

EAST LOOP COMMUNITY IMPROVEMENT DISTRICT

Board of Directors Meeting Minutes

Thursday, April 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, April 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 10:36am.
- 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, Steph Bogue of Armstrong and Teasdale LLP, Kevonne Martin and Shani Bennett of Figozo, Tameka Stigers of Locs of Glory.

2. OLD BUSINESS

A. APPROVAL OF THE MINUTES OF THE DISTRICT’S QUARTERLY BOARD OF DIRECTORS MEETING HELD THURSDAY, January 15TH, 2026.

- Joe Edwards made a motion to approve minutes. Doug Nguyen 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
- Crime is down 28% from last year.
- No persons Crimes reported in Q3
- 5 Crimes were reported in March, 1 burglary, 3 larcenies, and 1 auto theft.
- Crime rate is well below the 5 year average.
- Tameka Stigers mentions that the Levitt Concert Series is coming up on May 10th and then every first Sunday and fourth Sunday of the month through September.
- Qui Tran mentions that Nudo is going to be hosting a Sonic the Hedge Hog Pop Up being sent from Japan. Installing now, and then it will be open after that. The Pop Up in Chicago brought people from around the Country and over 500K in sales.
- Samantha will make sure that the Levitt Series and Sonic Hedge Hog pop up are on the security team’s radar.
- Sonic Pop Up target opening date is April 25th to the last Sunday in June. New menu based on the characters and food featured in movies.
- Hoping this will bring anime concepts every year.
- More unhoused individuals being seen in the district.
- Tent affixed to AT&T with a women living there. Reached out to AT&T and the outreach team to engage the individual.
- Tameka Stigers mentions the man that broke her window and that she saw him outside. Is mentally unstable and has been tampering with property. Going through the trash cans. He also came into Amigo Sole in the past and was asked to leave.
- Jim Whyte says to please reach out to him when this occurs.
- Jim Whyte met with SLMPD Communications Director and Judges last week.

- Recommends getting pictures of the person and sending to Jim. Send Jim police report number when the police are called as well.

B. STREETSCAPE PROJECT UPDATES

- After the Streetscape Committee and Consultants met with the City in March, the City has informed us that they are reserving STPS and CMAQ grants for critical projects. The next option for funding is the TAP Grant which is a maximum ask of \$2.5M and requires a 20% match.
- The team decided to reduce the project scope back to it's original project boundaries of Hodiamont to Laurel and refine the project budget. The Current Project Budget is \$3.6M.
- The team explored the options of submitting the \$3.6M project for a TAP grant in the following scenarios:
 - Scenario 1: Full Project with TAP Grant
 - Scenario 2: Full Project with two TAP Grants
 - Scenario 3: Reduced Project with TAP Grant - \$2.5M total
- Scenario 3 seems to be the most likely route to a successful TAP grant application without risking the project in two applications. If we can reduce the design and services for total projects costs to \$2.5M total, the CID would not need to finance the project. This would include a \$2M TAP Grant and \$500,000 Ward Capital Match.
- Other costs the CID should consider as a result of the project are Business Support Grants, Holiday Lighting, Way Finding Signage, Updating the Pedestrian Lights in the 6000 Blocks of Delmar, and the option to reinstate the CID early to pursue financing.
- If we move forward with Scenario 3, the CID can approach these ancillary items as needed or in phases versus needing to finance.
- The Committee has discussed ideas for reducing the cost including removing the North side of Delmar in the 5800 block from the project with the exception of the pedestrian cross walk at Hamilton. The reasoning here is that this area slows traffic organically as the lanes tighten around the Trolley Platform, there are not many businesses on the north side of Delmar in the 5800 block that would benefit from the project. We also recommend reducing the landscaping elements in the project to reflect more of what we have in the 6000 Blocks. More landscaping elements can be added at a later date if deemed necessary.
- Tameka asked about continuing to DeBaliviere, suggested this is something we still continue to push for with the City.
- Samantha explains it's not that we want leave this portion of the district out of the project, but we don't want to risk a project that wouldn't be competitive or that we couldn't afford. By focusing on this area of Delmar we are addressing the areas with more businesses and development opportunities and still accomplishing the connection to the 6000 Blocks of Delmar.
- Goal is for continuation of projects on Delmar Blvd and for this first project to lead to more work. Conversations will continue with the Great Streets Project, Alderpersons, and the City to advocate for this work. We hope that this first project becomes a model that the boulevard can use over and over again to address multiple sections of the corridor for continued improvements and growth.

C. FIGOZO PROPOSAL

- The Figozo team has created a new contract for the LSBDD and the East Loop CID to review. This would be another joint initiative between the two organizations. Currently the Delmar Loop works with Figozo for the Loop Passport App, but the Figozo product portfolio is expanding.
- The proposal includes services to continue the Loop Passport App but also add a Partner Hub giving us administrator access to make updates, see data, and create new events and promotions. Merchants will also be able to log into the Partner Hub to enter business

information, create new promotions, add events, and see data. This will work on desktop and mobile for easy access.

- Pages is another new product that is a website. This website would update what we currently have at visittheloop.com and connect the App and website so that can be consistent and updated together with one source of information. Figozo has tested their site templates to be searchable by AI which is becoming increasingly important as more and more people use AI to plan their weekends and vacations. They will also assure the website is ADA compliant which will be a legal requirement by the end of the year.
- There are examples of the template site in the proposal, but this would be rebranded as the Delmar Loop.
- The Partner Hub gives us the ability to better collaborate with businesses on events like Ice Carnival where multiple businesses are participating in one event
- The pricing structure is priced out monthly and includes credits for continuous work and updates on the App and the Website while allowing for seamless connection between the two so we are not updating in two different places.
- Business trainings are also included in this model where Figozo can provide group or one on one support.
- This is reasonable price for a new website, partner hub, and continued work on the app in a subscription price model that will be paid up front. This will be split between the East Loop CID and LSBSD and is included in the FY27 budget. The LSBSD approved this contract at their Board Meeting on Tuesday.
- JoAnna Schooler makes a motion to approve Executive Director to Execute Contract with Figozo for FY27. Doug Nguyen seconds. All in favor. Motion passes.

D. ASSESSMENT REVIEW

- In Year Ten, the CID Assessment increased 10% for a total of \$615,657.52 received in year Eleven (FY26-27). The Assessment will be approved in a resolution at the next Special Board Meeting in June.

E. FY26-27 BUDGET REVIEW

- Samantha presents the Draft Budget for FY26-27.
- Under Revenue, Samantha has added in the anticipated Revenue gained from the LSBSD collaboration for shared staffing. This includes allocation of Samantha's salary and 50% of the new staff persons salary. It also includes a 10% admin fee to support costs that come with personnel. You will see the staff allocation increase under Administration, Economic Development and Safety and Maintenance for two staff people.
- Under Administration, there is an increase for Office Supplies to support another staff person.
- Under Economic Development many of the marketing costs are now shared costs with the LSBSD including Public Relations, Graphic Design and Social Media, Walk of Fame, Flyover Comedy Festival, and Advertising.
- Ice Carnival has been increased to \$50,000 for the 20th year anniversary.
- Streetscape Project scope has not been set, but we have a maximum of \$175,000 of our reserves set aside for the continuation of the project. This includes temporary installations.
- The Landscaping budget has also increased to support these temporary installations.
- Samantha explains the \$15,000 in the Beautification budget was budgeted to refresh the planet walk signs and directory signs. Her recommendation is to not proceed with a full refresh of these signs but limit this budget to \$7,000 to update the directory signage and repair some of the planet walk signs that need addressing.
- Under Safety and Maintenance, we have reduced the Secondary Police budget and increased the Event Security Budget as we typically only hire secondary for event support.
- This budget would allow the CID to put \$19,000 back into reserves.

- Samantha reminds the Board to keep in mind that our financial statements will still report that our spending is over our revenue as the reserves are not considered additional revenue as it is reflected in this budget.
- This budget will be perfected for adoption by the Board in the June Special Board Meeting.
- Tameka Stigers asked to be sent the budget.

F. FINANCIAL PROCEDURES REVIEW

- New Financial Management Policies have been drafted to prepare for our financial audit of FY25-26. These were drafted from guidance of the Auditor, KEB, on what to include in our policies. These policies reflect our current process's. Armstrong Teasdale as also reviewed the polices and offered comments.
- The previous financial policies were adopted in Resolution 18-013, however they were out of date and did not include many of the items reflected in the new policies.
- Samantha asks Steph Bogue about section 6, bullet point 2. Is the Executive Committee able to approve via unanimous email vote expenditures over \$5,000. Steph is going to check and get back to the Board.
- The Board will need to repeal Resolution 18-013 adopt the new policies in the Resolution as drafted
- Edits:
 - Add in Annual Budget "Executive Director **and Treasurer**" prepare annual budget.
 - Under Credits Remove Credit Card Limit as this could change.

G. FY26-27 CONTRACT RENEWALS

- CWE Neighborhood Security Initiative
 - No differences from last fiscal year's contract.
 - Contract is the same amount as this year - \$25,000
 - JoAnna Schooler makes a motion to approve Executive Director to renew the contract with CWE NSI for FY27. Joe Edwards seconds. All in favor. Motion passes.
- Doug Nguyen had to leave the meeting at approximately 11:45AM.
- KEB
 - This Engagement Letter is limited to Quarterly Financial Statements and Taxes. Samantha intends to continue the East Loop CID Bookkeeping. We are not planning to conduct an Audit of FY26-27.
 - JoAnna Schooler makes a motion to approve Executive Director to Execute Contract with KEB for FY27. Qui Tran seconds. All in favor. Motion passes.
- Jubilee Services
 - Bob McMaster and John Carey have left Jubilee. Samantha did have questions on the contract, however, I haven't been able to reach a new contact person yet. Before we sign a new contract, Samantha would like to meet with the new person overseeing the team that will be working in the East Loop. We can approve this at the next Board Meeting in June.
- St. Louis Magazine
 - The FY27 St. Louis Magazine Contract is for \$5,000. This is the same amount as last year. The LSBD also approved a \$5,000 contract and together, we'll have \$10,000 of marketing with St. Louis Magazine.
 - This contract includes exposure for our large events and also a Loop Trolley Feature.
 - This price is included in the FY27 budget. The LSBD Approved their contract at the Board Meeting on Tuesday.

- John asked about Clayton Sponsorship. Samantha explains this is a newsletter sent directly to an audience signed up for Clayton news. The Clayton zip code is one of our highest visitor zip codes, so Samantha was fine with this approach as recommended by St Louis Magazine.
- JoAnna Schooler makes a motion to approve Executive Director to Execute Contract with St Louis Magazine for FY27. Qui Tran seconds. All in favor. Motion passes.
- Public Relations Consultant
 - The RFP Review Committee is recommending we move forward with Amy Burger as the Public Relations Consultant. Amy's proposal was scored highly with relevant case studies and examples of work. During the RFP process she was very communicative and demonstrated great attention to detail and creativity. Amy works with Circus Flora, Kranzberg Arts Foundation, and as a freelance writer for St Louis Magazine. Her proposal is reasonably priced for these services.
 - This contract will be Shared with the LSBDD and invoiced quarterly. Each quarterly invoice will be addressed to either the East Loop CID or the LSBDD and each organization will receive two invoices for \$3,125 a year, paying a total of \$6,250 per organization. Amy's total fee for the year is \$12,500.
 - The contract will include PR for 5 major events including:
 - Flowering Artist Festival
 - Dia de los Muertos
 - Support for Flyover Comedy Festival
 - Holidays in the Loop
 - Ice Carnival
 - Additional services may be added as needed in an amendment to the contract.
 - Reggie Scott asked which applicants were WMBE. Only two applicants had the official certification: Vector and AMM Communications. Elizabeth Donielle is a person of color, Amy Burger PR is a women owned independent contractor, Pattan & Co. is a women owned agency.
 - JoAnna said the proposals ranged greatly in their responses and price range. She does feel that Amy Burger is the applicant we should move forward with.
 - Reggie asks for context next time. Samantha agrees to make sure the Board has more context and time to consider. As we are working to move quickly and hire a contractor, this was only completed one day before the Board meeting and there wasn't time to include in the original Board packet for review.
 - Qui asks for reporting – Amy will provide reports for each event. Qui says that if we decide goals aren't being met we can make a change.
 - Reggie Scott would like to Board to consider WMBE firms for contractors. It is important we create opportunity.
 - JoAnna Schooler makes a motion to approve Executive Director to Execute Contract with Amy Burger for PR Services. Qui Tran seconds. Reggie Scott abstains from vote. All others approve. Motion passes.
- Pending – STL Bucket List
 - STL Bucket List will be another shared contractor with the LSBDD in FY27. STL Bucket List's scope will be for Social Media management and content creation. Our budget for this contractor will be \$15,000 as reflected in the FY26-27 budget.

H. SMALL BUSINESS GRANTS

- Samantha presents the next round of Small Business Grant Applications with a memo to

the Board. The five new applications and previously submitted three applications are recommended for approval.

- Samantha notes there may be one additional Window Grant being submitted.
- After all grants are approved and paid, the Business Support Line item will have \$2,345.14 left.
- JoAnna Schooler makes a motion to approve all Small Grants for payment as presented in the memo by Executive Director. Reggie Scott seconds. All in favor. Motion passes.

I. JOINT PROGRAMS AND MARKETING MANAGER JOB DESCRIPTION

- As support to Samantha as the Executive Director for both the LSB and East Loop CID, there is a need to hire another full time Employee.
- This person will be an employee of the East Loop CID, however, as outlined in our MOU executed with the East Loop CID in February, this person's work will be split 50/50 between supporting the East Loop CID and the LSB. Both organizations will share the cost of the employee equally.
- The job description outlines work in the following areas:
 - Marketing
 - Managing marketing, public relations, and advertising contracts
 - Managing accuracy and updates of the website, app, and more
 - Assisting with updating and creating collateral
 - Assisting with event marketing
 - Events
 - Managing in the planning and execution of Delmar Loop Events
 - This includes logistics, operations, business coordination, and communications
 - Business Support
 - Regular outreach with Delmar Loop Businesses, business appreciation programs, data tracking, and record keeping.
 - Admin Support
 - Maintaining accurate district files and records in accordance with their work.
- **Comments from the board**
 - There was discussion on who should be involved in the decision making for the new East Loop CID employee. There will be a joint hiring committee with one representative from the East Loop CID and one from the LSB as well as Samantha as Executive Director. The Executive Director should make the decision on hiring with support and guidance from the hiring committee. This does not need to go to a full Board vote, however, the person hired should be introduced to the Board upon hiring.
 - General consensus is to trust and empower Executive Director to select a person that will work well for both groups.
 - New staff person would go through a performance review process every year
- Next steps are for Samantha to form a joint committee for the East Loop CID and the LSB to review applicants. The goal is to post this job by May 1st.

J. EXECUTIVE DIRECTOR REPORT

- Zoning and Form Based Code
 - Samantha has attended the Form Based Districts Zoning meetings to gain an understanding of how these districts will be incorporated into the new Zoning overhaul.
 - Our district aligns well with the draft conceptual districts planned.
 - Items not addressed are minimum building heights, transitions,

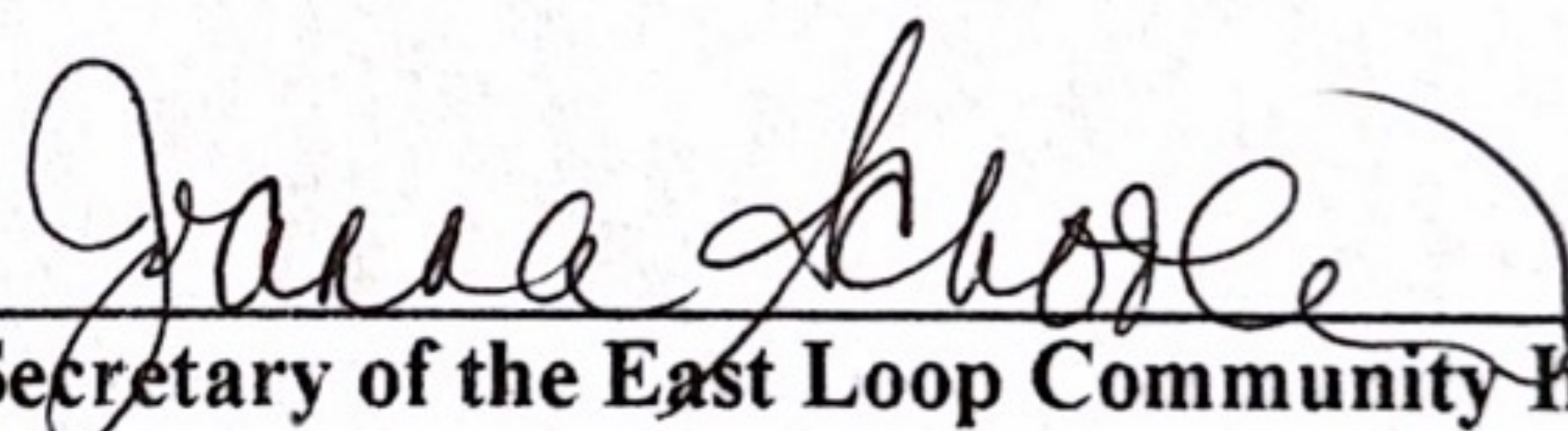
egress and access, parking requirements, and architectural standards and materials. This is still being discussed.

- Streetscape standards in the draft FBC will not be included in the Zoning code but rather in the Transportation Mobility Plan. Our current streetscape and new streetscape project aligns well.
- New Businesses
 - Shares graph of new businesses opening and closing businesses.
- U City Business Grants and Alignment
 - University City is preparing new grant programs and some are similar to our current small grants. Samantha intends to review these after they are approved and work to align the East Loop CID grants so that the entire corridor has access to the same resources.
- Loop Trolley
 - Samantha has been meeting with Amber Barbeau and the marketing team to prepare for the Trolley Season.
 - It is confirmed that the Trolley will have extended hours for the Balloon Glow. We are still waiting to hear if we can act on other initiatives such as a Pups on the Trolley event.
- Juneteenth
 - Juneteenth planning is underway. Celeste Grayer is doing a great job. Programming and logistics are booked, now working on merchant and food vendors.
 - The event will start directly after the 5K race around 12pm and end at 5pm.

5. ADJOURNMENT

- A. Joe Edwards motions to adjourn the meeting at 12:45. 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