

Euclid South CID Board of Directors Meeting Minutes
March 15, 2018 at 2:00 p.m.
At 4512 Manchester Avenue, St. Louis, MO 63110

Committee members in attendance: Brian Phillips, Shawn Milford, John Ly, Mark Rubin

Committee members not in attendance: John McElwain

Others in attendance: Sara Feagans, Annette Pendilton (Park Central Development Staff), Jim Whyte (Central West End Neighborhood Security Initiative), Ron Betts (The City's Finest), Lucas Gamlin

1. Call to Order: B. Phillips called the meeting to order at 2:10 p.m.

2. Approval of Previous Meeting Minutes

S. Milford made a motion to approve the January 25, 2018 meeting minutes. M. Rubin seconded the motion. The motion passed unanimously.

3. Chairs Report & Announcement of the Order of Business - None

4. Public Comments – None

5. Project Reports

a. Safety & Security:

J. Whyte reported that the cameras at West Pine and Euclid are installed. Because of the new cameras, they have assisted in capturing a suspect in the area.

J. Whyte reported that crime was down 2% in the Central West End overall.

R. Betts reported that the guides are doing a great job in helping solving crimes and being seen out and about. They are on budget and the contract is going to expire in June. Police presence is low in the South District and with the CWE South decreased their shifts. R. Betts has increased guides during lunch time, happy hour and at night hours.

J. Whyte announced that the NSI board is considering raising membership fees.

b. Finance:

B. Phillips went over the financial reports. There is \$329,000 in cash and net income of \$96,643 year to date. Sales tax revenues have doubled since last year, which may result with a net increase by year end.

B. Phillips stated that the financials need to be looked at so that the board can determine if there are funds available to increase security since Central West End South has cut their budget for security.

A subcommittee for Safety and Security has been established with Shawn Milford, John Ly and Lucas Gamlin to get RFP out for the new budget year since the contract will be ending

June 30, 2018. Suggested wanting to consider 70/30 mix of off duty officers/guides. The committee needs to have a contract ready to be signed by the next CID meeting in May.

B. Phillips suggested that we need to find out how many contracts will be ending June 30, 2018. We currently know that we may need to increase street cleaning and Top Care services to handle increase in trash in the south due to new businesses. Because of this increase, we need to see how this will affect the current budget and prepare for the next year budget. Asking for PCD staff to supply financial information within two weeks to help get budget prepared for 2018-2019 year.

S. Feagans stated that we are in the final stages of completing the audit and it should be completed soon.

d. Marketing:

S. Feagans shared updates on social media data stating that the number of followers has grown.

S. Feagans has received new decal stickers with the new logo and they have been distributed. Sara wants to reach out to businesses to get their logos, so they can be printed on the back of the way finder signs.

S. Feagans stated that the Rose Relay might be happening in the district it's still kind of up in the air. Sara will be in contact with them to get updates on their plans.

S. Feagans announced another ideal for an event is to have a block party. A suggestion was made to block off part of the street and giving people a passport to visit other businesses and collect a stamp. S. Feagans is asking to know if this is something the board would like to do. B. Phillips stated that if it's in the marketing budget, they all agreed to go forward.

e. Parking

S. Feagans reminded last month that Jared Boyd from the City of St. Louis Treasurer's Office was looking for suggestions on how they could make the parking garage more noticeable to the public. Her thoughts are to paint "Parking" on the building so that it could be seen.

B. Phillips said that the North CID is in the middle of preparing a parking study. Maybe we could reach out to them to see how much it costs and possibly add this to the budget.

e. Public Maintenance:

Nothing to report.

f. Public Infrastructure:

S. Feagans stated two trash cans located at Euclid near construction area needs to be moved to better serve the CID. Top Care will begin to add mulch to tree wells. S. Feagans stated that she would ask Top Care how much it will cost to move the trashcan. John Ly said that he would try to move one of the trashcans and if he couldn't, he would call and let Sara know tomorrow if Top Care needs to move it.

S. Feagans updated on the Lollipop lights that the agreement has been signed by both parties, the next step is to send the agreement to the City of St. Louis to place the order and schedule installation.

S. Feagans updated that we have received one proposal for the street furniture project by the deadline and another one came in on the following Monday.

M. Rubin stated that we didn't get a great response and he reached out to someone else that wanted to participate but they were a little confused with the RFP. B. Phillips stated that we need to be more transparent by following the rules and suggested sending a letter to reject those that submitted a proposal and letting them know that the RFP will be reissued with new dates. There will be an informational session for vendors to attend to ask questions and get answers so that there is an understanding of what is wanted by the CID as well as vendors being able to give a bid more inline of the request. The board agreed to send out the RFP again and set up an informational session.

S. Feagans presented streetscape plan. Sitelines sent a rough estimate. We will use the rough estimate to budget for the streetscape to see if we can even move forward. The next step is to send out a RFP for engineering using the original Christner plan and a RFP for the construction.

g. Administrator's Report:

S. Feagans is wanting to get the board's approval to pay the annual membership fees of \$300 for the Commercial District Coalition. The coalition networks with different cities, municipalities, CIDS and SBDs in sharing of information. The board agreed to pay the membership fee.

S. Feagans presented the four bid proposals for legal services from Zorn Law, Lewis Rice, Cook & Riley and Smith Admundsen. The board process was that since Lewis Rice is the attorney for Park Central that this would be a conflict of interest to represent both. Cook & Riley and Smith Admundsen seems to work with TDD's and bigger projects and would probably not be a good fit for what is needed for the CID. Zorn Law will represent the Euclid CID.

B. Phillips stated that the CID needed a representative for the NSI monthly meetings. Matt Green was the representative because a board member didn't volunteer. Since Matt is gone he needs to be replaced. They meet the first Monday every month at 4:00 pm at the NSI office. Shawn Milford volunteered to represent.

6. Other Business

Resolution 2018-01 – a resolution changing the Park Central Development staff administrator from Matt Green to Annette Pendilton for the bank account passed via email.

Euclid South CID has an open board seat. S. Feagans will check to see which slot is open.

7. Adjournment

The meeting was adjourned at 3:45 p.m.