



EUCLID SOUTH

COMMUNITY IMPROVEMENT DISTRICT

Euclid South CID Board of Directors Meeting

TO BE HELD

February 20th, 2020 – 1:30pm
at 4512 Manchester Avenue, #100
St. Louis, MO 63110

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on February 20th 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. North/South CID Coordination Meeting Update
 - b. Appointments
 - i. Vice President – Brian Phillips
 - ii. Secretary – Sarah Fortune
 - iii. Board Member - Brian Davies
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: 2-18-20

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 January 31, 2020

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
10000 Reliance Bank Checking #4652	127,458.89
10001 Reliance Bank MM Acct #4660	638,486.76
10001A Restricted for Streetscape Plan	979.65
1072 Bill.com Money Out Clearing	0.00
Total Bank Accounts	\$766,925.30
Other Current Assets	
12000 Sales & Use Tax Receivable	54,510.00
Prepaid Expenses	2,500.00
Total Other Current Assets	\$57,010.00
Total Current Assets	\$823,935.30
Fixed Assets	
Intangible Assets	9,707.00
Total Fixed Assets	\$9,707.00
TOTAL ASSETS	\$833,642.30
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable	25,138.13
Total Accounts Payable	\$25,138.13
Other Current Liabilities	
20001 Accounts Payable-Audit	6,319.00
26000 Accrued Expenses	13,592.00
Total Other Current Liabilities	\$19,911.00
Total Current Liabilities	\$45,049.13
Total Liabilities	\$45,049.13
Equity	
32000 Net Assets	680,686.30
Net Income	107,906.87
Total Equity	\$788,593.17
TOTAL LIABILITIES AND EQUITY	\$833,642.30

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

	Jan Actual	Jan Budget	Actual YTD	Budget YTD	2019-2020 Budget
Income					
43200 CID 1% Sales and Use Tax	61,891.37	45,000.00	310,816.95	315,000.00	540,000.00
46400 Interest Income		14,808.33	2,774.84		
46500 Reserves				103,658.31	177,700.00
E-Cab Advance 46450	900.00		3,000.00		
Total Income	\$ 62,791.37	\$ 59,808.33	\$ 316,591.79	\$ 418,658.31	\$ 717,700.00
Gross Profit	\$ 62,791.37	\$ 59,808.33	\$ 316,591.79	\$ 418,658.31	\$ 717,700.00
Expenses					
50000 Administration					
50100 Bank Charges/Fees		116.67	3.00		
50300 Insurance-D&O; Gen Liability	1,291.00	41.75	1,291.00	816.69	1,400.00
50400 Insurance - Property		2,500.00		292.25	501.00
50501 32 N Euclid TIF Redevelopment				17,500.00	30,000.00
50700 Professional Services					
50703 Audit, Legal	5,000.00	1,083.33	5,000.00	7,583.31	13,000.00
Total 50700 Professional Services	\$ 5,000.00	\$ 1,083.33	\$ 5,000.00	\$ 7,583.31	\$ 13,000.00
50701 Admin Services	5,841.38	2,500.00	17,500.00	17,500.00	30,000.00
Total 50000 Administration	\$ 12,132.38	\$ 6,241.75	\$ 23,794.00	\$ 43,692.25	\$ 74,901.00
50702 Marketing Admin Services	2,083.00		17,922.38		
55000 Marketing & Promotions					
55500 Special Events		833.33		5,833.31	10,000.00
55700 Web, Social Media		208.33	107.04	1,458.31	2,500.00
55701 E-Cab	5,975.00	1,950.00	11,447.58	13,650.00	23,400.00
55702 Maps and Directories		240.00		1,680.00	2,880.00
55703 CWE Music Series		1,120.00		7,840.00	13,440.00
55704 Flag Program		83.33		583.31	1,000.00
Total 55700 Web, Social Media	\$ 5,975.00	\$ 3,601.66	\$ 11,554.62	\$ 25,211.62	\$ 43,220.00
55800 Holiday Decorations		416.67	750.00	2,916.69	5,000.00
55900 Window Walk/E-Cab		2,166.67	63.51	15,166.69	26,000.00
Total 55000 Marketing & Promotions	\$ 5,975.00	\$ 7,018.33	\$ 40,171.13	\$ 49,128.31	\$ 84,220.00
60000 Public Area Maint & Landscaping					
60700 Cleaning & Maintenance					
60701 Top Care	2,104.42	1,779.42	15,355.94	12,455.94	21,353.00
60702 ATBM- Street Cleaning	2,875.00	1,350.00	15,025.00	9,450.00	16,200.00
Total 60700 Cleaning & Maintenance	\$ 4,979.42	\$ 3,129.42	\$ 30,380.94	\$ 21,905.94	\$ 37,553.00
Total 60000 Public Area Maint & Landscaping	\$ 4,979.42	\$ 3,129.42	\$ 30,380.94	\$ 21,905.94	\$ 37,553.00
65000 Infrastructure					
65110 Streetscape Improvements	7,667.06	25,000.00	13,588.94	175,000.00	300,000.00
Total 65000 Infrastructure	\$ 7,667.06	\$ 25,000.00	\$ 13,588.94	\$ 175,000.00	\$ 300,000.00
70000 Public Safety & Security					
70100 Camera System			7,077.50		

70102 4909 Laclede Park East		1,000.00		7,000.00	12,000.00					
70103 20 S. Euclid Tom's Bar		1,000.00		7,000.00	12,000.00					
70104 4949 West Pine		666.67		4,666.69	8,000.00					
Total 70100 Camera System	\$	0.00	\$	2,666.67	\$	0.00	\$	18,666.69	\$	32,000.00
70200 CWE-NSI Board Seat		416.67		2,500.00	2,916.69	5,000.00				
70300 Patrols	19,105.00	11,059.50	73,250.03	77,416.50	132,714.00					
Total 70000 Public Safety & Security	\$	19,105.00	\$	14,142.84	\$	82,827.53	\$	98,999.88	\$	169,714.00
701150 LPR Cameras										
70155 Euclid/W. Pine (2)		1,754.17		12,279.19	21,050.00					
70156 Euclid/Forest Park		1,302.08		9,114.56	15,625.00					
Total 701150 LPR Cameras	\$	0.00	\$	3,056.25	\$	0.00	\$	21,393.75	\$	36,675.00
Total Expenses	\$	51,941.86	\$	58,588.59	\$	208,684.92	\$	410,120.13	\$	703,063.00
Net Operating Income	\$	10,849.51	\$	1,219.74	\$	107,906.87	\$	8,538.18	\$	14,637.00
Net Income	\$	10,849.51	\$	1,219.74	\$	107,906.87	\$	8,538.18	\$	14,637.00

Tuesday, Feb 18, 2020 08:47:21 AM GMT-8 - Accrual Basis

51941.86
\$ 0.00

Euclid South CID
Funds Transfer Detail
01/01/20 to 01/31/20

Vendor Name	Invoice #	Disbursement #	Due Date	Foreign Amount	Amount (USD)	Bank Account	SentPay ID
01/08/20 PROCESS DATE							
Christner Inc.	0046963	39930640	12/04/19		\$ 3,867.06	Simmons Bank *****4652	stp01CQOYKSDLL21mq5d
Electric Cab of North	CWE005/1099/1100	39944958	12/01/19		\$ 2,987.50	Simmons Bank *****4652	stp01SAYWUPDOD21mq5b
MOPERM Insurance	138130	39933546	11/27/19		\$ 1,291.00	Simmons Bank *****4652	stp01FSJBLYPK21mq59
Park Central	2019-Dec-19	016BDXJNX1A7690	12/19/19		\$ 3,341.38	Simmons Bank *****4652	stp01LRCOUNCAK21mq5h
The City's Finest	INV-2332	016CIFUXW1AANEY	12/15/19		\$ 6,187.50	Simmons Bank *****4652	stp01BXHBGHQTT21mq5f
Subtotal:					\$ 17,674.44		
01/10/20 PROCESS DATE							
Park Central	2020-01-20	016UMISRF1AANEX	01/20/20		\$ 2,083.00	Simmons Bank *****4652	stp01ZTYZSZZKP21mq56
Park Central	2020-01-20 (1)	016UMISRF1AANEX	01/20/20		\$ 2,500.00	Simmons Bank *****4652	stp01ZTYZSZZKP21mq56
Subtotal:					\$ 4,583.00		
01/14/20 PROCESS DATE							
A T Building	1268	016LGTYWH1AE970	12/31/19		\$ 2,875.00	Simmons Bank *****4652	stp01COILEUDMB21x7pj
Electric Cab of North	1115	40090270	01/01/20		\$ 2,987.50	Simmons Bank *****4652	stp01BFHXMSQNL21x7pk
RSM US LLP	5859234	016HPBMGT1AE971	12/23/19		\$ 5,000.00	Simmons Bank *****4652	stp01GLRVOUHZN21x7ph
Subtotal:					\$ 10,862.50		
01/22/20 PROCESS DATE							
The City's Finest	INV-2360	40371734	01/30/20		\$ 5,765.00	Simmons Bank *****4652	stp01XZCPHLVNL22eufz
Subtotal:					\$ 5,765.00		
Vendor Name	Invoice #	Disbursement #	Due Date	Foreign Amount	Amount (USD)	Bank Account	SentPay ID
01/31/20 PROCESS DATE							
Christner Inc.	0047047	40598498	01/10/20		\$ 3,800.00	Simmons Bank *****4652	stp01SKRILFKDQ22vf8q
The City's Finest	INV-2384	40623674	01/15/20		\$ 7,152.50	Simmons Bank *****4652	stp01DSDFSRGZD22vf8r
Top Care, Inc.	182435	40590132	01/01/20		\$ 2,104.42	Simmons Bank *****4652	stp01KKNOLLDYY22vf8p
Subtotal:					\$ 13,056.92		
Total:					\$ 51,941.86		