

Euclid South CID Board of Directors Meeting Minutes  
November 16, 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

**Committee members not in attendance:** Nick Georges, Shawn Milford

**Others in attendance:** Matthew Green, Sara Feagans, Susan Anderson, Abdul-Kaba Abdullah (PCD Staff), Jim Whyte (NSI), Ron Coleman (City of St. Louis)

1. **Call to Order:** B. Phillips called the meeting to order at 2:15 p.m.

2. **Approval of Previous Meeting Minutes**

M. Rubin made a motion to approve the September meeting minutes. J. Ly seconded the motion. The motion passed unanimously.

3. **Project Reports**

**a. Finance:**

M. Green presented the balance sheet and profit and loss updates. Current assets are at roughly \$283,000. The CID is expected to collect about \$50,000 more in sales taxes than expected for the year.

M. Green stated that the audits for the last three fiscal years should be completed by the end of the month.

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

**b. Safety & Security:**

J. Whyte presented the safety and security update for the district. Crime is down roughly 6% with notable decreases in person crime and vehicle theft.

J. Whyte noted a few specific incidents including a robbery that occurred in the alley of Whole Foods, a robbery at Subway, and a burglary at 32 N Euclid. J. Whyte also mentioned the sale of drugs that has been occurring on Laclede at Kingshighway and how NSI and the SLMPD are aware.

J. Whyte provided an update on the camera budget for 2018. It is proposed that the CID would contribute \$15,186 for the cameras.

J. Whyte presented a proposal asking the CID to donate funds to place eight cameras on the new building at Euclid and W Pine. The total investment of \$25,249.81 would cover the cost of the installation of the cameras and camera software. The cameras would be connected to the NSI camera network. J. McElwain made a motion to approve the donation to NSI for the eight new cameras. J. Ly seconded the motion. B. Phillips and M. Rubin stated a conflict of interest and therefore abstained from voting.

**c. Marketing:**

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

S. Feagans mentioned that the Marketing Committee decided not to participate in the Window Walk event with the North CID this year, but would instead like to host a window decorating contest for merchants.

S. Feagans provided a recap of the events that lead to the cancellation of Pour & Pair. The board would like the marketing committee to talk with merchants in the district to find a time to host the event in Spring or Summer.

S. Feagans presented the Marketing Committee's choice for logo and branding for the district. Board members provided feedback and agreed to move forward with the committee's choice. They will use one design in the district and another for official CID business.

**d. Parking:**

M. Green updated the board regarding a conference call that occurred between merchants and BJC regarding public use of their garage at 4900 Laclede on October 23, 2017. The garage is always open to the public, however, that is not publicized. BJC is willing to pre-sell tickets to businesses that would be good for 6 hours from 4pm on at a cost of \$5 each. BJC is currently reviewing the option of having valet at the garage with their legal team.

**e. Public Maintenance:**

M.Green showed the board a picture of the streetscape in front of Tom's Bar & Grill. One of the trees that were planted as part of the Euclid Streetscape plan has been removed and the tree well has been filled in with pavers.

**f. Public Infrastructure:**

M.Green reported that the ADA ramps at W. Pine and Euclid have been approved by the Alderman and will be installed as soon as possible by BPS.

J. McElwain updated the board on the lollipop lighting project and provided a sample fixture. The South SBD will be spearheading the project, but is asking for the CID to contribute funds for the lights located within the district. J. McElwain made a motion to approve a contribution to the South SBD for up to \$19,000. M. Rubin seconded the motion and the motion was passed unanimously.

M. Green presented three streetscape options for the board to review along with price estimates from Ameren regarding the cost of burying overhead power lines. The board prioritized the options with Option B as the top priority since it will not require burying power lines. J. McElwain made a motion to approve the streetscape plan priorities. J. Ly seconded the motion and the motion was approved unanimously.

S. Feagans and M. Green presented information regarding wayfinder advertising options and made a recommendation that advertisers be charged \$25 if located within the district and \$50 if

located outside. Advertisers will need to secure printing on their own and will need to pay \$125 for the cost of installation by Engraphix.

M. Green and B. Philips discussed creating a plan for street furniture. M. Rubin will work with M. Green to create a plan of action for securing estimates and designs.

#### **4. Other Business**

a. There is an open seat on the board. B. Philips suggested that this be put on the website and perhaps in an email blast. Applications can be collected and reviewed during the January board meeting.

Two restaurants opened recently within the district: 1764 Public House at 39 N Euclid Avenue and Poke Doke at 8 N Euclid Avenue.

#### **5. Adjournment**

The meeting was adjourned at 3:44 p.m.

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