

Euclid South CID Board of Directors Meeting Minutes
November 21, 2019 at 1:30 p.m.
At 4512 Manchester Avenue, St. Louis, MO 63110

Board Members in Attendance: Mark Rubin, Brian Phillips, John McElwain, Sarah Fortune

Committee Members Not in Attendance: Josh Udelhofen

Others in Attendance: Ashley Johnson and Alayna Graham (Park Central Development); Jim Whyte (CWE NSI); Ron Coleman (St. Louis City); Luke Henson (Washington University)

1. **Call to Order:** M. Rubin called the meeting to order at 1:36 PM.
2. **Approval of Previous Meeting Minutes:** J. McElwain motioned to approve 10.17.2019 minutes. B. Phillips seconded. All in favor- approved.
3. **Public Comment:** n/a
4. **Project Reports:**
 - a. **Safety & Security:** J. Whyte presented the security report. Total crime is down 9.1%. Currently, there is a verbal agreement that the CID pays 75% of the camera maintenance and the SBD pays 25% of the camera maintenance. J. Whyte recommends a written agreement.
 - i. B. Phillips motions to create a written agreement, J. McElwain seconded. All in favor- approved. A written agreement will be sent to the lawyer.
 - b. **Finance:** A. Johnson presented the financial report. B. Phillips motions to approve finances. S. Fortune seconded. All in favor- approved.
 - c. **Marketing:** A. Johnson presented the marketing report.
 - i. **Business Spotlight:** These highlight a different business in the District. The November Spotlight is Shake Shack. 1764 will be highlighted in December.
 - ii. **E-Cab:** The ecab company sent a report with statistics about who is using the Euclid Shuffle, where they are going, and how they are hailing the cab. Park Central Development will create a report to send out to businesses to showcase the ecab. The ads are filled through December, but we will need more for January and beyond.
 - iii. **Kiosk:** The City has partnered with IKEA to install interactive kiosks throughout St. Louis. PCD has recommended the City place them at every intersection of Euclid. Could be installed as early as January.
 - iv. **CWE Window Walk:** Euclid South CID, in partnership with the North CID, extend the Window Walk festivities in the South. S. Fortune requests that

PCD ensures the programming extend all the way down to Forest Park Avenue (not just to Laclede).

- d. Public Maintenance: No updates
 - e. Public Infrastructure: M. Rubin presented the latest information from Christner about the Streetscape/Street Furniture plan. The plan has a cohesive look, but the business and property owners would need to be engaged and interested in keeping a cohesive sidewalk café design through the whole district. Parklettes were discussed as an option to expand the sidewalk café while maintaining accessibility. S. Fortune brought up parking as a concern for visitors. The CID might be able to subsidize a parking program. There needs to be better signage for the existing parking structures.
 - i. Next Steps: Get another scaled-up proposal from Christner.
- 5. Other Business**
- a. Board Appointments: Treasurer Appointment- B. Phillips motioned to approve J. Udelhofen as Treasurer. J. McElwain seconded. All in favor- approved.
 - i. S. Fortune recommends Phil from Wildflower Catering and BBQ Whiskey Saloon for a Board Member position. J. McElwain will be losing his status as property owner in the CID next month, so there will be a property owner position open along with the two business owner positions currently open. J. McElwain recommends Pete Rothschild to replace him.
 - b. Trash pickup: Tony has taken on some extra weekend shifts to supplement Top Care until their contract runs out.
 - c. PCD recommended professional photographer for the CID to use professional photos in promotions and Annual Reports. The Board asked for an RFP to be sent out.
- 6. Adjournment**
Meeting adjourned at 2:35 PM.