

Euclid South CID Board of Directors Meeting Minutes
September 19, 2019 at 1:30 p.m.
At 4512 Manchester Avenue, St. Louis, MO 63110

Board Members in Attendance: Mark Rubin, Brian Phillips, John McElwain, Josh Udelhofen

Committee Members Not in Attendance: n/a

Others in Attendance: Alayna Graham, and Kyle Oberle (Park Central Development); Ron Coleman (City of St. Louis); Jim Whyte (Neighborhood Security Initiative); Rob Betts (The City's Finest); Sarah Fortune (ITAP)

- 1. Call to Order:** M. Rubin called the meeting to order at 1:32 PM.
- 2. Approval of Previous Meeting Minutes:**
- 3. Public Comment:** n/a
- 4. Project Reports:**
 - a. Safety & Security
 - i. CWE NSI – There was a spike in Vehicle Thefts, but there is a downward trend in overall crime this year, due to an increase of patrols. There were 2 robberies- One suspect has been arrested due to information from the cameras. There will need to be a physical assessment to review all reasons why crime might be happening in specific areas.
 - ii. The City's Finest – There is a large budget between the South Euclid CID and the CWE Southeast SBD, so TCF will be able to provide patrols starting from 10am-11pm next month. The Coolfire GPS App trial has started, and R. Betts is working on ensuring all officers are using it. A magnet or card will be distributed with the non-emergency number for TCF to all the businesses in the District. PCD will look at pricing and options.
 - iii. Ashley Johnson will coordinate security efforts with North CID.
 - b. Finance
 - i. Budget Approval – J. Udelhofen motioned to approve budget. B. Phillips seconded. All in favor, approved.
 - ii. Annual Report for FY2018-2019 – B. Phillips motioned to approve Annual Report. J. Udelhofen seconded. All in favor, approved.
 - iii. Resolution 2019-01 – B. Phillips motioned to approve resolution. J. Udelhofen seconded. All in favor, approved.
 - iv. Resolution 2019-02 – J. Udelhofen motioned to approve resolution. B. Phillips seconded. All in favor, approved.

- c. Marketing
 - i. Euclid North Coordination with Special Events: Ecab
 - 1. The District is still looking for advertisements to help supplement the maintenance costs for the shuttle.
 - 2. Board recommends looking at larger businesses that commonly partner with smaller businesses in CWE, using trial period stats to sell it, checking with nearby partners and events, and reaching out more to hotels. Use advertising space to highlight the efforts of the CID and the option to advertise on the ecab.
 - d. Public Maintenance
 - i. Trash Removal- the current schedule is Friday, Saturday, Monday, and Wednesday. Board agrees that pickup on Sunday is preferable to Monday. Board agrees to have ATBM start doing trash pickup on Sunday until they can find a more permanent solution.
 - ii. Tree Maintenance- There is a Top Care work order to take down two dead ash trees. If a dead tree is not an emergency, the City could take more than a year to respond to the request for removal. J. Udelhofen motioned to approve work order. B. Phillips seconded. All in favor, motion approved.
 - e. Public Infrastructure
 - i. Streetscape/Street Furniture Plan
 - 1. Street Contract Approval- the Board agreed to put the process on hold to decide how to move forward. Estimated expense was more than anticipated, so they would like to decide on a strategic way to move forward.
- 5. Other Business**
- a. Sarah Fortune Board Approval- J. Udelhofen motioned to approve S. Fortune's Board application. B. Phillips seconded. All in favor, motion approved.
- 6. Adjournment**
- Meeting adjourned at 2:37 PM.