EAST LOOP COMMUNITY IMPROVEMENT DISTRICT
Board of Directors Meeting
Thursday, July 16th, 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, July 16th, 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

1. OPENING

A. John Langa called meeting to order at 10:35am.

B. Directors in Attendance were 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, Steph Bogue of Armstrong and Teasdale LLP, Rob Betts of The City's Finest, Joy Strom and James Schier from Renaissance Financial Institution, and Dave Sandal, Suzanne Schoomer, Kevin Flynn, Tameka Stigers, Peter Cwalino, and Pat Hagin.

2. OLD BUSINESS

A. APPROVAL OF THE MINUTES OF THE DISTRICT'S SPECIAL BOARD OF DIRECTORS MEETING HELD THURSDAY, JUNE 18TH, 2026.

- Joe Edwards made a motion to approve minutes. Reggie Scott 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
  - Total Crime is down 32.5%
  - 12 fewer reported crimes than at this time last year.
  - Trending below the 5-year average.
  - There was an incident at Pin Up Bowl. A fight broke out near closing time around 3am and during the scuffle a gun was dropped on the floor. Pin Up is exploring security options.
  - Samantha mentions that La Gasolina has reopened in the same building but one bay over with a new address. When the business was open previously many issues and unwanted behaviors were occurring including trash issues, parking issues, visible weapons, assaults, and intruding on neighboring businesses. They had two search warrants executed by the police for the suspected sale of illegal drugs. The business was said to have their occupancy revoked and then scheduled an appeals hearing with the Board of Appeals. The East Loop CID and Skinker DeBaliviere Community Council sent letters of concern. This hearing was later cancelled. Soon after, the business reopened next door.
  - Samantha has informed Jim Whyte, Captain McCloskey, Alderwoman Clark Hubbard and the Neighborhood Improvement Specialist. She also had a

conversation with Zoning Administrator Mary Hart-Burton. Mary Hart Burton told Samantha that a smoke shop was considered retail and an accepted use in the district. It is still unclear if the letters of concern, the pervious search warrants, or other evidence submitted by the community and the police department were reviewed or considered when a new occupancy license was issued.

    - Samantha will be following up with Alderwoman Clark Hubbard on the issue.
    - Doug Nguyen asked about which bay in the building and the pervious business, Puzzles. Both Puzzles and La Gasolina had been suspected of illegal drug sales and had search warrants executed. Puzzles did not reopen. La Gasolina moved into the former Puzzles tenant space.
- License Plate Reading Cameras
    - Jim Whyte is obtaining quotes from Flock and Genetec Cloud Runner for license plate reading cameras. The East Loop CID Flock contract is set to expire in August. If Genetec is comparable, we may decide to move forward with this vendor as Jim Whyte will be able to access the footage directly.
    - Flock has been under criticism for sharing information. Unlike Flock, Cloud Runner allows NSI to store footage on their servers.
- Ambassador Data Review
    - Samantha Smugala reviews the 10-year Public Safety Report.
    - This report covers three distinct periods; Pre-COVID baseline (prior to any patrols), Post-COVID Recovery (patrols added), and Enhanced Patrol Strategy Period (the strategic switch from hiring off-duty police officers to security officers or "Watchmen")
    - Baseline annual average was 114 crimes per year. Post COVID was the highest crime rate and an average of 140 crimes per year. Our enhanced strategy is the lowest average crime rate of 84 crimes per year.
    - Important to note that in general regional and national crime increased after COVID as we experienced in the East Loop CID. Also important to note that crime has decreased from 2024-2026 regionally. We are experiences those same trends in the East Loop.
    - Our goal with the enhanced strategy was to increase our security presence by reallocating funds from off duty police officers to security officers. The security officers' hourly rate is nearly half of a police officer. However, based on time sheet data, the number of patrols has remained fairly consistent over the past four years. The East Loop CID has come in under budget the past few years for the Ambassador Program as some shifts are not being filled.
    - Another part of our enhanced strategy was to deploy patrols (both Ambassador and Watchmen) during days and times that we experienced higher crime. We

created a fixed weekly schedule as part of a data-driven deployment in an effort to prevent crime through security presence.

- 2025 reported our lowest crime year ever at 65 crimes. We are projected have a lower crime year in 2026 at 42 crimes.
- These trends are similar in the Calls for Service data.
- Recommended strategies are to continue with our approach, standardize our reporting, and strengthen police coordination.
- Tameka states that the business in the 5800 have felt the difference and appreciate the additional patrols. They feel safer. Other Business owners also repeated this feedback.
- Rob Betts states that our efforts help support the police department.
- JoAnna Schooler adds that we need to continue our partnerships and combination of efforts.

B. THIRD QUARTER FINANCIAL REPORT

- Samantha Smugala presents the third quarter financial report. Samantha and JoAnna Schooler have reviewed the report in detail, and it has been approved by JoAnna as the Treasurer. The Board was sent the report in the Board Packet for review.
- Samantha Smugala reminds the Board that our financial reports will show a deficit as we are using reserves to fund the streetscape project and this is not considered revenue.

C. UPDATE FROM RENAISSANCE FINANCIAL INSTITUTION

- Joy Strom and James Schier present current East Loop CID investments
- Over the last year, the investment account had a value of $356,000. About $250,000 had been removed from accounts to be allocated for the streetscape project. Net rate of return for the year was 4.32%.
- Fixed income related portfolio in the past had been 3-, 6-, or 9-month CDs. These have all matured.
- Holding pattern – money market – 3.4% yield, every 7 days.
- Currently have $111,000 held the money market account with 3.4% yield credited every 7 days.
- Options for CDs or fixed:
  - 3 Month CD – paying 4.009%
  - 6 Months CD – paying 4.039%
  - US Treasury – paying 3.8844%
- Samantha Smugala states that our current checking balance is approximately $264,000. Recommends keeping at least $150,000 in the checking account to remain fluid for operations. $75,000 could be placed in investments.
- Samantha Smugala to follow up with Joy and James to find a 6 month CD to place $100,000 and move $75,000 from checking into the money market account. This would result in $86,000 in the money market account with approximately $189,000 in the checking

account for operations.

D. RESOLUTION TO ESTABLISH A PROCEDURE TO DISCLOSE POTENTIAL CONFLICTS OF INTEREST AND SUBSTANTIAL INTERESTS

- Samantha Smugala shares memo to the Board on the proposed resolution. Now that the East Loop CID operating budget is over 1 million, the East Loop CID is required to provide additional reporting to the Missouri Ethics Commission (MEC).
- After the 1-million-dollar threshold, the MEC requires that Conflict of Interest forms and Personal Financial Disclosures (PFD) are filed. The Board can adopt a resolution stating who needs to file and what forms would be required. There is a long form and short form option.
- Samantha worked with Steph Bogue of Armstrong Teasdale to create a policy that would require all board members and the Executive Director shall file the first page of the short form PFD. The Executive committee and Executive Director would also file the second page of the short form PFD. This will ensure we are in compliance.
- This resolution will supplement the East Loop CID's Conflict of Interest Policy approved in June. Both the East Loop CID Conflict of Interest Policy and the MEC short form.
- Reggie asks for clarification for Executive Committee need to file the short form. This was a recommendation from our legal counsel. Steph Bogue recommends that anyone that has access to the East Loop CID financial accounts could be considered a Purchasing Officer.
- Doug Nguyen made a motion to approve the resolution to establish a procedure to disclose potential conflicts of interest and substantial interests as presented. JoAnna Schooler seconds. All in favor. Motion passes.

E. SMALL BUSINESS GRANTS

- Samantha Smugala presents three small business grants that were applied for in fiscal year 2025-2026. These applicants provided documentation later in June, therefore we could not keep the expenses in fiscal year 25-26. All the documentation has been provided and reviewed and the applicants are eligible to receive the grant funds.
    - Byron Company – Window Grant - $784.70
        - Samantha explains that the window grants typically did not cover window vinyl, just the glass itself.
        - Board directs Samantha to proceed with window vinyl included in the grant award.
    - Tameka Stigers asks about having a representative to help advocate with CDA. Two businesses in the 5800 block have been waiting since 2024 to receive façade funds from CDAs CDBG fund. Asks for letter of support.
    - Samantha to assist Tameka with support from the East Loop CID

- Claws Out – New business Grant - $1,000
    - Claws out will be opening in August. The machines were delivered this week.
- Falk Harrison - Camera Grant - $500
    - Cameras are installed

- Samantha recommends the Board approve the grants for payment. In the future, the grants will have a strict deadline to ensure the funding remains in the fiscal year in which the grant was applied for.
- JoAnna Schooler makes a motion to approve the Executive Director to award the business grants as presented. John Langa Seconds. All in Favor. Motion Passes.

F. LOOP SPECIAL BUSINESS DISTRICT COLLABORATION UPDATE

- Samantha reviewed the collaboration documents and the progress on Phase 1 Deliverables. Most Deliverables are still in progress due to capacity and event planning activities.
- Organization Structure
    - Still working with University City to understand the LSBD Assessment and delivery of Assessment.
    - Financial policies have been reviewed by Executive Committee and will be presented for approval at next LSBD Board meeting. Policies are similar to East Loop, however as Samantha is a consultant, she will not have access to the accounts and rely on information to be given to her for bookkeeping.
- Board Support
    - Working on establishing the Nominating committee first as the LSBD Board would benefit from more Board members.
- Financial Management
    - Now that polices will be adopted and QuickBooks established, this will be completed soon.
- Collaboration Framework
    - Joint policies for Board review. Armstrong Teasdale is also reviewing. We can continue to refine and adopt in October at the next Board meeting.
    - You can see that the shared initiatives between the East Loop CID and LSBD have almost identical budget allocations with the exception of some events.
- Strategic alignment is on hold until University City starts their Comprehensive planning for Delmar. East Loop CID will be a stakeholder.
- Reminder that Samanthas time allocation is updated for Phase 2 to 35% LSBD and 65% East Loop CID.

G. 622 N SKINKER & 640 ROSEDALE

- Reggie Scott provides details on Washington University's plans for the buildings at 622 N. Skinker and 640 Rosedale. These buildings are being planned for demolition.
- JoAnna Schooler notes that the projects occurring on these sites are being discussed with

the entities and neighborhoods surrounding the project sites.

- 622 Rosedale Ave.
    - The building was impacted by May 16th Tornado. Suffered significant structural damage. The building was assessed by civil and structural engineers as well as insurance agents. Based on their assessments, Washington University is planning to move forward with the demolition.
    - The goal is to create opportunity for future transit oriented development. Washington University hasn't identified a project yet. The initial step would be to remove building and address environmental issues to be in a position to move forward with redevelopment.
    - Presents rendering with a grassy, landscaped area with fenced perimeter
    - Washington University is scheduled to meet with West End Neighborhood DRC. They have met with the Alderwoman, and are bringing this to the East Loop CID board for awareness and request a letter of support.
    - The next step is to request permission from the City to demolish with letters of support.
- 622 Skinker
    - This building has been vacant a long time. Has been impacted by vehicles and has many challenges.
    - The proposal is to demolish and create parking for the adjacent retail building to support those business tenants.
    - Parking is identified as a better option for now, however, future opportunities for development could occur later.
- Demolition timeline for both buildings
    - Pricing from contractors is complete
    - Support from community is needed
    - Goal is for the project to be complete by November
- Doug Nguyen asks about the future of these spaces. Reggie Scott states there is no set plan at the moment, but they are hoping for larger transit-oriented project.
- Pat Hagin makes a comment that there is a blind corner leaving the alley onto Skinker at 622 Skinker. He recommends solutions for adding visibility.
- Pat Hagin asks about storage lot for former Cresent Plumbing building at 621 Rosedale. Could something be done here? Reggie says this lot is being considered. More information to come.
- Doug Nyugen makes amotion to approve the letter of support for WU to demolition projects. John Langa seconds. Joe Edwards and Qui Tran approve. Reggie Scott and JoAnna Schooler recuse themselves from the vote.

H. PROPOSED TROLLEY MURAL

- Samantha reviews memo to the board on proposed Trolley Mural in dedicated Trolley Lane

on Delmar Between Hamilton and Laurel.

- Delmar Main Street would be funding the project. The East Loop CID would be assisting with the Permits, Safety Plan, Insurance and ongoing maintenance.
- After talking with B-State Safety Team, we will be able to keep the safety plan and insurance requirements will be kept simple as no major equipment would be needed and the mural would be implemented on days the Trolley would not be operating.
- John Langa asks about continued maintenance. Samantha Smugala will ask Delmar Main Street about the grant commitment regarding maintenance. Reggie Scott states that Washington University is working with Delmar Main Street on a Mural project and they have an agreement that maintenance will not be required. Samantha Smugala states this could be considered a pilot to see how the mural holds up over time and understand the implications. In past painting projects the projects have weathered away. Maintenance could be an annual decision during budget planning. Reggie Scott will share the language used for the other mural project with Samantha.
- Executive committee will look over the maintenance agreement once drafted.

I. EXECUTIVE DIRECTOR REPORT

- Hiring process continues with two more interviews next week. After that a decision will be made.
- With a new employee scheduled to start in August, The East Loop CID is not planning to produce the Dia de los Muertos event. Samantha has reached out to the Hispanic Chamber to see if they would be interested in producing. They are presenting to their Board this week and will get back to us. This doesn't mean we won't produce the event in the future, but with onboarding a new team member and limited capacity, it would be very difficult to support. Samantha recommends supporting the Hispanic Chamber with $10,000 in sponsorship if they choose to produce.
- Trolley Programming. Wine Trolley was successful. Trolley Story Time to occur July 24th with University City Library
- Back to School Hair Cut event being planned for August 23rd
- Parking Day Activation being planned for September 28
- Chuck Berry 100 event being planned on the University City side for October 24th
- Flyover Comedy Festival to announce full line up next week. Venues in the Loop include: COCA, Fitz's, Blueberry Hill Duck Room and Elvis Room, Pin Up Bowl, the Church on Delmar, the Pageant, and Delmar Hall.
- Samantha states she has met with Sarah Huff, Director of Advertising for Student Life of Washington University. Recommends allocating $1,000 towards advertising with Wash U. Recommended that the LSBD allocate the same. There is advertising budget available. Once a proposal is drafted Samantha will send to the Executive Committee for approval.
- Samantha has been working with Monet Beatty of The Suite Society STL- a new beauty and wellness salon to move into 5901 Delmar.

- Samantha is creating a welcome packet for new residents and students moving to the Loop this August. Has connected with 3 of the large residential property managers to distribute the digital guide.
- Tameka Stigers asks about Loop Passport. Samantha Smugala states this is still active, however we are currently working with Preffin on updating the website, partner hub, and app improvements. The new team member would be helping with business engagement and onboarding at the time the updates are made.
- Tameka asks about Sunshine Building demolition and if there are any plans for parking. Reggie said the grade is very steep and therefore couldn't support parking. Fencing, lighting, and landscaping will occur there. Delmar Main Street will be adding a mural on the building next to the lot for beautification.

5. ADJOURNMENT

A. Joe Edwards makes a motion for meeting to Adjournment at 12:09pm. 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.

Secretary of the East Loop Community Improvement District