

**Euclid South CID Board of Directors Meeting Minutes**  
**August 15, 2019 at 1:30 p.m.**  
**At 4512 Manchester Avenue, St. Louis, MO 63110**

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

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

**Others in Attendance:** Ashley Johnson, Alayna Graham, and Kyle Oberle (Park Central Development); Ron Coleman (City of St. Louis); Jim Whyte (Neighborhood Security Initiative)

1. **Call to Order:** M. Rubin called the meeting to order at 1:32 PM.
2. **Approval of Previous Meeting Minutes:** J. Udelhofen made a motion to approve the July 18, 2019 meeting minutes. J. McElwain seconded the motion. All approved, and the motion passes.
3. **Introductions:** Alayna Graham was introduced as the Community Development Intern with Park Central Development.
4. **Public Comment:** n/a
5. **Project Reports:**
  - a. **Safety & Security**
    - i. **CWE NSI** – Person crime is down 40%; property crime is up 4.62%. Overall crime is down 1.3% due to extra patrols and more panhandling enforcement and outreach. The South SBD patrols have resumed and will focus on the periphery and residential areas of the CID while still accounting for Euclid. The Euclid South CID shifts will continue to focus on the whole area, including along Euclid.
      1. **For Next Meeting:** M. Rubin asked J. Whyte to provide a patrol schedule and map.
    - ii. **The City's Finest – Focused Panhandling Initiative:** conducting interviews to modify behavior and find the root of the cause. TCF has administered 95 field interview reports under the initiative.
  - b. **Finance**
    - i. **Budget Approval** – A. Johnson noted that the district will be roughly \$8,000 over budget in cleaning and maintenance as a result of increasing cleaning frequency from two to three times per week. M. Rubin noted the movement of \$300,000 for the streetscape project. J. McElwain motioned to approve budget. J. Udelhofen seconded the motion. All approved, and the motion passes.
    - ii. **2017-2018 Audit** – A. Johnson provided the auditor letter for the Board to review. The most notable point of the audit is that the district exceeds the standard deposit insurance coverage limit of \$250,000 per bank by virtue of maintaining a high balance at

one bank. The Board considers this a low risk and does not deem it necessary to open additional accounts at other banks.

c. Marketing

- i. Euclid North Coordination with Special Events – The Sounds of Summer Event was marketed through email and social media. Kate Maher from Euclid North and A. Johnson met to finalize the Electric Cab shuttle contract ensuring that both districts were included along with a termination clause. The lawyer reviewed it. J. McElwain motioned to approve the Electric Cab shuttle contract contingent upon no substantive changes instituted by Euclid North. J. Udelhofen seconded the motion. All approved, and the motion passes.
- ii. The Business Spotlight is a new blog showcasing different businesses in the neighborhood, featured on the website and social media. Two businesses have been featured, and there are businesses lined up for next month.

d. Public Maintenance

- i. AT Building and Maintenance Contract – M. Rubin executed the contract between the district and AT Building and Maintenance.
- ii. Recently there have been complaints of trash on Taylor and on Lindell.

e. Public Infrastructure

- i. Streetscape/Street Furniture Plan – The project is expected to break ground in November. M. Rubin requested the arrangement of an information session regarding the project within thirty days. A. Johnson and A. Graham will reach out to Sarah from iTap for the venue. There is no contract for the street furniture; M. Rubin will get timeline for next meeting. Construction is anticipated to begin in the late fall and last 45-60 days.
- ii. The old furniture will be moved to Taylor when the new furniture arrives.

6. Other Business – n/a

7. Adjournment

Meeting adjourned at 2:15pm.