

Euclid South

Community Improvement District

4512 MANCHESTER AVENUE, SUITE 100

SAINT LOUIS, MISSOURI 63110.2100

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Euclid South CID Board of Directors Meeting Minutes

May 18, 2017: 2:00pm

at 4512 Manchester, St. Louis, MO 63110

Committee members in attendance: Brian Phillips, John McElwain, Nick Georges, John Ly, Mark Rubin, Shawn Milford

Committee members not in attendance:

Others in attendance: Hannah Curtin, Matthew Green, Bridgette Fyvie (PCD Staff), Ron Coleman (City of St. Louis)

1. **Call to Order:** B. Phillips called the meeting to order at 2:00pm
2. **Approval of Previous Meeting Minutes**

S. Milford made a motion to approve the March meeting minutes. J. McElwain seconded the motion. Motion passed.
3. **Project Reports**
 - a. **Safety & Security:**

M. Green updated board on overall crime stats. Crime has increased 13% within the district. S. Milford mentioned the theft issue that he is dealing with at Whole Foods. M. Green suggested setting up a meeting with TCF and S. Milford to address the issue. J. McElwain suggested meeting with J. White to discuss changing the security hours to help deter crime. H. Curtin suggested having a card produced to be handed out to businesses within the district with important names and numbers as an aid in reporting incidents.
 - b. **Marketing**

B. Fyvie updated the board on social media stats. B. Fyvie updated the board on the flag pole project. American flags and hardware will be installed by Memorial weekend and will remain in place until Labor Day. This is a collaborative effort with the north CID. B. Fyvie updated the board on the branding and marketing effort. Cannonball, the chosen agency is in the process of drawing up a contract and creating an online survey to be sent out to residents and businesses in the district. The hope is that this will build consensus for an appropriate name, brand, and eventually logo, letterhead and signage for the district.
 - c. **Parking**

Enterprise will be getting us more info for better advertising of the Car Share Program. J. McElwain and B. Phillips discussed the parking garage on Laclede and how it could be better activated possibly with a blue card system.

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d. Public Maintenance

M. Green updated board on status of the planters and trees. Plants are going in within the week and 18 trees are being mulched. Board would like to move forward with the street air sweeping with Katsam. S. Milford made motion to sweep the entire district once a week. J. McElwain seconded. All in favor. M. Green said Top Care is capable of relocating the planter in front of Taste. Board decided to move the planter to the empty tree well at the corner of Laclede and Euclid near the stop sign and to plant it to match other containers within the district.

e. Public Infrastructure

M. Green reviewed the results of the RFP for curb ramp and bump out submitted by Raineri. PCD recommends sending out a re-bid since we only received one response or going through the alderman to have the city bid on the project. M. Green and H. Curtin proposed the Euclid South CID take over ownership of the four Way Finders in the district. PCD will review the list of current businesses to be added and removed from the district wide map. Empty spaces on the way finders can be rented to businesses. J. McElwain made motion to approve ownership. B. Phillips seconded. All in favor.

4. Finances

- a. M. Green updated the board on the current financial reports reviewing the balance sheet and budget performance and reporting on the sales tax collection. J. McElwain made motion to approve the budget B. Phillips seconded the motion. **Park Central Services-** B. Phillips stated that he is in the process of stream lining all CID and SBD services. J. McElwain suggested a 1 year contract with PCD as opposed to a 3 year contract so the process can be implemented and reviewed at the end of the year. J. McElwain made motion to approve N. Georges seconded the motion. All in favor.

5. Administrator Report

M. Green updated the board on the status of the Audit RFP and the three companies that responded Kerber, Eck & Braeckel, RSM, and Catlett & Associates. J. McElwain made a motion to go with RSM, N. Georges seconded the motion. All in favor.

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6. Other

a. M. Green let everyone know that an RFP for legal services would be going out

b. Next meeting will be July 20th

7. Adjournment

Meeting adjourned at 3:10