

**MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS  
OF THE EUCLID SOUTH COMMUNITY IMPROVEMENT DISTRICT  
January 26, 2017**

- I. Call to Order: Mr. Phillips called the meeting to order at 2:21p.m.  
Directors Present: John Ly, Brian Phillips, John McElwain, Mark Rubin  
Directors Excused: Shawn Milford, Nick Georges  
Directors Absent: Sam Koplak  
Others: Matthew Green, Hannah Curtin, Sara Feagans (Park Central Development), Jim Whyte (Central West End Neighborhood Security Initiative)
  
- II. Administration
  - A. Minutes: Mr. McElwain made a motion to approve the minutes as presented. Mr. Ly seconded the motion and the minutes were unanimously approved.
  - B. Financial Reports: Mr. Green reviewed the reports, noting the current budget balance of \$167,000. Regarding the budget: net income is up due to sales tax and revenue from Pour + Pair event; costs budgeted for expenses on administration by Park Central Development are over; costs budgeted for landscaping are under. Mr. Rubin asked if there were regulations in place regarding how money was allocated for the budget, including for what purpose and how much. Mr. Green and Mr. Phillips suggested re-visiting the topic in March when creating next year's budget.  
Mr. Green has been tracking funds earned from sales tax within the district. In December of 2015, \$18,464 was earned and in December of 2016, \$29,739 was earned. Mr. Green suggested getting a CID credit card. Currently, any purchases not payable by check are made by Park Central Development staff who are then reimbursed by the CID. Mr. Green will look into credit card options and report back at the next meeting.  
Mr. Green suggested the CID put out an RFP for audit services. He stated that there was no audit for FY15 or FY16 and the current fiscal year will end in six months. Mr. Green suggested asking a firm to complete all three audits and sign on for a commitment of three years. The board agreed to those parameters and will provide suggestions for firms and send those to Mr. Green.
  
- III. Committee Membership & Reports
  - A. Marketing
    - a. Social Media & Website: Ms. Curtin reported social media likes and followers, showing a decline in Instagram followers. Ms. Curtin reported that she will be stepping away from the Marketing Committee and Bridgette will be taking over.
    - b. Window Walk Event Report: Ms. Curtin reported on the CID's participation in the North's annual Window Walk event. The CID provided free s'more stations and a kids' craft table. Totals costs for the event were \$4,261.
    - c. Holiday Décor: The holiday décor that was displayed on light posts throughout the CID cost a total of \$2,268. This décor will be used again next year.

- d. Wayfinders: The CWE South Special Business District proposed that the Euclid CID take over the ownership of the four wayfinding signs within the district. There is currently no one advertising via the wayfinders. Mr. McElwain suggested looking into adding new wayfinders in front of the Parkway Hotel. Mr. Ly suggested reaching out to Enterprise Car Share for advertising. The board felt that this would fit with the mission and role of the CID and agreed to take on the ownership of the wayfinders.
  - B. Parking: Mr. Green reported on the progress with Enterprise Car Share. A two-year contract was signed, which will cost \$3,000 each year. The CID will be provided with 25 free memberships. Mr. Phillips suggested providing these to low-income and elderly residents. The preferred location of the car is outside of the Laclede Garage, however, this site has not been approved. Another potential location for the car is in front of Mr. Rubin's site on West Pine.
  - C. Public Maintenance: Mr. Green stated that currently litter control is done once a week by Top Care. If moved to twice a week, costs would be \$4,888 annually. Ms. Anderson had previously reached out to Top Care to request costs of a central evergreen plant for the planters. Mr. Rubin suggested that Top Care send pictures of different plant options for the board to choose from.
  - D. Safety & Security: Mr. Whyte from the CWE Neighborhood Security Initiative proved a safety update. TCF provided 500 supplemental police patrols in 2016. Total crime was down by 5% in 2016 and cameras were instrumental in making arrests for the crimes that occurred. Security guides have been utilized to engage and address issues with panhandlers and the homeless.
  - E. Public Infrastructure: Mr. Green suggested putting out an RFP for a streetscape plan. Mr. McElwain suggested that was unnecessary as a streetscape plan was recently completed. Mr. Green suggested that an inventory of existing conditions including trash cans, bike racks, planters and more be completed first. This will be provided at the next meeting.  
Mr. Green suggested eventually reaching out to landscape designers and others for design consultation. Ms. Curtain reported that she has been working with the North CID and they are willing to share designs they have used for trash cans, etc with the South CID.
- IV. New Business: With the exit of Mr. Koplak from the board, there is an open seat on the board. Mr. Koplak has a nominee for his replacement. Mr. Phillips suggested that other nominees be identified as well. Mr. McElwain requested that consistent vetting forms detailing duties and responsibilities be sent to all nominees.
- V. Other Matters to Come Before the Board/Public Comments: No other matters or comments.
- VI. Adjournment: There being no further business, the meeting adjourned at 3:30p.m.