputy City Manager Brooke Sharp, Captain Fredrick Lemons, Jessica Bueler, Ryan Griffore, Hany Abounader, Suzanne Schoomer, Audrey Jones, Jay Trudeau, Mike Giger, Alison Bozarth, JoAnna Schooler, Joe Edwards and Samantha Smugala.

Call to Order: The meeting began at 9:02 a.m. with a quorum.

Public Comments: Joe Edwards spoke about the Fox 2 news segment that Blueberry Hill participated in as part of the Holiday Campaign event. Mr. Edwards also shared details about the Mannequins Project kickoff at 5:00 p.m. on April 19 at Blueberry Hill. Mr. Edwards reviewed information about several magazines and newspapers advertising and highlighting the Loop.

Approval of the Minutes: Mary Gorman made a motion to pass the December 10, 2024 LSBDB Board meeting minutes. Renau Bozarth seconded the motion. Without further discussion, the motion to pass the December 10, 2024 LSBDB Board meeting minutes carries and passed unanimously.

University City Updates:

- i. **City Hall Updates** – Mayor Terry Crow spoke about the snow and ice removal in University City. Mayor Crow informed the board about the streets and sidewalks that will be updated on Pershing along with the removal of the diseased trees. Mayor Crow informed the LSBDB Board about Jeff Hales vacancy as he moves on to the Missouri House of Representatives and how the city will move forward to fill this position. Mayor Crow informed the group on some of the businesses that closed in University City as well as current updates on some of the ongoing development projects.

Renau Bozarth asked if there was an expected completion date for the Subtext Development Project. Mayor Crow said that he would get back to the LSBDB board with this requested information. Max Sassouni asked who was responsible for snow removal and clearance of the curb cuts that lead into intersections. Deputy City Manager Brooke Sharp indicated that the city would look in to this request and get back to the LSBDB board.

- ii. **Security Updates** – Captain Fredrick Lemons wished everyone a happy new year and shared updates on accidents caused by the weather. Captain Lemons

urged business owners to tell their employees not to leave their vehicles running and unattended.

Washington University Update – Joanna Schooler indicated that Washington University students have returned from holiday break, and that the real-estate team continues to work on efforts in the Loop. Michael Alter asked if there was a timeline for a replacement of Steve Condrin’s position. Ms. Schooler stated that they did not have a timeline, but any questions can be directed to Rachel Siegert.

Treasurers Report: Jessica Bueler shared that the LSBDB had a starting balance on December 1 of \$54,844.25 and ended with \$23,263.15.

Notice of LSBDB Board Election: Jessica Bueler informed the group of the details for the LSBDB Board Elections on February 11, 2025 where they will vote on the Chair, Vice Chair, and Treasurer positions for the next calendar year.

Mary Gorman informed the group that after 17 years, she would be resigning from the LSBDB Board. Michael Alter expressed his gratitude for everything Mary Gorman has done over those years.

Loop Events / Marketing: Audrey Jones shared an overview of the 16th Annual Mannequins Project (Recycle It, Don’t Trash It) with a kick-off date of April 19th at Blueberry Hill. Ms. Jones mentioned that she would send Jessica Bueler the details of the event overview to be emailed to all the LSBDB members and merchants.

Jessica Bueler reviewed the 18th Annual Loop Ice Carnival event details mentioning the 55+ Ice Sculptures and the four large colored showpieces that will be a new addition. Ms. Bueler presented the even highlights on the website page, the Metro Bus Shelter Ads, and the digital and printed event maps to the LSBDB Board, while sharing additional information about the drone show.

Michael Alter expressed his appreciation for the marketing and event setup for this year’s Loop Ice Carnival and that he believes it is set up for success, and that he looks forward to a busy weekend.

Samantha Smugala informed the LSBDB Board of the road closure on the St. Louis City side of the event at Skinker and Delmar Blvd. during the Drone Show.

Jessica Bueler provided an update on the Loop Mural Festival and asked if any board members might have a wall that they would like painted. Max Sassouni expressed interest and asked Ms. Bueler for more specifics on this process.

Renau Bozarth spoke about the Budding Artist event and that the new proposed date for this event is now May 31, 2025 during the Loop Mural Festival. Deputy City Manager Brooke Smith informed the board that this date would be acceptable and stated that the invoicing and EDRST reimbursement

of each event needs to be submitted separately.

EDRST Projects: Jessica Bueler updated the LSBDB Board on the status of the current EDRST projects. Mary Gorman mentioned that she has an interest in a specific concrete company for repairing the Walk of Fame, and that she will be receiving bids over the next couple weeks and would find out the depth of the concrete required by the City. Renau Bozarth spoke about a prioritized list of which St. Louis Walk of Fame stars need to be replaced first based on the funds available.

Old Business: Mary Gorman shared her thoughts about the expanded outdoor dining outside of her building. Max Sassouni spoke about specific permitting requirements that might be needed if the LSBDB Board moves forward with the Expanded Outdoor Dining. Mayor Terry Crow indicated the LSBDB and its members can speak internally to determine if there is still a need for the Expanded Outdoor Dining. Mayor Crow encouraged the board to reach out to businesses on the street that are utilizing the Expanded Outdoor Dining before voting on its removal. Jessica Bueler clarified that this discussion encompassed only the Expanded Outdoor Dining that was being utilized in the parking spaces, and not the existing Outdoor Dining. Michael Alter suggested that the board speak directly with the businesses utilizing the expanded outdoor dining so that the board can discuss what actions to take further at the next LSBDB board meeting. Mary Gorman informed the LSBDB board that she will stay on the board until additional board members have been appointed. Jessica Bueler informed Mary Gorman that she is to provide a written letter or email of resignation to the LSBDB and the City when she is officially ready to resign.

Michael Alter thanked Joe Edwards for the businesses he maintains in the Loop and that he was sad to see the Peacock Loop Diner closed.

New Business: There was no new business.

Public Comments: Joe Edwards asked when the expanded outdoor dining in front of the old Three Kings Public House location would be deconstructed.

The meeting was adjourned at 11:08 a.m.

Announcements: Jessica Bueler announced that the next LSBDB board meeting will be held via tele conference on Tuesday, February 11, 2025 at 9:00 a.m. and that the LSBDB Board election of officers would take place. 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.

MINUTES
U City Loop Special Business District Special Called
Board Meeting
Via Tele Conference
Monday, January 20, 2025 at 9:00 a.m.

Attending Board Members: Mary Gorman, Max Sassouni, Dan Wald, Michael Alter, and Jay Trudeau.

Absent Board Member(s): Renau Bozarth

Others in Attendance: Joe Edwards

Call to Order: The meeting began at 9:06 a.m. with a quorum.

Public Comments: Joe Edwards thanked the board for meeting on a holiday to get the contracts approved.

Approval of LSB Event Contracts: Jessica Bueler outlined the four EDRST reimbursements regarding all the contracts paid during the event setups and execution. Ms. Bueler outlined and reviewed all contracts submitted for the first of two Holiday Campaign event EDRST reimbursements in the amount of \$30,116.26.

Mary Gorman made a motion to approve all contracts submitted for the first of two Holiday Campaign event EDRST reimbursement. Dan Wald seconded the motion. Without further discussion, the motion to approve all contracts submitted for the first of two Holiday Campaign event EDRST reimbursement is approved.

Jessica Bueler reviewed the second reimbursement for the Holiday Campaign event outlining the contracts paid during this event in the amount of \$9,600.

Dan Wald made a motion to approve all contracts submitted for the second of two Holiday Campaign event EDRST reimbursements. Mary Gorman seconded the motion. Without further discussion, the motion to approve all contracts submitted for the second of two Holiday Campaign EDRST reimbursements is approved.

Jessica Bueler reviewed the first reimbursement for the Loop Mural Festival event outlining the contracts paid for the current setup, planning and implementation of this event in the amount of \$8,739.80.

Mary Gorman made a motion to approve all contracts submitted for the first Loop Mural Festival event EDRST reimbursement. Dan Wald seconded the motion. Without further discussion, the motion to approve all contracts submitted for the first Loop Mural Festival event EDRST reimbursement is approved.

Jessica Bueler reviewed the first reimbursement for the Loop Ice Carnival event outlining the contracts paid for the setup, planning and implementation of this event in the amount of \$52,795.00.

Mary Gorman made a motion to approve all contracts submitted for the first Loop Ice Carnival event EDRST reimbursement. Dan Wald seconded the motion. Without further discussion, the motion to approve all contracts submitted for the first Loop Ice Carnival EDRST event reimbursement is approved.

Public Comments: N/A

The meeting was adjourned at 11:25 a.m.

Announcements: Jessica Bueler announced that the next LSBDB board meeting will be held via tele conference on Tuesday, February 11, 2025 at 9:00 a.m. and that the LSBDB Board election of officers would take place. 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.