EAST LOOP COMMUNITY IMPROVEMENT DISTRICT
Board of Directors Meeting
Thursday, June 18th, 2026, AT 10:30 AM

A meeting of the Board of Directors of the East Loop Community Improvement District (the "District") is scheduled on Thursday, June 18th, 2026, at 10:30 AM, at the Moonrise Hotel, 6177 Delmar Blvd, St. Louis, MO 63112 and via Zoom Video/Teleconference, City of St. Louis, State of Missouri

MEETING MINUTES

1. OPENING

- **A.** John Langa called meeting to order at 10:36am.
- **B.** Directors in Attendance were Karen Wiley, Reggie Scott, JoAnna Schooler, Joe Edwards, Qui Tran, Doug Nguyen, and John Langa
- **C.** Others in Attendance were Jim Whyte of NSI, Samantha Smugala, Executive Director, and Steph Bogue of Armstrong and Teasdale LLP.

2. OLD BUSINESS

A. APPROVAL OF THE MINUTES OF THE DISTRICT'S QUARTERLY BOARD OF DIRECTORS MEETING HELD THURSDAY, APRIL 16TH, 2026.

- Joe Edwards made a motion to approve minutes. JoAnna Schooler seconds. All in favor. Motions passes.

B. APPROVAL OF THE MINUTES OF THE DISTRICT'S SPECIAL BOARD OF DIRECTORS MEETING HELD THURSDAY, MAY 5TH, 2026.

- Joe Edwards made a motion to approve minutes. JoAnna Schooler seconds. All in favor. Motions passes.

3. PUBLIC COMMENTS – COMMENTS BY ANYONE OTHER THAN BOARD MEMBERS ARE WELCOME AT THIS TIME.

- **A.** No Public Comments

4. NEW BUSINESS

A. SECURITY UPDATE

- Security Update from Jim Whyte of NSI
  - Jim Whyte reviewed the Security Report.
  - Overall Crime down 30%. 10 Fewer reported incidents this year.
  - Fortunate to not have the car break-ins occurring.
  - Trending below 5 year average
  - Reviewed Car Break in stats for the City
  - Teen Takeovers – Police Responded in a timely manner and dispersed the teens. Businesses advised to please call the police when this happens.
  - Qui asked about curfews on U City side? Not that we know of.
- Delmar Main Street Camera Proposal
  - Samantha Smugala states that Delmar Main Street has received a CDA grant for security initiatives. They are interested in gifting the East Loop cameras to add to our camera program. The proposed sites are 5898 Delmar (above STL Grillz), The corner of Delmar and Laurel, and St. Louis Artworks. With St. Louis Artworks Building currently being on the Market, Samantha states she'd

like to wait to install cameras there.

- The Cameras would be monitored by NSI and continued maintenance and any ongoing service needs like WIFI would be the responsibility of the CID.
- Samantha states that the East Loop CID did not proceed with the planned camera program expansion this year due to property access and limited communication with the property manager. This partnership with Delmar Main Street could be a good fit as we had been planning to expand the camera program.
- Delmar Main Street has yet to send a draft agreement. There is nothing for the Board to vote on at this point. If they send this over, Samantha will ask the Board to review.
- John asked if we have the funds to afford the ongoing maintenance and service. Samantha answers yes, could be up to an additional $2,000 a year in the security budget.
- JoAnna Schooler wants to understand responsibilities and expectations in the agreement.

B. CONTRACT RENEWALS

- STL Bucket List
    - Samantha Smugala states that the STL Bucket List contract is for Social Media Management and Content Creation. STL Bucket List has done a great job and our followers have increased by almost 5,000 since they have been managing the social media.
    - This is a shared contract with the LSBD. Both organizations will split the contract 50/50. Invoicing details are outlined in the contract.
    - John Langa asks for the following updates:
        - Section 1.Term – Update to "…Terminated by Client and or Service Provider." This will make sure that both organizations are included as collaboratively referred to as "Client".
        - Section 3. Compensation – Add invoices will be due Net 30
    - JoAnna Schooler asked about reviews of service provider. Samantha states they have done a great job since they started managing social media in December. Once the new employee is hired there will be a bi-monthly meeting to discuss social media strategy with client. These meetings can act as reviews.
    - Doug asked about scope, number of hours, etc. Samantha states this is outlined in the scope of services by number of deliverables. Samantha also states they are keeping a spread sheet of featured businesses to make sure that features are rotated equitably so all businesses can be featured on a rotation.
    - Reggie asked about fee increases as this is a month-to-month contract. Samantha states this is intended to be an annual contract for FY27, so the fee

should be fixed until another annual renewal. This should be added to the contract.

    - Update: Under Term add "Annual Contract "
  - JoAnna Schooler makes a motion to approve the Executive Director to Execute Contract with STL Bucket List for FY27 with the changes noted by the board. Qui Tran seconds. All in favor. Motion passes.
- Jubilee Services
  - Samantha Smugala explains that Jubilee Services has updated the red lined contracts that were included in the Board Packet. They sent this over this morning. Small accounting errors were corrected.
  - This contract is for trash pick-up, recycling, monthly graffiti removal on the trash cans, annual wedding, mulching, and pruning and snow removal. They agreed that the service area of the contract was on Delmar from Limit Ave to Laurel Ave.
  - John Langa asked about only plowing 1/6th of parking lot. Samantha answers that this was a practiced that started with Jubilee before her hiring. Assumes only 1/6th is plowed due to cost and low number of cars that park there. Board discussed that if we get a lot of snow may need to revisit and plow the entire parking lot.
  - Asked about Graffiti services – this occurs monthly on the trash cans only.
  - Any other services would be an additional charge.
  - Joe Edwards makes a motion to approve the Executive Director to Execute Contract with Jubilee Services for FY27. Qui Tran seconds. All in favor. Motion passes.

C. FY 25-26 BUDGET RESOLUTION AND APPROVAL OF FY26-27 BUDGET

- Samantha Smugala reviews the memo sent to the Board reviewing the current fiscal year budget and the proposed budget for next fiscal year.
- Since sending the Board Packet, Samantha has added three more TCF invoices to the actual's column for this fiscal year. Anticipating receiving the Juneteenth Security invoices as well.
- Now that we have an operating over a million Samantha is going to work with Armstrong Teasdale to update reporting procedures as required by the MEC.
- John Langa asked if we were receiving our revenues from the City. Samantha answers yes, no issues, typically direct deposit.
- Joe Edwards made a motion to approve the budget resolution for end of FY 24-25 and the budget for FY 25-26. Qui Tran seconds. All in favor. Motion passes.

D. APPROVAL OF THE FY26-27 ASSESSMENT

- The Board reviewed the Assessment as drafted by Armstrong Teasdale.
- John Langa noted that the City has two properties on Hodiamont with no assessment.

Could potentially bring this up during meeting with BPS. Samantha to see if they signed the petition for these parcels.

- JoAnna Schooler made a motion to approve the Resolution outlining our special assessment for the FY25-26. Doug Nguyen seconds. All in favor. Motion passes.

E. STREETSCAPE PROJECT UPDATE

- Samantha Smugala reviews the Board Memos on Streetscape. Based on feedback from the Bureau of Public Service, we have strategized to apply for two TAP grants. You can see how the project would be divided in the Site plan. Phase 1 would actually be the 5800 block, phase 2 would be the 5900 block. This is to prioritize the businesses in the 5800 block.
- We have $250,00 in ward capital committed to the project from Alderwoman Clark Hubbard. Another $250,000 will be set aside next fiscal year. This will cover the match required for the first TAP Grant.
- Our goal is to ask the City Capital Committee to cover the required match for the second TAP grant.
- Note that the CID will still have some ancillary costs associated with the grants that include business grants during construction, wayfinding, and the second grant application.
- If the City does not approve the match for the second TAP grant, the CID would require financing. There are two options for this outlined in the memo.
- Samantha reviewed the current and anticipated costs to the CID for the project as outlined in the memo. We feel it is important to include this in our presentation to BPS so they are aware of our investment.
- Next steps are to schedule a. meeting with BPS to ask them for a commitment for one and possibly two TAP grant applications as well as the matching dollars for the second grant. Pending their answer, we will know how we′d like to move forward with the project. If the City denies all asks, we plan to use the ward capital and remaining reserves committed to the Streetscape project for smaller, but impactful landscaping elements.
- Samantha reviews the temporary improvements memo as presented to the Board. BPS will also need to approve of this project. This will be included in the presentation to BPS.
- JoAnna Schooler states we need to think about preventing squatters or people from lingering in the new parklets.
- Doug Nguyen has a concern for cars hitting the parklets. Need to be very thoughtful as CID would likely have the liability as we would own the parklets.
- Board discussed measures like high visibility paint, markers, etc.

F. RESOUTION APPROVING CODE OF CONDUCT AND CONFLICT OF INTEREST POLICY

- Samantha states that we have not formally adopted our most recent Code of Conflict and Conflict of Interest policy. We need to repeal resolution 17-005 and adopt resolution 26-05. All board members have a conflict-of-interest policy in their packet to sign.
- JoAnna Schooler made a motion to approve the budget resolution repealing resolution 17-

005 and adopting the new Code of Conflict and Conflict of Interest policy as presented. Qui Tran seconds. All in favor. Motion passes.

G. **EXECUTIVE DIRECTOR REPORT**

- LSBD collaboration is going very smooth. I have drafted the deliverables as outlined in the MOU and the Board will review these in July. New policies have also been sent to Rob Klahr and Steph Bogue for review.
- Juneteenth event ran smooth, but attendance was low. Going to recalibrate for next year with new employee leading the events.
- Now that major events are done and the end of the fiscal year complete, Samantha to refocus on hiring.
- Our App developers have changed their name from Figozo to Preffin. The Board approved their proposal in April. Samantha is waiting on final contract edits and will send to the Board when she receives. No formal approval necessary but will send for review.
- Many great conversations with Bi-State on the Trolley. A story time event has been scheduled in partnership with the library. We are working to approve a Wine Tasting Trolley Experience. And we are in conversations about a potential mural in the dedicated Trolley lane using Delmar Main Street Arts Initiative Funds.
- TCF has sent 5 Year Ambassador Data for review of the program success. Samantha to review and report in July Board Meeting.
- Joe Edwards left the meeting 11:58am

5. **ANNOUNCEMENTS**

A. Doug Nguyen states that Jekyll and Hyde has been open under a soft opening and that the Grand Opening will be 9th of July.

6. **ADJOURNMENT**

A. JoAnna Schooler makes a motion for meeting to Adjournment at 12:00pm. Doug Nugyen seconds. All in favor. Motion passes.

Representatives of the news media may obtain copies of this notice by contacting: Samantha Smugala c/o The Delmar Loop, 6150 Delmar, Suite 210, St. Louis, MO 63112, (314) 379-3370. Persons with disabilities wishing to attend can contact Samantha Smugala at (314) 379-3370 or through Relay Missouri at (800) 735-2966 (TTY/ASCII) or (800) 735-2466 (Voice), or by mail at 6150 Delmar, Suite 210, St. Louis, Missouri 63112, prior to the meeting if accommodations need to be made.

Joanna Schooler

Secretary of the East Loop Community Improvement District