



EUCLID SOUTH

COMMUNITY IMPROVEMENT DISTRICT

Euclid South CID Board of Directors Meeting

TO BE HELD

January 21, 2020 – 1:30pm
at 4512 Manchester Avenue, #100
St. Louis, MO 63110

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on January 21st at 1:30pm via conference call, 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. Public Comment
3. Approval of Previous Month Minutes
4. Project Reports
 - a. Public Infrastructure
 - i. Update from Horner & Shifrin
 1. Approve Contract
 - ii. New District Tree's
 - b. Safety & Security
 - i. CWE NSI
 - ii. The City's Finest
 - c. Finance
 - d. Marketing
 - i. PCD Small Business Grant
 - e. Public Maintenance
5. Other Business
6. Adjournment

Please Note: Due to COVID-19 physical access to the general Board meeting by the public will be temporary closed and replaced by phone conferencing. To attend the meeting by phone, please dial 1-312-626-6799, meeting ID: 910 4157 7497

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: 1-19-2021

TIME: 1:30 PM

Euclid South CID Board of Directors Meeting Minutes
December 17th, 2020 at 1:30 p.m.
At 4512 Manchester Avenue, St. Louis, MO 63110

Board Members in Attendance: Mark Rubin, Brian Phillips, Brian Davies, Josh Udelhofen, Stephan Ledbetter – via phone/video

Others in Attendance: Ron Coleman (Neighborhood Improvement Specialist), Laurel Harrington (Horner & Shifrin), Johnathan Ryan (Christner), Jim Whyte (CWE NSI), Rob Betts (TCF), Ashley Johnson, Abdul Abdullah (Park Central Development) – via phone/video

1. **Call to Order:** M. Rubin called the meeting to order at 1:38 PM.
2. **Public Comment:** R. Coleman surveyed the CID and identified 15 locations where tree replacement is needed. The cost will be \$100 per tree. R. Coleman asked the CID to pay a total of \$3000 for tree replacement services. B. Phillips suggested seeking approval from business near area identified for tree replacement. Board asked A. Johnson to contact businesses and add the topic to next months meeting agenda.
3. **Approval of Previous Meeting Minutes:** Brian Phillips motioned to approve the previous month meeting minutes; J. Udelhofen seconded. All in favor- motion approved.
4. **Project Reports:**
 - a. Public Infrastructure –
 - I. Due to L. Harrington change in employment, the Board believes their contract should be between the CID and Horner & Shifrin. L. Harrington will send out a new contract. L. Harrington noted the survey is underway. She requested a meeting in January to review the service area and details of the design. The Board agreed to meet on January 15th at 1:00 PM. L. Harrington will host the meeting and schedule a zoom meeting.
 - II. A. Johnson noted the Christmas tree was installed. B. Phillips requested a schedule and design scheme for all holiday décor. A. Johnson will present the schedule and design scheme at the next board meeting. Also, R. Betts asked the Board if they had in
 - a. Safety & Security-
 - i. R. Betts noted person crimes are up by 23%, when compared to the same time last year. The District has a heavy foot patrol presence that is patrol is being coordinated with the CWE South SBD patrol schedule. To increase visibility, R. Betts requested permission to schedule 2 shifts of guides. The new schedule will begin in January. The Board was in support of the schedule change.

ii. B. Phillips recapped the Security Summit, noting he has received good feedback. The board discussed next steps and the possibility of dropping the group size down to focus on security.

b. Finance- A. Johnson gave the financial report. J. Udelhofen motioned to approve the financial report; B. Phillips seconded. All in favor – motion approved.

5. Other Business

a. A. Johnson recapped email votes outcomes. Board voted to approve the survey addendum and Euclid Business Gift Card program. Board did not approve the final AIA Contract submitted by Christner.

b. Board reviewed the MOPERM Insurance Policy. B. Phillips motioned to renew the Insurance Policy; J. Udelhofen seconded. All in favor-motioned approved.

6. Adjournment

Meeting adjourned at 2:32 PM.

DRAFT

Euclid South Community Improvement District Balance Sheet

As of December 31, 2020

	<u>Dec 31, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
10000 · Reliance Bank Checking #4652	165,888.94
10001 · Reliance Bank MM Acct #4660	622,943.53
Total Checking/Savings	788,832.47
Total Current Assets	788,832.47
TOTAL ASSETS	788,832.47
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	13,028.84
Total Accounts Payable	13,028.84
Total Current Liabilities	13,028.84
Total Liabilities	13,028.84
Equity	
32000 · Net Assets	766,495.66
Net Income	9,307.97
Total Equity	775,803.63
TOTAL LIABILITIES & EQUITY	788,832.47

**Euclid South Community Improvement District
Profit & Loss Budget Performance
December 2020**

	<u>Dec 20</u>	<u>Jul - Dec 20</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Ordinary Income/Expense				
Income				
43500 · Misc Revenue	0.00	0.00	17,416.04	34,832.00
43200 · CID 1% Sales and Use Tax	47,723.78	186,023.88	250,000.04	500,000.00
46400 · Interest Income	195.17	1,210.48		
Total Income	<u>47,918.95</u>	<u>187,234.36</u>	<u>267,416.08</u>	<u>534,832.00</u>
Expense				
90001 · Miscellaneous Expense	52.33	1,289.46		
50000 · Administration				
50550 · Storage Facility	0.00	122.47		
50702 · Marketing Admin Services	2,083.00	12,498.00	12,498.00	24,996.00
50501 · 32 N Euclid TIF Redevelopment	0.00	0.00		30,000.00
50701 · Admin Services	2,500.00	15,000.00	15,000.00	30,000.00
50400 · Insurance - Property	1,807.00	1,807.00		
50300 · Insurance-D&O; Gen Liability	0.00	0.00		1,500.00
50700 · Professional Services				
50703 · Audit, Legal	0.00	5,500.00	6,500.02	13,000.00
Total 50700 · Professional Services	<u>0.00</u>	<u>5,500.00</u>	<u>6,500.02</u>	<u>13,000.00</u>
Total 50000 · Administration	<u>6,390.00</u>	<u>34,927.47</u>	<u>33,998.02</u>	<u>99,496.00</u>
55000 · Marketing & Promotions				
55701 · E-Cab	0.00	1,225.00	18,000.00	36,000.00
55800 · Holiday Decorations	4,837.73	4,837.73	2,500.00	2,500.00
55100 · Advertising	0.00	250.00		
55300 · Professional Services	0.00	0.00	10,000.00	15,000.00
55500 · Special Events	0.00	0.00	5,000.02	10,000.00
55700 · Web, Social Media	0.00	138.00	1,250.02	2,500.00
55000 · Marketing & Promotions - Other	0.00	0.00	0.00	0.00
Total 55000 · Marketing & Promotions	<u>4,837.73</u>	<u>6,450.73</u>	<u>36,750.04</u>	<u>66,000.00</u>
60000 · Public Area Maint & Landscaping				
60701 · Landscaping	0.00	2,784.00	5,568.00	11,136.00
60702 · ATBM	12,925.00	37,225.00	24,000.00	48,000.00
Total 60000 · Public Area Maint & Landscaping	<u>12,925.00</u>	<u>40,009.00</u>	<u>29,568.00</u>	<u>59,136.00</u>
65000 · Infrastructure				
65110 · Streetscape Improvements	380.00	24,150.00	72,850.04	145,700.00
Total 65000 · Infrastructure	<u>380.00</u>	<u>24,150.00</u>	<u>72,850.04</u>	<u>145,700.00</u>
70000 · Public Safety & Security				
70100 · Camera System	0.00	11,763.00		5,000.00
70200 · CWE-NSI Board Seat	0.00	2,500.00		
70300 · Patrols	4,046.88	46,531.28	55,000.04	110,000.00
70500 · Outreach	10,000.00	10,305.45		
70900 · Pub Safety/Security Reserve	0.00	0.00	24,750.00	49,500.00
Total 70000 · Public Safety & Security	<u>14,046.88</u>	<u>71,099.73</u>	<u>79,750.04</u>	<u>164,500.00</u>
Total Expense	<u>38,631.94</u>	<u>177,926.39</u>	<u>252,916.14</u>	<u>534,832.00</u>
Net Ordinary Income	<u>9,287.01</u>	<u>9,307.97</u>	<u>14,499.94</u>	<u>0.00</u>
Net Income	<u><u>9,287.01</u></u>	<u><u>9,307.97</u></u>	<u><u>14,499.94</u></u>	<u><u>0.00</u></u>

Euclid South Community Improvement District Transaction List by Vendor

Type	Date	Num	Memo	December 2020	Split	Amount
A T Building Maintenance						
Bill	12/01/2020	1332		60702 · ATBM		-6,500.00
Bill	12/29/2020	1336		-SPLIT-		-7,175.00
Christner Inc.						
Bill	12/09/2020	0047705	Streetscape	65110 · Streetscape Improvements		-380.00
Growing Green, Inc						
Bill	12/03/2020	H-S0735	Christmas Decorations	55800 · Holiday Decorations		-3,999.00
MOPERM Insurance						
Bill	12/21/2020	140116	Inv 140116 - Insurance	50400 · Insurance - Property		-1,807.00
Park Central Development Corp.						
Bill	12/07/2020	12/7/20	Reimburse for holiday decoration supplies	55800 · Holiday Decorations		-88.73
Bill	12/15/2020	2020-12-15	Recurring Bill Life Storage - Storage Rental	90001 · Miscellaneous Expense		-52.33
Bill	12/16/2020	16-DEC-20	Contribution for Gift Cards from local businesses to	70500 · Outreach		-10,000.00
Bill	12/20/2020	2020-12-20 (1)	Recurring Bill	50701 · Admin Services		-2,500.00
Bill	12/20/2020	2020-12-20	Recurring Bill	50702 · Marketing Admin Services		-2,083.00
The City's Finest						
Bill	12/15/2020	INV-2892	In v 2867	70300 · Patrols		-4,046.88
Total for the Month						<u>-38,631.94</u>

FINANCE

- Review Financial Documents
 - Balance Sheet
 - Profit & Lost
- Report on Sales Tax Collections

These are sales taxes collected in November and deposited to the account in December

	2019	2020	Variance (’19 to ’20)
December	\$46,581	\$47,724	\$1,143
YTD	\$469,832	\$395,008	-\$74,824

PCD COVID-19 SMALL BUSINESS STIMULUS GRANT

- The Park Central Development COVID-19 Stimulus fund will fund up to \$4,000 to assist small businesses. Applicants must meet the below requirements. Grants will be awarded on a rolling basis as funds become available.
- Park Central Development COVID-19 Relief Grant can be used for:
 - Launching online presence and sales
 - PPE and sanitation supplies and equipment
 - Short-term Marketing Campaign
 - Limited Interior modification for health and safety purposes
 - Rent/mortgage payment for business property
 - Utility payment for business property
 - Replenishing Inventory
- Park Central Development will begin accepting application on February 1, 2021.
- <https://parkcentraldevelopment.org/covid-19-small-business-stimulus-grant/>



Park Central Development COVID-19 Small Business Stimulus Grant

As the COVID-19 pandemic continues, businesses of all kinds have struggled to get by, especially new businesses. The Park Central Development COVID-19 Stimulus fund will fund up to \$4,000 to assist small businesses. Applicants must meet the below requirements. Grants will be awarded on a rolling basis as funds become available.

Park Central Development COVID-19 Relief Grant can be used for:

- Launching online presence and sales
- PPE and sanitation supplies and equipment
- Short-term Marketing Campaign
- Limited Interior modification for health and safety purposes
- Rent/mortgage payment for business property
- Utility payment for business property
- Replenishing Inventory

Eligible Businesses Must:

- Employ between 20 or fewer people
- Be located with the Park Central Development footprint
- Have been harmed financially by the COVID-19 pandemic
- Been open for at least one year
- Generate sales tax

Ineligible Businesses are:

- Corporate or multi-state chains
- Businesses that derive income from passive investments; real estate transactions; property rentals or property management.

When Can I apply?

Park Central Development will begin accepting application on February 1, 2021. Applications must be submitted online at _____. Applications will be reviewed on a first-come, first-served basis, providing they comply with the guidelines. Once funds have been exhausted, the program will be closed until more funding is available. The grant awards will be directly announced to each qualifying business during the period of 15 days after their submission of the application. Grants will be reimbursed directly to the business. The grantee will request a payment from Park Central Development and a check will be made for the qualifying products or services.