

EAST LOOP COMMUNITY IMPROVEMENT DISTRICT

Minutes

Board of Directors

Thursday, July 20th, 2023, starting at 10:00 a.m.

A meeting of the Board of Directors of the East Loop Community Improvement District (the "District") was held on Thursday, July 20th, 2023, starting at 10:00 a.m., at the Moonrise Hotel, 6177 Delmar Blvd, St. Louis, MO 63112 and via Zoom Video/Teleconference

1. OPENING

- A.** Dave Mastin called meeting to order at 10:05 a.m.
- B.** Directors in Attendance were Dave Mastin, John Langa, Reggie Scott, and Joe Edwards.
- C.** Others in Attendance were Rob Klahr (via telephone), Samantha Smugala, Tameka Stigers, and Suzanne Schoomer

2. OLD BUSINESS

A. APPROVAL OF THE MINUTES OF THE DISTRICT'S QUARTERLY BOARD OF DIRECTORS MEETING HELD THURSDAY, JANUARY 19TH, 2023.

A motion was made by Joe Edwards and seconded by John Langa to approve the minutes as presented. The motion was approved unanimously with a vote of 4 to 0 in favor.

B. APPROVAL OF THE MINUTES OF THE DISTRICT'S QUARTERLY BOARD OF DIRECTORS MEETING HELD THURSDAY, JUNE 15TH, 2023.

A motion was made by John Langa and seconded by Joe Edwards to approve the minutes as presented. The motion was approved unanimously with a vote of 4 to 0 in favor.

3. PUBLIC COMMENTS – COMMENTS BY ANYONE OTHER THAN BOARD MEMBERS ARE WELCOME AT THIS TIME- None

4. NEW BUSINESS

A. SECURITY UPDATE

- Samantha Reviews Jim Whyte's Presentation
- The discussion about the best way to report and track crime. Tameka didn't believe all of the crimes occurring were being documented. Various ideas were discussed from Mutual Aid agreements, setting up a specific email to setting procedures for businesses to call Samantha when crime occurs. It would be helpful for businesses to send Samantha notice of special events so we can try to coordinate security efforts. Tameka also expressed that the police presence was lacking. Samantha reviewed new efforts for TCF Staffing and unhoused approaches being taken. We have refined the Policing schedule and have been working with the City, Wash U, and NSI for unhoused outreach initiatives.
- Action items from this conversation include:
 - Samantha to ask Jim Whyte about best reporting practices for crime.
 - Samantha to ask Jim Whyte and Rob Betts about Police Business Checks
 - Samantha to assure scheduling is occurring as requested.
 - Samantha to reach out to Capitan Marks about SLPD Presence
 - Samantha to ask Capitan Marks about a point of contact for the CID
 - Samantha to ask about the Guide Kevin Stewarts schedule

B. RESOLUTION NO. 23-001; A RESOLUTION OF THE EAST LOOP COMMUNITY

IMPROVEMENT DISTRICT AUTHORIZING THE DISTRICT TO LEVY THE ANNUAL INSTALLMENT OF THE SPECIAL ASSESSMENT AUTHORIZED BY RESOLUTION NO. 16-003; APPROVING THE SPECIAL ASSESSMENT TAX ROLL FOR THE YEAR ENDING DECEMBER 31, 2023; AUTHORIZING AND DIRECTING A COPY OF THIS RESOLUTION TO BE FILED WITH THE CITY OF ST. LOUIS, MISSOURI; AND AUTHORIZING CERTAIN ACTIONS IN CONNECTION THEREWITH

A motion was made by Joe Edwards and seconded by Reggie Scott to approve the resolution as presented. The motion was approved unanimously with a vote of 4 to 0 in favor.

C. FINANCE COMMITTEE MEETING SCHEDULE

- Samantha explains that the finance meeting schedule will begin earlier in the year to meet the new draft budget deadline at the end of March.

D. BANK PROPOSALS

- Samantha explains the issues with current bank partners and the opportunity to move banking partners. Samantha has researched US. Bank and Commerce and has also interviewed Enterprise Bank, Chase Bank, and Renaissance Financial Institution (RFI). She found that Enterprise and RFI to offer the best custom products to fit the CID's needs. These two banks offered the lowest fees and highest interest rates while having a great reputation of customer service and nearby bank locations. The other banking partners could not offer these same fraud protection packages for free and they had lower interest rates that were not competitive.
- A motion was made by Joe Edwards and seconded by Reggie Scott to switch the District's operating account to Enterprise Bank and Renaissance Financial Institution for the investment account. The motion was approved unanimously with a vote of 4 to 0 in favor.

E. EAST LOOP CID OFFICE LOCATION

- Reggie Scott noted he would be abstaining from any discussion or vote regarding this agenda item due to a possible conflict of interest.
- There was a discussion about the location of the CID office and moving the office to a first-floor storefront for visibility, accessibility, and hospitality for visitors, guides, and partners. More research needs to be done to find the right space and create a budget. Overall, the board welcomed the idea.
- A motion was made by John Langa and seconded by Joe Edwards to go to a month-to-month lease at the expiration of the current office lease in September in preparation for a pending move. The motion was approved with a vote of 3 in favor and 1 abstention.

F. EXECUTIVE DIRECTOR REPORT

- There was a discussion about the Loop Ice Carnival dates and activities. Joe Edwards expressed interest in returning the event to MLK Day weekend and for two days. Samantha proposed special activations for Friday and Sunday surrounding the Saturday event. Joe

mentioned hosting the Snow Ball again on Friday at Moonrise Hotel. The Board agreed to move forward with a single day Saturday event. One option discussed was a Sunday sale to bring visitors back to the loop on Sunday.

- Tameka asked about advertising on the Loop Trolley. Samantha reported that the Mayor's Office just approved advertising and that she was getting pricing before approaching businesses to advertise. The goal is to have these ads in the trolley by September.
- Samantha gave updates from her Executive Director Report.
- Advertising
 - Samantha proposed moving forward with a smaller one-page ad for the Explore St. Louis Magazine and Where Magazine. These two magazines are targeting tourists and are found in the convention center and in hotels. This would not include a full directory but a way to link to a directory. The board agreed to move forward with this new approach.
 - There was a discussion on the brochure and to remove the directory. Samantha will gather information on the cost and distribution of the old brochure and report back to the board.
 - Overall, the conversation was about moving to more of a digital directory and print pieces would contain less information but link to more. The goal would be to have measurable metrics for the success of the brochure.

5. ADJOURNMENT

There being no further business to discuss, a motion was made by John Langa and seconded by Reggie Scott to adjourn the meeting. The motion was approved unanimously with a vote of 4 to 0 in favor. The meeting was adjourned at 11:47 a.m.


Secretary of the East Loop Community Improvement
District