

Euclid South CID Board of Directors Meeting Minutes  
July 20, 2017 at 2:00 p.m.  
At 4512 Manchester Avenue, St. Louis, MO 63110

**Committee members in attendance:** Brian Phillips, John McElwain, John Ly, Mark Rubin

**Committee members not in attendance:** Nick Georges

**Others in attendance:** Matthew Green, Sara Feagans, Bridgette Fyvie (PCD Staff), Jim Whyte (NSI), Ron Coleman (City of St. Louis)

1. **Call to Order:** B. Phillips called the meeting to order at 2:00 p.m.

2. **Approval of Previous Meeting Minutes**

J. McElwain made a motion to approve the May meeting minutes. M. Rubin seconded the motion. The motion passed unanimously.

3. **Project Reports**

**a. Marketing:**

B. Fyvie presented to the group about the upcoming event, Pour + Pair. She outlined potential businesses and sponsors for the 2017 event which will take place on the third weekend in October. She discussed a marketing plan for the event and projected budget. J. Ly spoke about the event last year saying it was great for business. B. Phillips mentioned receiving positive feedback from the 2016 event. M. Green stated that they are seeking \$5,000 from the marketing budget to put on the event this year. M. Rubin made a motion to approve the measure. J. McElwain seconded the motion.

B. Fyvie shared updates on social media data and the survey done with Cannonball who will be producing a new logo and letterhead for the district. Cannonball should have something for the board to look at by the end of July. She also provided updates on the flag pole project which put up over 60 flags in the district.

B. Fyvie proposed the idea of joining the Central West End Association. There is an annual fee of \$500 which will give the CID access to their email blast list and online directory of the Association. The North CID is also a member. J. McElwain made a motion to join the Association. M. Rubin seconded the motion.

**b. Finance:**

M. Green presented the balance and profit and loss sheets. He mentioned that the CID hasn't received all invoices for the current fiscal year and updated profit and loss sheets will be available at the next meeting. Income is at roughly \$400,000 and expenses are at roughly \$216,000 for the year. B. Phillips suggested that the board begin to think about how to plan out reserves for major capital improvements over the next couple of years. J. McElwain made a motion to approve the financial updates. M. Rubin seconded the motion.

**c. Safety & Security:**

J. Whyte of NSI presented on safety and security in the district. Overall crime is down 8% from this time last year. There were two recent robberies at the BBQ Saloon and Tom's Bar and Grill. A known offender in the area was recently arrested. Carolyn from NSI has been working to find

best practices to assist repeat offenders with mental illness. The city is working on an outreach project that would partner police officers with social workers to address these offenders. J. Whyte would like to find ways for the SBDs and CIDs to help with these issues, such as cameras on buildings.

**d. Parking:**

M. Green mentioned the new valet striping that has been done in front of Brasserie and Taste. Once the planter that is currently there is moved, striping will be done to the end of the block. Bike racks were installed along Euclid and Laclede at the four recommended spots by the City. The Treasurer's Office installed the racks.

**e. Public Maintenance:**

M.Green presented on the new trees that were planted, mulched, and watered along Euclid. Top Care will continue watering the trees. Weekly street sweeping services are being provided along Euclid.

**f. Public Infrastructure:**

M.Green stated that the planter that is currently in front of Brasserie/Taste will be moved across the intersection to a spot where a tree cannot be planted due to a stop sign. New crosswalks have gone in at Euclid and Laclede. There was recently a water main break at 4500 West Pine. Street sweepers have been asked to address this area. M. Green asked for the board's approval to designate \$15,000 from the Infrastructure budget for FY 2018 to run new conduit for the pedestrian lighting along Euclid from iTap to Wild Flower. J. Ly made a motion to approve the measure. J. McElwain seconded the motion.

**4. Other Business**

a. M. Green mentioned there is an open seat to fill on the board. Members suggested reaching out to the owner of the building that holds the new Treats Unleashed business.

b. Treats Unleashed recently opened within the district at 22 N. Euclid.

**5. Adjournment**

The meeting was adjourned at 3:11 p.m.