

Euclid South CID Board of Directors Meeting Minutes  
August 16, 2018 at 1:30 p.m.  
At 4512 Manchester Avenue, St. Louis, MO 63110

**Committee members in attendance:** Brian Phillips, Shawn Milford, Mark Rubin, John McElwain, Lucas Gamlin

**Committee members not in attendance:** John Ly

**Others in attendance:** Annette Pendilton, Ashley Johnson, Abdul Abdullah (Park Central Development Staff), Ron Coleman, Chi Johnson (City of St. Louis), Jared Brown, Sarah Westbrook (St. Louis City Treasures Office).

**1. Call to Order:** B. Phillips called the meeting to order at 1:35 p.m.

**2. Approval of Previous Meeting Minutes**

S. Milford made a motion to approve the July 19, 2018 meeting minutes. J. McElwain seconded the motion. The motion passes 3-0-0.

**3. Chairs Report & Announcement of the Order of Business -**

B. Phillips asked for a motion to move item 5(d) – Parking to the top of the agenda. M. Rubin motioned. J. McElwain second. The motion passes 3-0-0.

J. Brown stated that the parking garage on Euclid has 200 spaces and is used by monthly and transient users. He noted that spaces are available, and businesses could promote the parking garage as a parking option for customers. In addition, there is currently a program in place that allows the City to give validation tickets to businesses. J. Brown also noted that L. Gamlin restaurant is currently using the program. L. Gamlin stated that he has a sign at his restaurant and a note on the menus promoting their parking reimbursement policy - which takes \$2 off meals for those that park in the garage.

M. Rubin explained how the board is working to develop a street scape and street furniture project and ask J. Brown if the City would be willing to work with the Euclid South CID to get better parking signage on the garage. J. Brown agreed and asked for a timeline to see what could be done.

S. Westbrook announced an upcoming event sponsored by the City of St. Louis Treasures office, Parking Day STL 2018. This annual global event will be on Friday, September 21, 2018. This event allows people and businesses to transform a metered parking spot into a temporary, creative space.

**4. Public Comments – None**

**5. Project Reports**

- a. **Safety & Security:** A. Johnson noted that a representative from the CWE NSI was unable to attend the meeting and mentioned that she could take any questions the Board may have and share them with the CWE NSI. M. Rubin asked about crime in other areas like

the Grove and was concerned about residents reading the crime stats and having a police officer presents in the district. B. Phillips note that St. Louis City has 200 openings for police officers. The City can't hire officers quick enough to replace retiring officers. In addition, because of the limited officers, the police department is focused on other areas outside of the district. The district is not a high priority, which is why the CID's and SBD's secured their own security to cover the area. B. Phillips also noted that St. Louis City can't compete with pay rates of St. Louis County Officers.

**b. Finance:**

A. Pendilton gave the update on the financials, noting that the balance sheet highlights the funds set aside for the engineering portion of the street scape project. L. Gamlin motioned to approve financials. S. Milford seconded the motion. Motion passes 5-0-0.

B. Phillips requested that at the next Board meeting a policy be set to start designating funds to the street scape and street furniture projects, such as sidewalk repairs. L. Gamlin noted his concerns regarding allocating so much resources to improving the sidewalk. B. Phillips provided some historically reasons why Euclid North has not needed to allocate funds towards sidewalk improvements but noted that they will need to eventually. B. Phillips requested that Park Central do an analysis to evaluate expenses for day to day operations to help determine a dollar amount to set aside for future projects.

**c. Marketing:**

L. Gamlin and S. Milford met with Kate at Euclid North CID to discuss a joint venture in marketing between the two CID's. They presented a fee proposal for marketing services through June 30, 2019. This will include immediate access to social media, adding Euclid South CID to their website, keeping the way finders updated, Window Walk event, joint events and growth opportunity. Services will begin August 2018 through June 2019. Initial fee of \$20,000 and annual service fee of \$43,065 to be paid monthly at \$3,915.

The Euclid South CID Board requested L. Gamlin and S. Milford to continue negotiations with the Euclid North CID and provide the Board with a more detailed proposal for general services and a fee listing of alternative services.

**e. Public Maintenance:**

A. Johnson presented the two proposals received for the public maintenance, Brake Landscaping and Top Care. A. Johnson noted that Brake Landscaping bid was about \$67,000 more than Top Care. A. Abdul noted that trash acumination over the weekend is a problem. B. Phillips suggested that the Board accept Top Care proposal with the addition of more trash removal services. J. McElwain motioned. M. Rubin second. Motion passes 5-0-0

**f. Public Infrastructure:**

i. Way Finders – B. Phillips noted that a CWE South SBD is requesting additional clarification regarding the Way finder signs. He noted that the Euclid South CID agreed to take ownership of the way finders. However, the Euclid South CID received two invoices was initiated by the CWE South SBD. and outside entities shouldn't be able to create expenses on behalf of the Euclid South CID. J. McElwain, noted that Maggy

Malcom is very connected to the way finders and has been maintain them since their formation and would be willing to maintain them at no cost to the Euclid South CID. B. Phillips suggested giving the way finders back to the CWE South SBD. J. McElwain suggest turning the way finders over to the marking committee. B. Phillip suggested that Marketing Committee could the way finders into their marketing proposal for services with the CWE Euclid North CID. Board agreed.

ii. Streetscape and Street Furniture plan – M. Rubin also told the board there will be \$7,000 added cost to the streetscape for engineers. Per St. Louis City, we need to hire a third-party engineer for lighting. Also, M. Rubin noted that the Streetscape and Street Furniture Committee met to discuss the bids for the street furniture project on August 6, 2018. M. Rubin stated that there was a wide range of cost and scope among the proposals. The Committee recommended a rejection of all bids. In addition, to work with Christner and explore the possibility of combining the streetscape and street furniture plan. M. Rubin noted that this would be more time and cost efficient. M. Rubin motioned to reject bid proposals for street furniture and continue talks with Christner regarding both the streetscape and street furniture plan. J. McElwain second. Motion passes 4-0-0

## **6. Other Business**

A. Johnson presented Resolution 2018-03, Euclid South CID engaging Park Central Development to provide administrative support, for signage. The contract was approved and signed at the July 19, 2018.

Nomination of officers for 2019-2020 fiscal year. Mark Rubin was nominated for President by J. McElwain and second by B. Phillips. Shawn Milford was nominated for Secretary by J. McElwain. Lucas Gamlin was nominated for Treasurer by B. Phillips. A. Johnson noted that an official vote and resolution will be drafted and adopted at the September 20, 2018 Board meeting.

## **7. Adjournment**

J. McElwain motioned to adjourn. Second by L. Gamlin. Meeting adjourned at 2:59 pm.