



# EUCLID SOUTH

COMMUNITY IMPROVEMENT DISTRICT

Euclid South CID Board of Directors Meeting

**TO BE HELD**

January 16th, 2020 – 1:30pm  
**at 4512 Manchester Avenue, #100**  
**St. Louis, MO 63110**

**NOTICE & PROPOSED AGENDA**

**TAKE NOTICE** that on January 16th at 1:30pm at 4512 Manchester, #100, St. Louis, MO, 63110, 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. Approval of Previous Month Minutes
3. Public Comments & Questions (5-minute limit per speaker)
4. Project Reports
  - a. Safety & Security
    - i. CWE NSI
      1. Security Funding along Euclid
    - ii. The City's Finest
      1. Hotline
  - b. Finance
  - c. Marketing
    - i. E-Cab
  - d. Public Maintenance
    - i. TopCare Contract – Update
    - ii. ATMB - Update
  - e. Public Infrastructure
    - i. Economic Development Consultant
    - ii. Streetscape/Street Furniture Plan
5. Other Business
  - a. Appointments:
    - i. Vice President – Brian Phillips
    - ii. Secretary – Sarah Fortune
6. Adjournment

**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: 1-14-20**

**TIME: 3:00 PM**

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

**Board Members in Attendance:** Mark Rubin, Brian Phillips, Josh Udelhofen, Sarah Fortune

**Committee Members Not in Attendance:** n/a

**Others in Attendance:** Ashley Johnson and Alayna Graham (Park Central Development); Rob Betts (The City's Finest); Ron Coleman (Neighborhood Stabilization Officer)

1. **Call to Order:** M. Rubin called the meeting to order at 1:40 PM.
2. **Approval of Previous Meeting Minutes:** B. Phillips motioned to approve the November 21, 2019 minutes. S. Fortune seconded. All in favor- approved.
3. **Public Comment:** n/a
4. **Project Reports:**
  - a. **Safety & Security-** R. Betts presented the safety and security reports. Person crime is down 43.8%, property crime is down 8.3%, total crime is down 12.8%. R. Betts showed appreciation for the extra shifts the CID agreed to, so he can distribute patrols where they are most needed. R. Betts redistributed the budget for the rest of the year. A. Johnson and A. Graham handed out magnets to all the businesses with the security hotline.
  - b. **Finance-** A. Johnson presented the financial reports. J. Udelhofen made a motion to approve the financials. B. Phillips seconded. All in favor- approved.
  - c. **Marketing-** A. Johnson presented the marketing efforts.
    - i. **Euclid Shuffle-** S. Fortune is talking to the owners of ITAP about doing a 3-month advertisement on the Euclid Shuffle, but notes that the owners would be more open to it if the Shuffle ran later (to just after bars closing). The Board members are encouraged to send any contacts they might know who are willing to advertise to PCD.
    - ii. **Window Walk-** S. Fortune gave feedback on how the Window Walk has been going as a business manager. She said it was great to have activity, but without anchor institutions and places for people to gather, nobody has a reason to stay in the area.
  - d. **Public Maintenance-**
    - i. A. Johnson recapped the public maintenance plan. Top Care does the current trash removal and landscaping. A new street cleaning company has been hand sweeping the streets. This company has also been hired to

do Sunday trash removal and emergency trash removal on an as-needed basis.

- e. Public Infrastructure- M. Rubin presented the latest update for the Streetscape plan. Christner and SW2 are coordinating plans to keep the North CID and South CID cohesive. It was requested that PCD invite Laurel from Christner to the next meeting to get a full update and formalize a plan. The CID might need to hire a project manager to continue coordination with Christner.

**5. Other Business-**

- a. B. Phillips brought up the idea of hiring someone to spearhead an economic development strategy. M. Rubin would like to get a meeting to coordinate with the North. B. Phillips agreed to get a scope of work together to start searching for someone who could fill this role.
- b. MOPERM Insurance Renewal- \$1200 per year for liability renewal from MOPERM. B. Phillips motioned to approve renewal. J. Udelhofen seconded the motion. All in favor—approved.
- c. Nominations- S. Fortune and B. Phillips were nominated for Secretary and Vice President, respectively. Voting will take place next meeting.
- d. District Photographer- PCD recommends hiring a photographer to take professional photos of the district. An RFP was drafted. B. Phillips motioned to approve the RFP. J. Udelhofen seconded the motion. All in favor—approved.

**6. Adjournment**

Meeting adjourned at 2:23 PM.

# Euclid South CID Balance Sheet

As of December 31, 2019

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
10000 Reliance Bank Checking #4652	116,609.38
10001 Reliance Bank MM Acct #4660	638,486.76
10001A Restricted for Streetscape Plan	979.65
1072 Bill.com Money Out Clearing	0.00
<b>Total Bank Accounts</b>	<b>\$ 756,075.79</b>
<b>Other Current Assets</b>	
12000 Sales & Use Tax Receivable	54,510.00
Prepaid Expenses	2,500.00
<b>Total Other Current Assets</b>	<b>\$ 57,010.00</b>
<b>Total Current Assets</b>	<b>\$ 813,085.79</b>
<b>Fixed Assets</b>	
Intangible Assets	9,707.00
<b>Total Fixed Assets</b>	<b>\$ 9,707.00</b>
<b>TOTAL ASSETS</b>	<b>\$ 822,792.79</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
20001 Accounts Payable-Audit	6,319.00
26000 Accrued Expenses	13,592.00
<b>Total Other Current Liabilities</b>	<b>\$ 19,911.00</b>
<b>Total Current Liabilities</b>	<b>\$ 19,911.00</b>
<b>Total Liabilities</b>	<b>\$ 19,911.00</b>
<b>Equity</b>	
32000 Net Assets	689,423.80
Net Income	113,457.99
<b>Total Equity</b>	<b>\$ 802,881.79</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 822,792.79</b>

**Euclid South CID**  
**Budget vs. Actuals: FY2020(July 2019-Jun 2020) - FY20 P&L**  
December 31, 2019

	Total				
	Dec. Actual	Dec. Budget	Jul-Dec Actual	Jul-Dec Budget	2019-2020 Budget
<b>Income</b>					
43200 CID 1% Sales and Use Tax	46,580.52	45,000.00	248,925.58	270,000.00	540,000.00
46400 Interest Income	1,352.12		2,774.84		
46500 Reserves		14,808.33		88,849.98	177,700.00
E-Cab Advance 46450			2,100.00		
<b>Total Income</b>	<b>\$ 47,932.64</b>	<b>\$ 59,808.33</b>	<b>\$ 253,800.42</b>	<b>\$ 358,849.98</b>	<b>\$ 717,700.00</b>
<b>Gross Profit</b>	<b>\$ 47,932.64</b>	<b>\$ 59,808.33</b>	<b>\$ 253,800.42</b>	<b>\$ 358,849.98</b>	<b>\$ 717,700.00</b>
<b>Expenses</b>					
<b>50000 Administration</b>					
50100 Bank Charges/Fees			3.00		
50300 Insurance-D&O; Gen Liability		116.67		700.02	1,400.00
50400 Insurance - Property		41.75		250.50	501.00
50501 32 N Euclid TIF Redevelopment		2,500.00		15,000.00	30,000.00
<b>50700 Professional Services</b>					
50703 Audit, Legal		1,083.33		6,499.98	13,000.00
<b>Total 50700 Professional Services</b>	<b>\$ 0.00</b>	<b>\$ 1,083.33</b>	<b>\$ 0.00</b>	<b>\$ 6,499.98</b>	<b>\$ 13,000.00</b>
50701 Admin Services	2,500.00	2,500.00	15,000.00	15,000.00	30,000.00
<b>Total 50000 Administration</b>	<b>\$ 2,500.00</b>	<b>\$ 6,241.75</b>	<b>\$ 15,003.00</b>	<b>\$ 37,450.50</b>	<b>\$ 74,901.00</b>
50702 Marketing Admin Services	2,083.00		12,498.00		
<b>55000 Marketing &amp; Promotions</b>					
55500 Special Events		833.33		4,999.98	10,000.00
55700 Web, Social Media		208.33	107.04	1,249.98	2,500.00
55701 E-Cab	2,987.50	1,950.00	5,472.58	11,700.00	23,400.00
55702 Maps and Directories		240.00		1,440.00	2,880.00
55703 CWE Music Series		1,120.00		6,720.00	13,440.00
55704 Flag Program		83.33		499.98	1,000.00
<b>Total 55700 Web, Social Media</b>	<b>\$ 2,987.50</b>	<b>\$ 3,601.66</b>	<b>\$ 5,579.62</b>	<b>\$ 21,609.96</b>	<b>\$ 43,220.00</b>
55800 Holiday Decorations	750.00	416.67	750.00	2,500.02	5,000.00
55900 Window Walk/E-Cab		2,166.67	63.51	13,000.02	26,000.00
<b>Total 55000 Marketing &amp; Promotions</b>	<b>\$ 3,737.50</b>	<b>\$ 7,018.33</b>	<b>\$ 15,331.13</b>	<b>\$ 42,109.98</b>	<b>\$ 84,220.00</b>
<b>60000 Public Area Maint &amp; Landscaping</b>					
60700 Cleaning & Maintenance			975.00		
60701 Top Care	2,104.42	1,779.42	13,251.52	10,676.52	21,353.00
60702 ATBM- Street Cleaning	2,575.00	1,350.00	12,150.00	8,100.00	16,200.00
<b>Total 60700 Cleaning &amp; Maintenance</b>	<b>\$ 4,679.42</b>	<b>\$ 3,129.42</b>	<b>\$ 26,376.52</b>	<b>\$ 18,776.52</b>	<b>\$ 37,553.00</b>
<b>Total 60000 Public Area Maint &amp; Landscaping</b>	<b>\$ 4,679.42</b>	<b>\$ 3,129.42</b>	<b>\$ 26,376.52</b>	<b>\$ 18,776.52</b>	<b>\$ 37,553.00</b>
<b>65000 Infrastructure</b>					
65110 Streetscape Improvements	3,800.00	25,000.00	5,921.88	150,000.00	300,000.00
<b>Total 65000 Infrastructure</b>	<b>\$ 3,800.00</b>	<b>\$ 25,000.00</b>	<b>\$ 5,921.88</b>	<b>\$ 150,000.00</b>	<b>\$ 300,000.00</b>
70000 Public Safety & Security			7,077.50		

<b>70100 Camera System</b>					
70102 4909 Laclede Park East		1,000.00		6,000.00	12,000.00
70103 20 S. Euclid Tom's Bar		1,000.00		6,000.00	12,000.00
70104 4949 West Pine		666.67		4,000.02	8,000.00
<b>Total 70100 Camera System</b>	<b>\$ 0.00</b>	<b>\$ 2,666.67</b>	<b>\$ 0.00</b>	<b>\$ 16,000.02</b>	<b>\$ 32,000.00</b>
70200 CWE-NSI Board Seat		416.67	1,250.00	2,500.02	5,000.00
70300 Patrols	11,226.25	11,059.50	55,634.40	66,357.00	132,714.00
<b>Total 70000 Public Safety &amp; Security</b>	<b>\$ 11,226.25</b>	<b>\$ 14,142.84</b>	<b>\$ 63,961.90</b>	<b>\$ 84,857.04</b>	<b>\$ 169,714.00</b>
<b>701150 LPR Cameras</b>					
70155 Euclid/W. Pine (2)		1,754.17		10,525.02	21,050.00
70156 Euclid/Forest Park		1,302.08		7,812.48	15,625.00
<b>Total 701150 LPR Cameras</b>	<b>\$ 0.00</b>	<b>\$ 3,056.25</b>	<b>\$ 0.00</b>	<b>\$ 18,337.50</b>	<b>\$ 36,675.00</b>
Unapplied Cash Bill Payment Expense	1,250.00		1,250.00		
<b>Total Expenses</b>	<b>\$ 29,276.17</b>	<b>\$ 58,588.59</b>	<b>\$ 140,342.43</b>	<b>\$ 351,531.54</b>	<b>\$ 703,063.00</b>
<b>Net Operating Income</b>	<b>\$ 18,656.47</b>	<b>\$ 1,219.74</b>	<b>\$ 113,457.99</b>	<b>\$ 7,318.44</b>	<b>\$ 14,637.00</b>
<b>Net Income</b>	<b>\$ 18,656.47</b>	<b>\$ 1,219.74</b>	<b>\$ 113,457.99</b>	<b>\$ 7,318.44</b>	<b>\$ 14,637.00</b>

**Euclid South CID**  
**Funds Transfer Detail**  
 12/01/19 to 12/31/19

Vendor Name	Invoice #	Disbursement #	Due Date	Foreign Amount	Amount (USD)	Bank Account	SentPay ID
12/03/19	PROCESS DATE						
Christner Inc.	0046883	38969396	11/13/19		\$ 3,800.00	Simmons Bank *****4652	stp01ABPAVXSCS1zovmw
The City's Finest	INV-2279	39022142	11/15/19		\$ 6,066.25	Simmons Bank *****4652	stp01KQQLDMXIX1zovmx
			Subtotal:		\$ 9,866.25		
12/10/19	PROCESS DATE						
A T Building	1260	016PYUATZ197GCC	12/01/19		\$ 3,325.00	Simmons Bank *****4652	stp01PAAJXCJRC202s9d
			Subtotal:		\$ 3,325.00		
12/18/19	PROCESS DATE						
Electric Cab of North	CWE005/1099/1100	39439753	12/01/19		\$ 2,987.50	Simmons Bank *****4652	stp01OPXZEAJEV201738
Park Central	2019-12-20 (1)	016UKVWYK19IYGY	12/20/19		\$ 2,083.00	Simmons Bank *****4652	stp01KPRZQDCPN202s9c
Park Central	2019-12-20	016UKVWYK19IYGY	12/20/19		\$ 2,500.00	Simmons Bank *****4652	stp01KPRZQDCPN202s9c
Top Care, Inc.	182082	39434285	12/01/19		\$ 2,104.42	Simmons Bank *****4652	stp01JRAJFLDUK201495
			Subtotal:		\$ 9,674.92		
12/19/19	PROCESS DATE						
The City's Finest	INV-2306	016CHAQUL19OOX7	12/30/19		\$ 5,160.00	Simmons Bank *****4652	stp01SPBQCIRUF201496
			Subtotal:		\$ 5,160.00		
12/23/19	PROCESS DATE						
CWE Neighborhood	3209	39572406	01/01/20		\$ 1,250.00	Simmons Bank *****4652	stp01NKLJTZCVH1yj1w9

Vendor Name	Invoice #	Disbursement #	Due Date	Foreign Amount	Amount (USD)	Bank Account	SentPay ID
			Subtotal:		\$ 1,250.00		
<b>Total:</b>					<b>\$ 29,276.17</b>		

