

EAST LOOP COMMUNITY IMPROVEMENT DISTRICT
Board of Directors Meeting
Thursday, October 16th, 2025, AT 10 AM

A meeting of the Board of Directors of the East Loop Community Improvement District (the “District”) is scheduled on Thursday, October 16th, 2025, at 10 AM, at the Moonrise Hotel, 6177 Delmar Blvd, St. Louis, MO 63112 and via Zoom Video/Teleconference, City of St. Louis, State of Missouri

**THE PUBLIC IS WELCOME TO ATTEND AND PARTICIPATION IN
THE MEETING IN PERSON OR VIA TELECONFERENCE**

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Meeting ID: 858 0141 5466

Passcode: 674635

One tap mobile

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Public Comments Policy: The public may submit written comments by email to director@thedelmarloop.com. All comments must be limited to 400 words. All comments received by email the day of the regularly scheduled meeting at least one hour prior to the posted start time of the meeting will be read into the record during the public comments portion of the meeting and reflected in the meeting minutes.

1. OPENING

- A. Joe Edwards called meeting to order at 10:05.
- 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, Rob Klahr of Armstrong and Teasdale LLP, Neil Eisenberger of LJC, Dave Sandel of iNeighborhoods, Joy Straney and James Schier of RFI, Kevonne Martin and Shani Bennett of Figozo, John Grizzle, Suzanne Schoomer, and Tameka Stigers.

2. OLD BUSINESS

- A. **APPROVAL OF THE MINUTES OF THE DISTRICT’S QUARTERLY BOARD OF DIRECTORS MEETING HELD THURSDAY, JUNE 18TH, 2025.**
 - JoAnna Schooler made a motion to approve minutes with Rob Klahr’s adjustments. Qui Tran seconds. All in favor. Motions passes.

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

- A. Dave Sandel
 - Digital District App – Built a sensory network along Delmar Loop. App is built and ready for use. This is the first digital TDD in the world is happening in the Loop. Studied how to move people on Trolley. Use Trolley as vehicle for economic explosion in this neighborhood. Would like to move digital businesses into the neighborhood. Requested a meeting for meeting to discuss collaboration.

4. NEW BUSINESS

- A. **SECURITY UPDATE**
 - Security Update from Jim Whyte of NSI

- Jim Whyte presents latest Security report.
- Overall crime is down 37%
- 11 Crimes reported in September. Car thefts were three of the 11. We are looking at camera footage to see if we were able to capture any of those crimes. Jim is following up with SLMPD for more information.
- Outreach program has been very successful for East Loop,
- Camera Expansion Project
 - Meeting on Monday to scout new camera sites.

B. STREETSCAPE PROJECT UPDATES

- Progress and Current Status
 - Community Engagement Efforts
 - Attended 3 community meetings
 - One open house
 - Online surveys & Physical Mailers
 - Fifty-nine community members participated in the East Loop Streetscape Survey, with 80% living nearby and most visiting regularly for dining, shopping, or entertainment. Top priorities include improved pedestrian safety and crosswalk visibility (79%), more benches and seating (76%), accessible pathways (74%), and better trash and recycling bins (69%). While 49% value maintaining on-street parking, safety and walkability were ranked higher. Respondents emphasized the importance of pedestrian-scale lighting, active storefronts, and clear sightlines to enhance security. The community envisions a safer, greener, and more family-friendly corridor that reflects local creativity and history—balancing art, comfort, and accessibility to create a vibrant public space for all
 - Parking Day was a great success.
 - Overall response has been positive. A few emails have been sent in with concerns. We are drafting coordinated responses.
 - Dave Sandel Mentions Trees – any coordination with U City. Samantha explains that U City is aware of the project and are considering improvements on the U City Side. We are making sure that all are aligned on the work.
 - Tameka Stigers mentions that since this plan will take multiple

years, we want to make sure we are planning for future so the project continues regardless of staff or Board changes.

- Joy Straney mentions that St. Louis Community Collage Meramec has a new certificate of native plans and the streetscape landscaping could be part of a student project
- Doug Nguyen recommends considering tree species – lots of maintenance for business owners with trees that have too many leaves or seeds that drop
- Since last meeting Traffic study was finalized – road diet is recommendation. Conceptual designs reflect road diet, wider sidewalks, increased landscaping and lighting, and protected parking.
- Expansion to DeBaliviere
 - The proposed expansion to DeBaliviere was a response to requests from the community and the desire for better connectivity to DeBaliviere.
 - LJC team has provided an invoice to add the expansion to the project for an additional \$23,000. This includes getting us to the 30% design and providing estimates. LJC team would utilize the traffic study being conducted by the Alderwoman for this area. Surveying work would be added to the grant application and not completed at this time.
- Grant Application/Funding
 - Total Estimated Project Cost: 8.4M
 - The Bureau of Public Service has slatted a project for STPS Grant. The Team is now considering a CMAQ grant. CMAQ Grants are scored on reducing carbon emissions. Lochmueller team has completed initial emissions calculations for the grant and determined we have an eligible project. The CMAQ Grant only funds surface upgrades, and landscaping and lighting would need to be funded through other resources.
 - As all federal grants through East West Gateway, the CMAQ grant requires a 20% match. The 20% match with the non-eligible costs would leave the required funding at 4.5M.
 - Samantha has a meeting with the alderwoman to discuss the possibility of Ward Capital for the 20% match. She also has a meeting with SLDC to learn more about a TIF district to see if that would be an option.
 - Need to consider that CID has another 15 years before renewal when considering any any Loan or TIF.
 - John Langa asked about the CID renewal process – Rob Explained this would be a new petition process for property owner buy-in.
 - Samantha describes high level options:
 - Move forward with CMAQ in 2026, Private partnerships, Ward

Capital, and Loan/Bond.

- Continue work to 60% Design and apply for STPS Grant in 2027
- Continue work to 60% Design and establish TIF District with Master Developer and apply for STPS or CMAQ in 2027
- The Streetscape Committee will plan to meet soon to review the information gathered by Samantha and discuss potential funding streams.
- Board vote to approve design fee expansion to DeBaliviere.
 - Joe Edwards makes a motion to approve the \$23,000 proposal from Lamar Johnson Collaborative for the design services to expand the Streetscape project scope to DeBaliviere and for Samantha Smugala to execute the contract. Qui Tran seconds. All in favor. Motion passes.

C. FIGOZO PRESENTATION

- Review Seasonal Trolley Passport App Metrics
 - Over 2600 Downloads
 - Over 550 promotions redeemed at local businesses
- Present Rebrand to “Loop Passport” and new features include a new home screen, faster redemption process, and more self-guided activities.
- Samantha explains she has been in conversations with University City on further collaboration and cost-sharing for this initiative. University City is reviewing the opportunity and will get back to us in a few weeks. We do need to sign the proposal and submit payment to keep the Passport App moving forward. University City understands and will work collaboratively with us to figure out a reimbursement to the East Loop if they decide to move forward.
- Board vote of approval for the new annual Figozo contract
 - Qui Tran makes a motion to approve the \$8,916 proposal from Figozo for the continued services of the Loop Passport and for Samantha Smugala to execute the contract. JoAnna Schooler seconds. All in favor. Motion passes.

D. RENAISSANCE FINANCIAL REPORT

- Joy and James would like to know what cash flow looks like and what are the needs for the next 12 -18 months. How much money can we put into investment accounts?
- Interest rates in general are moving down. Looking like there will be one more rate cut in 2025 and four additional rates cuts for 2026.
- This time next year we will be looking at 4% interest rate.
- Current money market holding is at 3.8% floating rate.
- Could look at diversifying EFT for variety of bonds.
- 208,000 currently in money market account.
- Samantha to meet with RFI after streetscape project to determine what to do with funds.

E. APPROVAL OF FY24-25 YEAR END FINANCIAL STATEMENT

- Joe Edwards made a motion to approve the FY24-25 Annual Report. Reggie Scott seconds. All in favor. Motions passes.
- Consider the communication and outreach for assessment increasing to property owners.

F. AMENDMENT TO THE CID ACT – HOUSE BILL 199

- Rob Klahr reviews memo to the board on House Bil 199. House Bill 199 was adopted during the most recent session of the Missouri General Assembly. It contains an amendment to the Community Improvement District Act that provides as follows: “all property owned by an entity that is exempt from taxation under 26 U.S.C. Section 501(c), as amended, shall be exempt from any special assessment levied by a district under this section so long as the property is used in furtherance of the entity's tax exempt purposes.”
- The provision was added to House Bill 199 as a floor substitute on May 15, which was the last day of the Missouri legislative session. It was adopted that same date and transmitted to the Governor on May 30. The Governor signed the bill and transmitted it to the Missouri Secretary of State on July 10. The legislation became effective on August 28, 2025. The East Loop CID had already approved its annual special assessment roll prior to the date that the Governor signed the legislation, and the special assessment roll was transmitted to the City Collector prior to the date on which the legislation became effective.
- Board Should consider
 - Outreach to collectors’ office to withdrawal invoices from city for tax exempt
 - How do we move forward with receiving the funds from the entities.
 - Samantha to schedule time with Rob Klahr to discuss options for the tax exempt property owners to contribute.
 - Could be similar to the ambassador contract.
- Qui Tran makes a motion to direct the Executive Director and the Chair to notify the City collector’s office of the change in the law and communicate these changes with the three effected property owners to determine alternate ways of contribution. Joe Edwards seconds. Doug Nguyen and John Langa are in favor. JoAnna Schooler and Reggie Scott abstain from the motion. Motions passes.

G. CONTRACT REVIEWS AND RENEWALS

- Pattan & Co.
 - No significant changes in contract.
- Samantha explains she has been in conversations with University City Loop Special Business District on further collaboration on marketing initiatives. Due to this, Samantha recommends moving forward with a 6-month contract with Pattan & Co. with the option to extend. This allows the East Loop flexibility to continue conversations with the LSBDD on marketing collaborations and if there is opportunity for joint initiatives, we’ll be able to proceed after the Pattan & Co. contract ends.

- Samantha to make sure there is a clause for an option to extend in the contract.
- Board vote of approval to execute a 6-month contract with Pattan & Co.
 - Qui Tran makes a motion to approve the \$12,000 6-month contract with Pattan & Co for Press Related and Social Media Services and for Samantha Smugala to execute the contract. Doug Nguyen seconds. All in favor. Motion passes.

H. BOARD MEETING AGENDA FOR 2026

- Samantha shares the proposed Board Meeting Agenda for 2026. Asks that board Members review and respond with availability in two weeks.
 - Samantha to update year in schedule document.

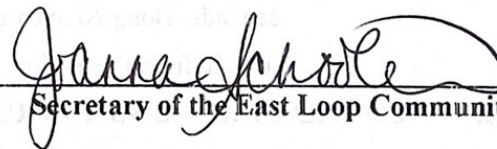
I. EXECUTIVE DIRECTOR REPORT

- Event initiatives
 - Dia de los Muertos
 - Holidays
 - Ice Carnival
- Trolley
 - Balloon Glow
- Businesses
 - Christner Architects, STL Design Alliance, STL Subs are moving out of the district.
 - New businesses opening are Bridge Bread, The Church on Delmar, Sam Fox Gallery, Brasas Expansion, and potential Arcade.
- Coalition met with Mayors Office to discuss opportunities for collaboration.

5. ADJOURNMENT

- A.** Joanna motions to adjourn the meeting at 11:58. Qui Tran 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