

MINUTES
U City Loop Special Business District Board Meeting
Via Tele Conference
Tuesday, February 11, 2025 at 9:00 a.m.

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

Absent Board Member(s): Max Sassouni

Others in Attendance: Mayor Terry Crow, Deputy City Manager Brooke Sharp, Captain Fredrick Lemons, Jessica Bueler, Ryan Griffore, Rachel Siegert, Suzanne Schoomer, Audrey Jones, Mike Giger, John Grizzell, 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 thanked everyone for the huge success of the Loop Ice Carnival. Mr. Edwards shared some details about the explore St. Louis and Where Magazine ads. Mr. Edwards stated that magician Amanda Lindsey who performs at Magic Mini Golf will be on Penn & Teller's Fool Us TV show March 7, 2025.

Approval of the Minutes: Mary Gorman made a motion to pass the January 14, 2025 and January 20, 2025 LSBDB Board meeting minutes. Renau Bozarth seconded the motion. Without further discussion, the motion to pass the January 14, 2025 and January 20, 2025 LSBDB Board meeting minutes carried and passed unanimously.

University City Updates:

- i. **City Hall Updates** – Mayor Terry Crow welcomed Jay Trudeau to the LSBDB Board. Mayor Crow seconded the statements from Joe Edwards expressing his pleasure towards the success of the Loop Ice Carnival. Mayor Crow acknowledged Michael Alter for the national exposure of the Fitz's Super Bowl commercial. Mayor Crow stated that Lisa Brenner was unanimously voted in as the 1st Ward Councilmember replacing Jeff Hales vacancy. Mayor Crow shared details on the Church of Scientology's fourth extension of their conditional use permit.
- ii. **Security Updates** – Captain Fredrick Lemons mentioned that there would be more police officers patrolling during the springtime and that new cameras are being installed in strategic areas throughout the Loop. Captain Lemons shared his positive feedback on the success of the Loop Ice Carnival.

Washington University Update – Joanna Schooler discussed planning updates with the UCPD during Mardi Gras and other events. Ms. Schooler shared the Washington University March break dates of March 9 through March 14. Rachel

Siegert spoke about her role as the Associate Director of Real Estate with Washington University. Ms. Siegert spoke briefly on some of the Letters of Intent regarding commercial properties owned by Washington University in the Delmar Loop.

Treasurers Report: Dan Wald shared that the LSBSD had a starting balance on January 1 of \$23,263 and ended with \$57,221.

LSBD Board Officers Election: Mary Gorman stated that this would be her last meeting. Michael Alter expressed his gratitude for Mary's efforts for the Loop and requested that the LSBSD board push the officer vote to a later date. Mary Gorman stated she would stay on the LSBSD board as long as it is needed and requested. Mayor Terry Crow and Deputy City Manager Brooke Sharp expressed that the LSBSD board could push the vote for new officers and that it should remain on the agenda until the LSBSD officer vote occurs.

Expanded Outdoor Dining: Deputy City Manager Brooke Sharp shared details on the inception of the Expanded Outdoor Dining. Dan Wald made motion to remove the Expanded Outdoor Dining. Mary Gorman seconded the motion. Without further discussion, the motion to remove the Expanded Outdoor Dining carried and passed unanimously. Deputy City Manager Sharp explained that the \$25,000 for the Expanded Outdoor Dining EDRST would be rescinded. Mayor Terry Crow indicated that University City could use the approved EDRST funds for the LSBSD Expanded Outdoor Dining to cover costs to remove the constructed Expanded Outdoor Dining. Deputy City Manager Sharp informed the LSBSD Board that University City would provide a letter to the businesses utilizing the Expanded Outdoor Dining regarding the upcoming removal process and that the EDRST board will reallocate the funds as needed.

Loop 420 Event: Deputy City Manager Brooke Sharp stated that the LSBSD Board would need to take a vote on officially partnering with Sunshine Daydream for the Loop 420 Fest and to what extent they would participate in the planning. Jay Trudeau told the LSBSD board that he was not going to move forward with the Loop 420 Event citing the personal risk and liability. Deputy City Manager Sharp discussed University City's policy governing the use of EDRST funds for events promoting Tobacco, Marijuana, and Alcohol, and that those funds cannot be used for those types of events.

Mannequins Project: Audrey Jones shared details about the Call for artists and designers along with merchants in the Loop for the Mannequins Project. Ms. Jones expressed great pleasure for the Loop Ice Carnival highlighting the drone show feature.

Loop Digital Boards for Advertising: Ryan Griffore shared details on requests from outside companies and communities to advertise on the Digital Board. Michael Alter requested that the LSBSD conduct research on standards, content, and cost for implementing outside ads on the Digital Directories in the Loop. Mr. Griffore agreed to put together a pricing structure for outside use of

the Digital Boards and to work with Michael Alter on this project.

Loop Events / Marketing: Michael Alter shared that the Loop Ice Carnival was well done, and that Fitz's sales were up on that day. Jay Trudeau expressed that his sales were up and that he felt the event was a great success and that he would like to see a budget line created for snow removal on the city sidewalks. Mary Gorman stated it was a fantastic event and asked if the ice sculptures could be made thicker. Michael Alter shared that he feels businesses have now have two impactful weekends in January with the Loop Ice Carnival event following the Martin Luther King long weekend.

Jessica Bueler shared details on the upcoming Loop Mural Festival highlighting Max Sassouni's Starbuck's building that was recently added.

Renau Bozarth spoke briefly about the Budding Artist event that will be coinciding with the Loop Mural Festival. Michael Alter inquired about the addition of additional entertainment and music for the event. Dan Wald offered the space in the Market in the Loop for use during the events.

EDRST Projects: Jessica Bueler spoke about the trash cans and when they would be delivered along with the scheduling of the power washing for the street. Mary Gorman discussed the next steps for the bids regarding the repair of the St. Louis Walk of Fame stars.

Old Business: Jay Trudeau asked Mary Gorman to stay on the LSBDB Board for one additional month. Mary Gorman agreed to remain on the LSBDB board for one more month.

New Business: There was no new business.

Public Comments: There were no public comments.

The meeting was adjourned at 10:22 a.m.

Announcements: Jessica Bueler announced that the next LSBDB board meeting will be held via tele conference on Tuesday, March 11, 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.