

Euclid South

Community Improvement District

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MINUTES of the MEETING of the BOARD of DIRECTORS of the THE EUCLID SOUTH COMMUNITY IMPROVEMENT DISTRICT

Thursday, January 21, 2016

- I. Call to Order: Mr. Phillips called the meeting to order at 1:35 p.m.

Directors Attending: Brian Phillips; John McElwain; Sam Koplak; Joshua Udelhofen

Directors Excused: Nick Georges

Directors Absent: NA

Others Attending: Charles Betts, The City's Finest; Susan Anderson, Park Central Development

The order of agenda was set aside for a presentation by Charles Betts (item III.D. Safety & Security Proposal)

Ms. Anderson said that the contract for the guide patrols is included in the agenda packet. This is an overlay to the CWE South SBD's police patrols and will be a trial on Friday and Saturday evenings, 8 pm to 12 midnight, beginning February 12 (Valentine's weekend). Hourly cost for the guides is \$40 versus \$55 for police officers. They will

Mr. Betts described the patrol staffing as security officers currently employed by WUMC, BJC, SLU and the Downtown CID. Their responsibility is to act as trained eyes and ears on the streets and to get to know the business staff. The guides will not be armed and will have no arrest authority. Guides will be provided a phone to contact 911 and the on-duty TCF officers. Mr. Betts was outfitted in the black and yellow guide uniform and showed photos of the bike provided to the guides.

After discussion, the order of agenda was reinstated.

- II. Administration

A. Minutes (11.19.15): Mr. McElwain made a motion to approve the minutes as distributed. Mr. Koplak seconded and the minutes were unanimously approved.

B. Financial Reports: Ms. Anderson reviewed the balance report and profit & loss reports, saying that a budget had not been entered as it has been revised several times. It will be included in the upcoming reports.

The updated 2015-16 budget was included in the agenda packet. Ms. Anderson pointed out the graph showing that the sales and use tax revenue continues to fluctuate between receipts of \$9,000 to \$33,500. Until there is a stronger revenue history, the budget may continue to be in flux.

C. Board Membership: Ms. Anderson said she had received a copy of the Mayor's letter appointing Mr. Udelhofen to the Board.

- III. Committee Membership & Reports

A. Marketing & Special Events

1. Social Media: Ms. Anderson said the CWELive Facebook went live shortly after the November 2015 meeting and is making progress with 120 "likes". Twitter

2.

"Tweets" and Instagram is especially useful with updates on the Euclid streetscape.

3. Event Planning: Ms. Anderson proposed a summer event that would be planned to bring customers into restaurants. This would be a mixology competition between the establishments, featuring mixed drinks with hard liquor, wine and beer. Participants would be asked to vote for their favorite in each category. The board approved the concept.

B. Parking: No report.

C. Public Services (cleaning & landscaping), Top Care Proposal: Ms. Anderson presented the Top Care proposal for 2015-16 at a total cost of \$18,491. Services include watering the trees less than two years old, additional street and sidewalk cleaning, and upgrading the live display in the planters. Mr. McElwain made a motion to approve the proposal. Mr. Koplak seconded and the proposal was unanimously approved.

D. Safety & Security, Proposal, The City's Finest: The proposal as described by Mr. Betts (see above) will start February 12 (Valentine's Day) through June 25, 2016. The cost of the patrols is \$13,280, leaving \$1,320 (equivalent to 33 additional patrol hours at \$40/hour) that may be assigned as needed. Mr. Udelhofen made a motion to approve the proposal. Mr. McElwain seconded and the proposal was unanimously approved.

E. Infrastructure Update, Euclid Streetscape 2015-16: Ms. Anderson said the project is moving along well with the sidewalk fronting Tom's Bar and Grill (20 S. Euclid) to be poured the end of the week. The mild winter weather has stopped work only two days since December 20 when the trees were removed.

F. Executive / Finance

IV. New Business: No new business.

V. Old Business: No old business.

VI. Other Matters to Come Before the Board: No other matters brought to the Board.

VII. Adjournment: the meeting adjourned at

Respectfully submitted,

Susan Anderson

Project Manager

ACTION ITEMS

#	DESCRIPTION	ASSIGNED TO	STATUS
1	BOARD MEMBERS TO BE SWORN IN AT REGISTER'S OFFICE, CITY HALL. CALL 622-4146 TO SCHEDULE.	ALL BOARD MEMBERS	
2	Add Josh Udelhofen to ESCID Board	Anderson	Complete
3	Event, Marketing Committee	Curtin	In planning.
4	Landscaping, Plant Selection	Anderson	Complete