

Euclid South

Community Improvement District

4512 MANCHESTER AVENUE, SUITE 100
SAINT LOUIS, MISSOURI 63110.2100
O 314.535.5311 F 314.531.1894

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

Thursday, March 17, 2016

2:30 p.m.

- I. Call to Order
- II. Administration
 - A. Minutes (01.21.2016)
 - B. Financial Reports
 - C. Board Membership
- III. Committee Membership & Reports
 - A. Marketing & Special Events
 - 1. Social Media
 - 2. Event Planning
 - B. Parking
 - C. Public Services (cleaning & landscaping): Plantings
 - D. Safety & Security, Update
 - E. Infrastructure Update, Euclid Streetscape 2015-16
 - F. Executive / Finance
- IV. New Business
- V. Old Business
- VI. Other Matters to Come Before the Board
- VII. Adjournment

POSTED 03.14.2016

This meeting is open to the public; 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 Ave., #100, St. Louis, MO 63110, (314) 535-5311.

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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

“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	<i>BOARD MEMBERS TO BE SWORN IN AT REGISTER’S OFFICE, CITY HALL CALL 622-4146 TO SCHEDULE.</i>	<i>ALL BOARD MEMBERS</i>	
2	Add Josh Udelhofen to ESCID Board	Anderson	Complete
3	Event, Marketing Committee	Curtin	In planning.
4	Landscaping, Plant Selection	Anderson	Complete

10:16 AM
03/14/16
Accrual Basis

Euclid South Community Improvement District
Balance Sheet
As of February 29, 2016

	<u>Feb 29, 16</u>
ASSETS	
Current Assets	
Checking/Savings	
10000 · Reliance Bank Checking #4652	84,143.56
10001 · Reliance Bank MM Acct #4660	<u>32,520.55</u>
Total Checking/Savings	<u>116,664.11</u>
Total Current Assets	<u>116,664.11</u>
TOTAL ASSETS	<u>116,664.11</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	1,600.00
Total Accounts Payable	<u>1,600.00</u>
Total Current Liabilities	<u>1,600.00</u>
Total Liabilities	1,600.00
Equity	
32000 · Net Assets	21,871.64
Net Income	<u>93,192.47</u>
Total Equity	<u>115,064.11</u>
TOTAL LIABILITIES & EQUITY	<u>116,664.11</u>

Euclid South Community Improvement District Revenue & Expense Budget Performance July 2015 through February 2016

	<u>Jul '15 - Feb 16</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Ordinary Income/Expense			
Income			
43200 · CID 1% Sales and Use Tax	159,155.50	113,333.32	170,000.00
46400 · Interest Income	36.89	0.00	0.00
Total Income	<u>159,192.39</u>	<u>113,333.32</u>	<u>170,000.00</u>
Expense			
50000 · Administration			
50100 · Bank Charges/Fees	121.00	0.00	0.00
50300 · Insurance-D&O; Gen Liability	1,000.00	1,000.00	1,000.00
50700 · Professional Services			
50701 · Admin Services	48,750.00	32,500.00	65,000.00
50702 · Audit	0.00	0.00	5,000.00
50703 · Legal	1,503.00	1,000.00	2,000.00
50700 · Professional Services - Other	0.00	0.00	0.00
Total 50700 · Professional Services	<u>50,253.00</u>	<u>33,500.00</u>	<u>72,000.00</u>
50000 · Administration - Other	0.00	0.00	0.00
Total 50000 · Administration	<u>51,374.00</u>	<u>34,500.00</u>	<u>73,000.00</u>
55000 · Marketing & Promotions			
55100 · Advertising	0.00	0.00	0.00
55300 · Professional Services	0.00	0.00	0.00
55500 · Special Events	0.00	0.00	10,000.00
55700 · Web, Social Media	18.34	250.00	500.00
55000 · Marketing & Promotions - Other	0.00	0.00	0.00
Total 55000 · Marketing & Promotions	<u>18.34</u>	<u>250.00</u>	<u>10,500.00</u>
60000 · Public Area Maint & Landscaping	0.00	13,333.33	20,000.00
65000 · Infrastructure			
65110 · Streetscape Improvements			
65111 · 2015 Euclid, FP to Laclede			
65111a · Professional Services	12,977.58	0.00	0.00
65111b · Construct & Materials	0.00	0.00	105,414.00
65111 · 2015 Euclid, FP to Laclede - Other	0.00	0.00	0.00
Total 65111 · 2015 Euclid, FP to Laclede	<u>12,977.58</u>	<u>0.00</u>	<u>105,414.00</u>
65110 · Streetscape Improvements - Other	30.00	0.00	0.00
Total 65110 · Streetscape Improvements	<u>13,007.58</u>	<u>0.00</u>	<u>105,414.00</u>
65112 · Interest Pmts-Euclid Streetscap	0.00	0.00	1,400.00
65300 · Sidewalks	0.00	0.00	5,000.00
65900 · Infrastructure Reserve	0.00	0.00	0.00
Total 65000 · Infrastructure	<u>13,007.58</u>	<u>0.00</u>	<u>111,814.00</u>

Euclid South Community Improvement District
Revenue & Expense Budget Performance
 July 2015 through February 2016

	<u>Jul '15 - Feb 16</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
70000 · Public Safety & Security			
70100 · Camera System	0.00	0.00	20,000.00
70200 · CWE-NSI Board Seat	0.00	0.00	0.00
70300 · Patrols	1,600.00	2,920.00	14,600.00
70900 · Pub Safety/Security Reserve	0.00	0.00	0.00
Total 70000 · Public Safety & Security	<u>1,600.00</u>	<u>2,920.00</u>	<u>34,600.00</u>
Total Expense	<u>65,999.92</u>	<u>51,003.33</u>	<u>249,914.00</u>
Net Ordinary Income	<u>93,192.47</u>	<u>62,329.99</u>	<u>-79,914.00</u>
Net Income	<u><u>93,192.47</u></u>	<u><u>62,329.99</u></u>	<u><u>-79,914.00</u></u>

Euclid South CID Social Media Statistics

as of March 14, 2016

Facebook

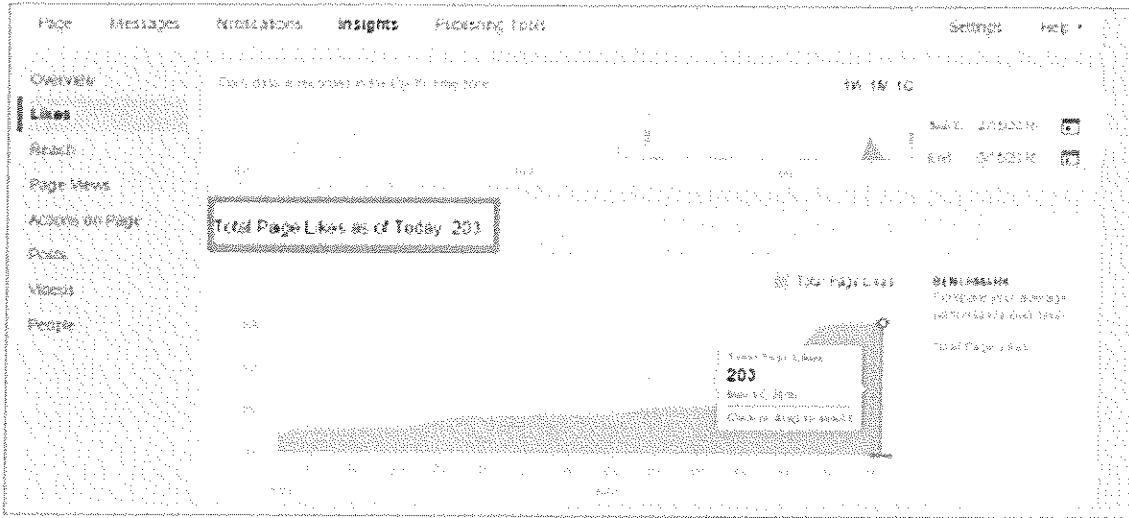
Twitter

Instagram

"Likes" -203

"Followers" -123

"Followers"- 114



This screenshot shows a Twitter profile for the account 'CWESTL'. The profile picture features the 'CWE LIVE!' logo. The bio reads 'Member of the (at) chance to become a Foundation Member with @straz'. The statistics shown are: 91 tweets, 186 retweets, 123 followers, and 72 following. The 'Followers' count is highlighted with a box.

This screenshot shows a social media profile for 'cwelive'. The profile picture is the 'CWE LIVE!' logo. The bio states 'Central West End Live CWElive is all things Central West End south of Lindell! komangroup.com/news/koman-group-plans-31-million-project-in-central-west-end/'. The statistics shown are: 34 posts, 114 followers, and 219 following. The '114 followers' count is highlighted with a box.

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2016 Planting Scheme

EARLY SPRING: Pansies throughout

SUMMER:

Large Planters: Center: purple/black elephant ears; perimeter: pink wave petunias and white petunias
If the elephant ears aren't available, a purple-leaf canna

Smaller Planters: Center (depending upon availability) blue oat grass, hare's tail grass or "fireworks"
variegated red fountain grass; perimeter: white creeping phlox

Fall: Peacock kale throughout.