

Euclid South CID Board of Directors Meeting Minutes  
September 21, 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 (via phone), Shawn Milford

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

**Others in attendance:** Matthew Green, Sara Feagans, Susan Anderson (PCD Staff), Carolyn Compton (NSI), Angela Castelli (Pour + Pair)

1. **Call to Order:** B. Phillips called the meeting to order at 2:10 p.m.

2. **Approval of Previous Meeting Minutes**

J. McElwain made a motion to approve the July meeting minutes. J. Ly seconded the motion. The motion passed unanimously.

3. **Project Reports**

**a. Marketing:**

A. Castelli 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. She hopes to grow the event this year through a partnership with RFT and expand the footprint by working with not only area businesses but also residential buildings.

S. Feagans shared updates on social media data stating that the number of followers has grown across each platform.

S. Feagans presented the options for logo and branding for the district created by Cannonball. Cannonball produced five options which the board provided feedback on. The Marketing Committee will also go over the options and provide feedback for Cannonball.

**b. Finance:**

M. Green presented the balance and profit and loss sheets. There is roughly \$283,000 in both the checking and savings accounts.

RSM has finished their on-site work for the audits for fiscal years 2015, 2016 and 2017, but still have some additional work to complete. It should be complete by the end of October.

J. Ly made a motion to approve the financial report. J. McElwain seconded the motion and the report was approved unanimously.

**c. Safety & Security:**

M. Green presented the NSI safety and security report. Overall crime is down nearly 16% from this time last year due to a decrease in person crime and vehicle theft. M. Green highlighted the work of the camera system in assisting the SLMPD during the recent protests in the district. A

number of businesses sustained damage during the protests including Subway, Little Saigon, and BBQ Saloon. C. Compton mentioned that she has been reaching out to each business that has been affected and is trying to determine the economic impact of said damage.

**d. Parking:**

M. Green and J. McElwain updated the board on a meeting that was held with area merchants regarding public use of the BJC parking garage at 4900 Laclede. They suggested the best use of the garage would be for valet. J. McElwain reached out to BJC and they are open to the idea.

**e. Public Maintenance:**

M.Green provided updates on various projects including a request for removal of a dead tree at 55 N Euclid and the completion of the boring project.

**f. Public Infrastructure:**

M.Green reported that the American flags have been taken down and are being stored with the North CID.

The private bids for installing ADA ramps at W. Pine and Euclid came back very high. The plan is to work with the city for a temporary fix using ward capital funds. The board decided to fix the slab now and wait to install a new signal at a later date.

M. Green updated the board on the lollipop lighting project.

M. Green and S. Feagans presented options for the board to consider regarding advertising via the wayfinder signs. The board felt that advertising should be open to everyone, but that preference should be given to businesses located within the district. B. Philips suggested having an approval process with rules to guide designs. J. Ly suggested having a monthly option with advertisements staying up for one month at a time. Those wishing to advertise will work with Engraphix to ensure the correct design and installation.

M. Green presented three options of where to concentrate the second phase of the Euclid Streetscape project. M. Rubin suggested getting cost estimates to help aid in the decision of where to work next. He will reach out to Ameren about burying overhead lines. S. Milford commented that option two would impact the most businesses and wouldn't involve any overhead power lines.

**4. Other Business**

**a.** M. Green mentioned there is an open seat to fill on the board. Members suggested some names. M. Green will reach out to see if there is any interest.

**b.** M. Green presented a draft of the annual report for board member review.

**5. Adjournment**

The meeting was adjourned at 3:40 p.m.