



EUCLID SOUTH

COMMUNITY IMPROVEMENT DISTRICT

Euclid South CID Board of Directors Meeting

TO BE HELD

February 18, 2020 – 1:30pm
at **4512 Manchester Avenue, #100**
St. Louis, MO 63110

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on February 18th at 1:30pm via conference call, the Euclid South Community Improvement District (the "District") will hold a **Board of Directors** meeting to consider and act upon the matters on the following tentative agenda and such other matters as may be presented at the meeting and determined to be appropriate for discussion at that time.

1. Call to Order
2. Public Comment
3. Approval of Previous Month Minutes
4. Project Reports
 - a. Public Infrastructure
 - i. Update from Horner & Shifrin
 - ii. District Decor
 - b. Safety & Security
 - i. CWE NSI
 - ii. The City's Finest
 - c. Finance
 - d. Marketing
 - i. PCD Small Business Grant
 - e. Public Maintenance
5. Other Business
6. Adjournment

Please Note: Due to COVID-19 physical access to the general Board meeting by the public will be temporary closed and replaced by phone conferencing. To attend the meeting by phone, please dial 1-312-626-6799, meeting ID: 939 7073 7390

This meeting is open to the public; provided, however, that a portion of the meeting may be closed to discuss legal, real estate and/or personnel matters as provided by Sections 610.021(1), (2) and/or (3), RSMo.

Representatives of the news media may obtain copies of this notice, and persons with disabilities wishing to attend can contact: Park Central Development, 4512 Manchester #100, St. Louis, 63110, (314)535-5311.

DATE POSTED: 2-16-2021

TIME: 1:30 PM

Euclid South CID Board of Directors Meeting Minutes
January 21st, 2020 at 1:30 p.m.
At 4512 Manchester Avenue, St. Louis, MO 63110

Board Members in Attendance: Mark Rubin, Brian Phillips, Brian Davies, Josh Udelhofen, Stephan Ledbetter – via phone/video

Others in Attendance: Ron Coleman (Neighborhood Improvement Specialist), Johnathan Ryan (Christner), Jim Whyte (CWE NSI), Ashley Johnson, Abdul Abdullah (Park Central Development) – via phone/video

1. **Call to Order:** M. Rubin called the meeting to order at 1:32 PM.
2. **Public Comment:** No Comments
3. **Approval of Previous Meeting Minutes:** Brian Phillips motioned to approve the previous month meeting minutes; J. Udelhofen seconded. All in favor- motion approved.
4. **Project Reports:**
 - a. **Public Infrastructure –**
 - I. J. Ryan gave the board an update on the Streetscape Project, noting they will soon be starting the City review process. M. Rubin noted a need to hire a project manager. M. Rubin asked A. Johnson to prepare a drafted RFP and send it to him by next Wednesday.
 - II. A. Johnson reported that every business was in support of the new trees except for Treat Unleashed. M. Rubin asked A. Johnson to send out an email to the business list and ask if they are in support of planting new trees. J. Whyte noted that trees could have a negative impact on public safety. It blocks camera views. J. Ryan asked J. Whyte to send him the camera locations.
 - b. **Safety & Security-**
 - I. J. Whyte gave an update on the District safety and security. J. Whyte reported on a “shot fired” incident that occurred at 4501 Lindell. The CWE neighborhood ranks the 2nd highest, behind Downtown, for the most carjacking incidents. J. Whyte reported on several other criminal incidents that occurred throughout the CWE neighborhood. M. Rubin asked A. Johnson to follow-up with the other special taxing district to form an advisory committee designed to address matters surrounding neighborhood safety and security.
 - c. **Finance-** A. Johnson gave the financial report. B. Davies motioned to approve the financial report; B. Phillips seconded. All in favor – motion approved.
 - d. **Marketing -** A. Abdullah noted that PCD will be providing small business grants, starting February 1st. PCD will keep the Board updated on the program.
5. **Other Business**
6. **Adjournment**
 - B. Davies motioned to adjourn, B. Phillips second. Meeting adjourned at 2:24 PM.

Euclid South Community Improvement District

Balance Sheet

02/02/21

As of January 31, 2021

Accrual Basis

	<u>Jan 31, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
10000 · Reliance Bank Checking #4652	153,255.49
10001 · Reliance Bank MM Acct #4660	623,139.28
Total Checking/Savings	<u>776,394.77</u>
Total Current Assets	<u>776,394.77</u>
TOTAL ASSETS	<u>776,394.77</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	31,581.16
Total Accounts Payable	<u>31,581.16</u>
Total Current Liabilities	<u>31,581.16</u>
Total Liabilities	31,581.16
Equity	
32000 · Net Assets	766,495.66
Net Income	<u>-21,682.05</u>
Total Equity	<u>744,813.61</u>
TOTAL LIABILITIES & EQUITY	<u>776,394.77</u>

Euclid South Community Improvement District Profit & Loss Budget Performance January 2021

	Jan 21	Jul '20 - Jan 21	YTD Budget	Annual Budget
Ordinary Income/Expense				
Income				
43500 · Misc Revenue	0.00	0.00	20,318.70	34,832.00
43200 · CID 1% Sales and Use Tax	12,265.14	198,289.02	291,666.70	500,000.00
46400 · Interest Income	195.75	1,406.23		
Total Income	12,460.89	199,695.25	311,985.40	534,832.00
Expense				
90001 · Miscellaneous Expense	52.33	1,341.79		
50000 · Administration				
50550 · Storage Facility	0.00	122.47		
50702 · Marketing Admin Services	2,083.00	14,581.00	14,581.00	24,996.00
50501 · 32 N Euclid TIF Redevelopment	19,062.62	19,062.62	0.00	30,000.00
50701 · Admin Services	2,500.00	17,500.00	17,500.00	30,000.00
50400 · Insurance - Property	0.00	1,807.00		
50100 · Bank Charges/Fees	11.70	11.70		
50300 · Insurance-D&O; Gen Liability	0.00	0.00	0.00	1,500.00
50700 · Professional Services				
50703 · Audit, Legal	0.00	10,000.00	7,583.35	13,000.00
Total 50700 · Professional Services	0.00	10,000.00	7,583.35	13,000.00
Total 50000 · Administration	23,657.32	63,084.79	39,664.35	99,496.00
55000 · Marketing & Promotions				
55701 · E-Cab	0.00	1,225.00	22,500.00	36,000.00
55800 · Holiday Decorations	0.00	4,837.73	2,500.00	2,500.00
55100 · Advertising	0.00	250.00		
55300 · Professional Services	0.00	0.00	15,000.00	15,000.00
55500 · Special Events	0.00	0.00	5,833.35	10,000.00
55700 · Web, Social Media	0.00	138.00	1,458.35	2,500.00
55000 · Marketing & Promotions - Other	0.00	0.00	0.00	0.00
Total 55000 · Marketing & Promotions	0.00	6,450.73	47,291.70	66,000.00
60000 · Public Area Maint & Landscaping				
60701 · Landscaping	0.00	2,784.00	6,496.00	11,136.00
60702 · ATBM	0.00	37,225.00	28,000.00	48,000.00
Total 60000 · Public Area Maint & Landscaping	0.00	40,009.00	34,496.00	59,136.00
65000 · Infrastructure				
65110 · Streetscape Improvements	0.00	24,150.00	84,991.70	145,700.00
Total 65000 · Infrastructure	0.00	24,150.00	84,991.70	145,700.00
70000 · Public Safety & Security				
70100 · Camera System	6,022.50	17,785.50	0.00	5,000.00
70200 · CWE-NSI Board Seat	1,250.00	3,750.00		
70300 · Patrols	5,234.38	54,500.04	64,166.70	110,000.00
70500 · Outreach	0.00	10,305.45		
70900 · Pub Safety/Security Reserve	0.00	0.00	28,875.00	49,500.00
Total 70000 · Public Safety & Security	12,506.88	86,340.99	93,041.70	164,500.00
Total Expense	36,216.53	221,377.30	299,485.45	534,832.00
Net Ordinary Income	-23,755.64	-21,682.05	12,499.95	0.00
Net Income	-23,755.64	-21,682.05	12,499.95	0.00

Euclid South Community Improvement District Transaction List by Vendor January 2021

Type	Date	Num	Memo	Split	Amount
City of St. Louis Comptroller's Office					
Bill	01/28/2021	1.28.2021	Euclid South CID's payment for TIF Redevelopmen	50501 · 32 N Euclid TIF Redevelopment	-19,062.62
CWE Neighborhood Security Initiative					
Bill	01/12/2021	3247	Inv 3247 Camera Contribution	70100 · Camera System	-6,022.50
Bill	01/12/2021	3240	Inv 3240 1st Qtr NSI Contribution	70200 · CWE-NSI Board Seat	-1,250.00
Park Central Development Corp.					
Bill	01/15/2021	2021-01-15	Recurring Bill Life Storage - Storage Rental	90001 · Miscellaneous Expense	-52.33
Bill	01/15/2021	01-15-2021	Fees paid for 1099 submission	50100 · Bank Charges/Fees	-11.70
Bill	01/20/2021	2021-01-20 (1)	Recurring Bill	50702 · Marketing Admin Services	-2,083.00
Bill	01/20/2021	2021-01-20	Recurring Bill	50701 · Admin Services	-2,500.00
The City's Finest					
Bill	01/15/2021	INV-2940	In v 2867	70300 · Patrols	-5,234.38
January Bills Paid					-36,216.53

FINANCE

- Review Financial Documents
 - Balance Sheet
 - Profit & Lost
- Report on Sales Tax Collections

These are sales taxes collected in January and deposited to the account in February 2021

	2020	2021	Variance (’20 to ’21)
January	\$38,813	\$37,153	-\$1,660
YTD	\$107,705	\$49,419	-\$58,286

DISTRICT HOLIDAY DÉCOR

- Holiday's: The following dates was chosen because the cost benefit, décor can be displayed for an extended time.
 - May 31 – Memorial Day
 - July 4 – Independence Day
 - November 25 – Thanksgiving Day
 - December 25 – Christmas Day

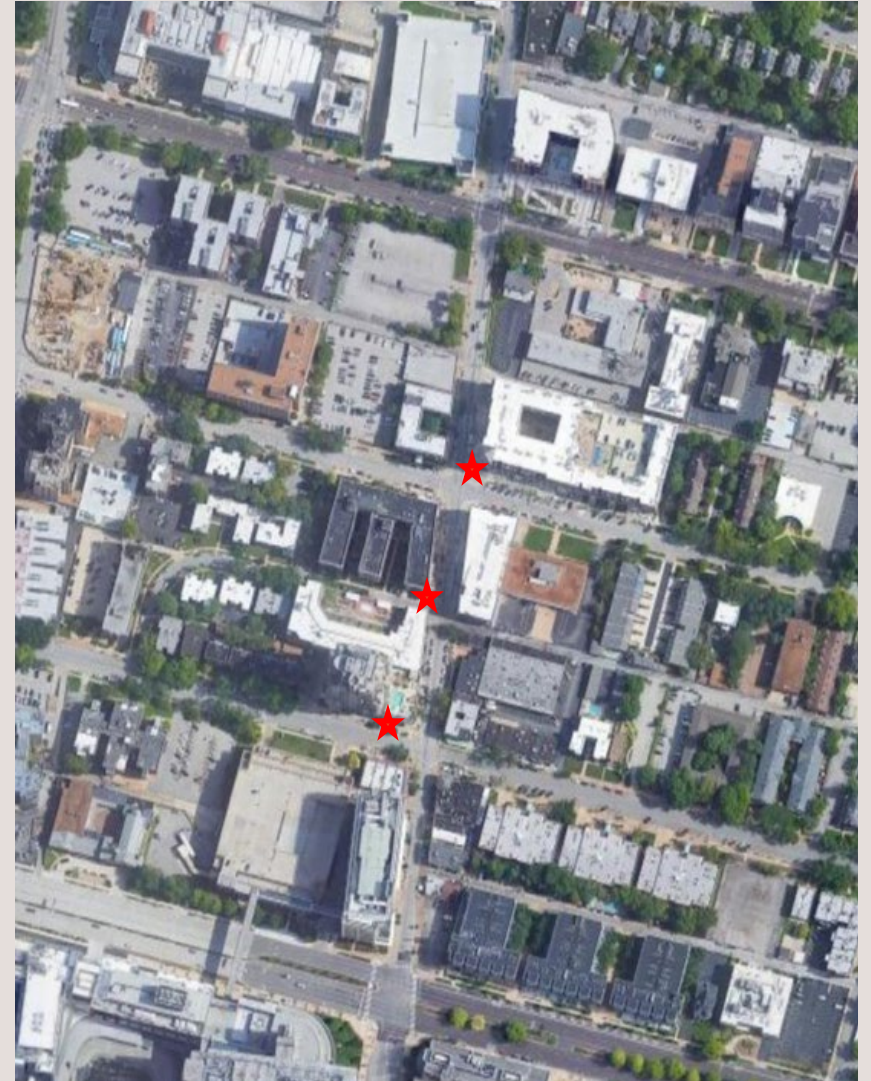


HOLIDAY DÉCOR: BUDGET

<https://commercialchristmassupply.com/>

- Garland*/Bow: 70 @ \$25.00 bows
- (1) Standing Deer Greater: \$3,385.00
- (1) Gift Box Stack Display: \$995.00

- Total: \$6,130.00



NSI BOARD UPDATE

- The NSI currently undergoing strategic planning, conducted by OneStone.
 - Objectives and Key Results: A goal-setting framework for defining and tracking objectives and their outcomes.
 - Create Strategic Partnerships
 - Ramp-up Proactive Outreach
 - Develop organization, ensure core market is served, then develop new products or markets
- NSI Board – January 2021:
 - **President** – Bobbie Butterly (DeBaliviere Place SBD)
 - **Vice President** – Yusef Scoggin (CWE Southeast SBD)
 - **Vice President of Finance** – Jim Dwyer (CWE North SBD)
 - **Secretary** – Gina Heagney (Westminster Lake SBD)
 - Henry Edmonds (CWE North SBD)
 - Kate Haher (Euclid North CID)
 - Ashley Johnson (Euclid South CID)
 - Bill Latz (Washington Place SBD)
 - Brian Phillips (Institution)
 - Pete Rothschild (CWE South SBD)
 - Eric Weber (Waterman Lake SBD)

<https://twitter.com/SafeStreets314>
<https://www.facebook.com/centralwestendnsi>
<https://www.instagram.com/safestreets314/>

PCD SMALL BUSINESS STIMULUS GRANT

- **The Park Central Development COVID-19 Stimulus fund will fund up to \$4,000 to assist small businesses. Applicants must meet the below requirements. Grants will be awarded on a rolling basis as funds become available.**
- **To date:**
 - We've received 30 applications
 - Approved 10 businesses totaling \$40,000.
- **Approved Business:**
 1. Pharaohs Bakery
 2. Little Saigon
 3. ReVoaked Sandwiches
 4. PokeDoke
 5. Kampai Sushi Bar
 6. BBC Asian and Café Bar
 7. Northeast Coffee
 8. Juniper
 9. Elite Detailing
 10. BBQ Saloon
 11. –
 12. –
 13. -