



**EUCLID  
SOUTH**  
COMMUNITY IMPROVEMENT DISTRICT

Euclid South CID Board of Directors Meeting

**TO BE HELD**

March 19th, 2020 – 1:30pm  
**at 4512 Manchester Avenue, #100  
St. Louis, MO 63110**

**NOTICE & PROPOSED AGENDA**

**TAKE NOTICE** that on March 19<sup>th</sup> at 1:30pm at 4512 Manchester, #100, St. Louis, MO, 63110, 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. Approval of Previous Month Minutes
3. Public Comments & Questions (5-minute limit per speaker)
4. Project Reports
  - a. Safety & Security
    - i. CWE NSI
      1. Security Funding along Euclid
    - ii. The City's Finest
      1. Hotline
  - b. Finance
    - i. 2020-2021 Budget
    - ii. Resolution 2020-1
  - c. Marketing
    - i. E-Cab
  - d. Public Maintenance
  - e. Public Infrastructure
    - i. Economic Development Consultant
    - ii. Resource Tool
    - iii. Streetscape/Street Furniture Plan
5. Other Business
6. Adjournment

**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: 3-17-20**

**TIME: 3:00 PM**

**Euclid South CID Board of Directors Meeting Minutes**  
**February 20, 2020 at 1:30 p.m.**  
**At 4512 Manchester Avenue, St. Louis, MO 63110**

**Board Members in Attendance:** Mark Rubin, Brian Phillips (phone), Josh Udelhofen

**Committee Members Not in Attendance:** Sarah Fortune

**Others in Attendance:** Ashley Johnson and Alayna Graham (Park Central Development), Brian Davies (Great Southern Bank, potential Director), Jim Whyte (NSI), Rob Betts (TCF, phone), Ron Coleman (Neighborhood Improvement Specialist)

1. **Call to Order:** M. Rubin called the meeting to order at 1:37 PM.
2. **Approval of Previous Meeting Minutes:** J. Udelhofen motioned to approve December 19, 2019 minutes. B. Phillips seconded. All in favor- approved.
3. **Public Comment:** n/a
4. **Project Reports:**
  - a. Safety & Security- J. Whyte presented the NSI report. They are tracking a person who is responsible for multiple car break-ins. NSI is looking at moving the cameras from Tom's Bar and Grill to the alley next to ITAP.
  - b. Finance- A. Johnson presented the financial report. M. Rubin brought up the fraud transfer. Legal advisors suggested paying an extra payment and filing an insurance claim. J. Udelhofen made a motion to approve the financials. B. Phillips seconded. All in favor- approved.
  - c. Marketing- A. Johnson presented the Euclid Shuffle numbers. Ridership is up, but the district is struggling to get business sponsors. The CID will take on the extra costs for the Shuffle. IKE Smart City is installing new electronic kiosks. The Board would like to remove the old wayfinders in place of these kiosks. The Board would like to see if the Laclede kiosk could be moved to Forest Park Ave. PCD will reach out to IKE to see if this is possible.
  - d. Public Maintenance- A. Johnson presented the new contracts from ATBM and Top Care.
  - e. Public Infrastructure- No updates.
5. **Other Business**
  - a. Appointments- B. Phillips was nominated for Vice President and S. Fortune was nominated for Secretary last meeting. Brian Davies would like to become a Board

member. J. Udelhofen made a motion to approve the presented slate of officers and Board members. B. Phillips seconded. All in favor- approved.

6. B. Phillips had to get off the phone, so there was no quorum for the following update:
  - a. Some of the pedestrian lights on Euclid are out, leaving parts of the sidewalks and streets dark. R. Coleman says that the problem is a larger issue with wiring. He will explore what is causing the outage to see how the CID can possibly fix it.

7. Adjournment

Meeting adjourned at 2:04 PM.

DRAFT

# Euclid South CID

## BALANCE SHEET

As of February 28, 2020

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
10000 Reliance Bank Checking #4652	133,468.89
10001 Reliance Bank MM Acct #4660	639,196.52
10001A Restricted for Streetscape Plan	979.65
1072 Bill.com Money Out Clearing	0.00
<b>Total Bank Accounts</b>	<b>\$773,645.06</b>
Other Current Assets	
12000 Sales & Use Tax Receivable	54,510.00
Prepaid Expenses	2,500.00
<b>Total Other Current Assets</b>	<b>\$57,010.00</b>
<b>Total Current Assets</b>	<b>\$830,655.06</b>
Fixed Assets	
Intangible Assets	9,707.00
<b>Total Fixed Assets</b>	<b>\$9,707.00</b>
<b>TOTAL ASSETS</b>	<b>\$840,362.06</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable	11,727.56
<b>Total Accounts Payable</b>	<b>\$11,727.56</b>
Other Current Liabilities	
20001 Accounts Payable-Audit	6,319.00
26000 Accrued Expenses	13,592.00
<b>Total Other Current Liabilities</b>	<b>\$19,911.00</b>
<b>Total Current Liabilities</b>	<b>\$31,638.56</b>
<b>Total Liabilities</b>	<b>\$31,638.56</b>
Equity	
32000 Net Assets	680,686.30
Net Income	128,037.20
<b>Total Equity</b>	<b>\$808,723.50</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$840,362.06</b>

**Euclid South CID**  
**Budget vs. Actuals: FY2020**  
**February 29, 2020**

	Total				
	Feb Acutal	Feb Budget	Actual YTD	Budget YTD	2019-2020 Budget
<b>Income</b>					
43200 CID 1% Sales and Use Tax	39,106.13	45,000.00	349,923.08	360,000.00	540,000.00
46400 Interest Income	709.76		3,484.60		
46500 Reserves		14,808.33		118,466.64	177,700.00
E-Cab Advance 46450	300.00		3,300.00		
<b>Total Income</b>	<b>\$ 40,115.89</b>	<b>\$ 59,808.33</b>	<b>\$ 356,707.68</b>	<b>\$ 478,466.64</b>	<b>\$ 717,700.00</b>
<b>Gross Profit</b>	<b>\$ 40,115.89</b>	<b>\$ 59,808.33</b>	<b>\$ 356,707.68</b>	<b>\$ 478,466.64</b>	<b>\$ 717,700.00</b>
<b>Expenses</b>					
50000 Administration	2,500.00	2,500.00			
50100 Bank Charges/Fees			3.00		
50300 Insurance-D&O; Gen Liability		116.67	1,291.00	933.36	1,400.00
50400 Insurance - Property		41.75		334.00	501.00
50501 32 N Euclid TIF Redevelopment		2,500.00		20,000.00	30,000.00
50700 Professional Services					
50703 Audit, Legal		1,083.33	5,000.00	8,666.64	13,000.00
<b>Total 50700 Professional Services</b>	<b>\$ 0.00</b>	<b>\$ 1,083.33</b>	<b>\$ 5,000.00</b>	<b>\$ 8,666.64</b>	<b>\$ 13,000.00</b>
50701 Admin Services			20,000.00	20,000.00	30,000.00
<b>Total 50000 Administration</b>	<b>\$ 2,500.00</b>	<b>\$ 6,241.75</b>	<b>\$ 26,294.00</b>	<b>\$ 49,934.00</b>	<b>\$ 74,901.00</b>
50702 Marketing Admin Services	2,083.00		20,005.38		
55000 Marketing & Promotions	20,865.00		29,803.00		
55500 Special Events		833.33		6,666.64	10,000.00
55700 Web, Social Media		208.33	107.04	1,666.64	2,500.00
55701 E-Cab		1,950.00	11,447.58	15,600.00	23,400.00
55702 Maps and Directories		240.00		1,920.00	2,880.00
55703 CWE Music Series		1,120.00		8,960.00	13,440.00
55704 Flag Program		83.33		666.64	1,000.00
<b>Total 55700 Web, Social Media</b>	<b>\$ 0.00</b>	<b>\$ 3,601.66</b>	<b>\$ 11,554.62</b>	<b>\$ 28,813.28</b>	<b>\$ 43,220.00</b>
55800 Holiday Decorations		416.67	750.00	3,333.36	5,000.00
55900 Window Walk/E-Cab		2,166.67	63.51	17,333.36	26,000.00
<b>Total 55000 Marketing &amp; Promotions</b>	<b>\$ 20,865.00</b>	<b>\$ 7,018.33</b>	<b>\$ 42,171.13</b>	<b>\$ 56,146.64</b>	<b>\$ 84,220.00</b>
60000 Public Area Maint & Landscaping					
60700 Cleaning & Maintenance			975.00		
60701 Top Care		1,779.42	15,355.94	14,235.36	21,353.00
60702 ATBM- Street Cleaning	3,675.00	1,350.00	18,700.00	10,800.00	16,200.00
<b>Total 60700 Cleaning &amp; Maintenance</b>	<b>\$ 3,675.00</b>	<b>\$ 3,129.42</b>	<b>\$ 35,030.94</b>	<b>\$ 25,035.36</b>	<b>\$ 37,553.00</b>
<b>Total 60000 Public Area Maint &amp; Landscaping</b>	<b>\$ 3,675.00</b>	<b>\$ 3,129.42</b>	<b>\$ 35,030.94</b>	<b>\$ 25,035.36</b>	<b>\$ 37,553.00</b>
65000 Infrastructure					
65110 Streetscape Improvements		25,000.00	13,588.94	200,000.00	300,000.00
<b>Total 65000 Infrastructure</b>	<b>\$ 0.00</b>	<b>\$ 25,000.00</b>	<b>\$ 13,588.94</b>	<b>\$ 200,000.00</b>	<b>\$ 300,000.00</b>

<b>70000 Public Safety &amp; Security</b>				7,077.50		
<b>70100 Camera System</b>						
70102 4909 Laclede Park East		1,000.00		8,000.00		12,000.00
70103 20 S. Euclid Tom's Bar		1,000.00		8,000.00		12,000.00
70104 4949 West Pine		666.67		5,333.36		8,000.00
<b>Total 70100 Camera System</b>	<b>\$</b>	<b>0.00</b>	<b>\$</b>	<b>2,666.67</b>	<b>\$</b>	<b>0.00</b>
70200 CWE-NSI Board Seat		416.67		2,500.00		3,333.36
70300 Patrols		4,273.13		11,059.50		79,012.53
<b>Total 70000 Public Safety &amp; Security</b>	<b>\$</b>	<b>4,273.13</b>	<b>\$</b>	<b>14,142.84</b>	<b>\$</b>	<b>88,590.03</b>
<b>701150 LPR Cameras</b>						0.00
70155 Euclid/W. Pine (2)		1,754.17		14,033.36		21,050.00
70156 Euclid/Forest Park		1,302.08		10,416.64		15,625.00
<b>Total 701150 LPR Cameras</b>	<b>\$</b>	<b>0.00</b>	<b>\$</b>	<b>3,056.25</b>	<b>\$</b>	<b>0.00</b>
<b>Unapplied Cash Bill Payment Expense</b>		0.00		0.00		0.00
<b>Total Expenses</b>	<b>\$</b>	<b>33,396.13</b>	<b>\$</b>	<b>58,588.59</b>	<b>\$</b>	<b>225,680.42</b>
<b>Net Operating Income</b>	<b>\$</b>	<b>6,719.76</b>	<b>\$</b>	<b>1,219.74</b>	<b>\$</b>	<b>131,027.26</b>
<b>Net Income</b>	<b>\$</b>	<b>6,719.76</b>	<b>\$</b>	<b>1,219.74</b>	<b>\$</b>	<b>131,027.26</b>

# Euclid South CID Funds Transfer Detail

02/01/20 to 02/29/20

Vendor Name	Invoice #	Disbursement #	Due Date	Foreign Amount	Amount (USD)	Bank Account
02/10/20	PROCESS DATE					
A T Building	1277	016BIMNIJ1BC7O6	02/04/20		\$ 3,675.00	Simmons Bank *****4652
Central West End	CID602	40862233	01/01/20		\$ 5,865.00	Simmons Bank *****4652
Central West End	CID601	40862233	01/01/20		\$ 15,000.00	Simmons Bank *****4652
The City's Finest	INV-2407	40834730	01/31/20		\$ 4,273.13	Simmons Bank *****4652
			Subtotal:		\$ 28,813.13	
02/11/20	PROCESS DATE					
Park Central	2020-02-20 (1)	016KPLHXJ1BE3UD	02/20/20		\$ 2,083.00	Simmons Bank *****4652
Park Central	2020-02-20	016KPLHXJ1BE3UD	02/20/20		\$ 2,500.00	Simmons Bank *****4652
			Subtotal:		\$ 4,583.00	
<b>Total:</b>					<b>\$ 33,396.13</b>	

**EUCLID SOUTH COMMUNITY IMPROVEMENT DISTRICT**

**EUCLID SOUTH COMMUNITY IMPROVEMENT DISTRICT  
2020-2021 BUDGET PROPOSAL**

<b>PROJECTED REVENUE, FY 2020-2021</b>	<b>\$ 500,000</b>
<b>Less TIF Payback</b>	<b>\$ (30,000)</b>
<b>PROJECTED FUNDS AVAILABLE</b>	<b>\$ 470,000</b>

#	PROJECTS	% of TOTAL BUDGET	PROJECT BUDGET	TOTAL
1	MARKETING & PROMOTION	8%	\$ 37,600	
2	PUBLIC AREA MAINTENANCE & LANDSCAPING	10%	\$ 47,000	
3	INFRASTRUCTURE	31%	\$ 145,700	
4	PUBLIC SAFETY & SECURITY	35%	\$ 164,500	
5	ADMINISTRATIVE	13%	\$ 61,100	
6	RESERVE	3%	\$ 14,100	
		100.0%	<b>TOTAL EXP</b>	<b>\$ 470,000</b>

**Net Income \$ -**



**RESOLUTION NO. 2020-01**

**A RESOLUTION OF THE EUCLID SOUTH COMMUNITY IMPROVEMENT DISTRICT  
ADOPTING THE ANNUAL BUDGET FOR 2020-2021 AND DIRECTING THE  
SUBMISSION OF SAME TO THE CITY OF ST. LOUIS, MISSOURI.**

WHEREAS, the fiscal year (the “Fiscal Year”) of the District is the same as the City of St. Louis, which begins July 1<sup>st</sup> of the present calendar year and ends June 30<sup>th</sup> of the following calendar year; and

WHEREAS, Section 67.1471.2 of the Community Improvement District Act, Sections 67.1401 through 6.1571 of the Revised Statutes of Missouri, as amended (the “CID Act”), requires that the District submit to the governing body of the City of St. Louis, Missouri (the “City”), no earlier than one hundred eighty (180) days and no later than ninety (90) days prior to the start of each Fiscal Year a “proposed annual budget, setting forth expected expenditures, revenues, and rates of assessments and taxes, if any, for such Fiscal Year”; and

WHEREAS, the District desires to approve such a Proposed Budget for the 2020-2021 Fiscal Year to submit to the City; and

WHEREAS, the City had no comments regarding the Proposed Budget;

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Euclid South Community Improvement District, as follows:

1. The Board of Directors of the District hereby accepts and approves the Budget for the Fiscal Year beginning July 1, 2020 and ending June 30, 2021, attached as Exhibit A, subject to review and comment by the City.
2. The Board of Directors of the District hereby directs the Board Secretary, on its behalf, to submit the preliminary budget to the City.
3. The portions of this Resolution shall be severable. In the event that any portion of this Resolution is found by a court of competent jurisdiction to be invalid, the remaining portions of this Resolution are valid, unless the court finds the valid portions of this Resolution are so essential and inseparably connected with and dependent upon the void portion that it cannot be presumed that the Board of Directors would have enacted the valid portion without the invalid ones, or unless the court finds that the valid portions standing alone are incomplete and are incapable of being executed in accordance with the legislative intent.
4. This Resolution shall be in full force and effect immediately from and after its adoption as provided by law. The sections, paragraphs, sentences, clauses and phrases of this Resolution shall be severable. In the event that any such section, paragraph, sentence, clause or phrase of this Resolution is found by a court of competent jurisdiction to be invalid, the remaining portions of this Resolution are valid, unless the court finds the valid portions of the Resolution are so essential to and inseparably connected with and dependent upon the void portion that it cannot be presumed that the Board of Directors has enacted the valid portions without the void ones, or unless the court finds that the valid portions, standing alone, are incomplete and are incapable of being executed in accordance with the legislative intent.

Adopted this \_\_\_\_\_ Day of \_\_\_\_\_, 2020

\_\_\_\_\_  
Mark Rubin, Chairman

ATTEST:

\_\_\_\_\_  
ESCID Board Member