



EUCLID SOUTH

COMMUNITY IMPROVEMENT DISTRICT

Euclid South CID Board of Directors Meeting

TO BE HELD

December 19th, 2019 – 1:30pm
at 4512 Manchester Avenue, #100
St. Louis, MO 63110

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on December 19th 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
 - ii. Window Walk
 - d. Public Maintenance
 - e. Public Infrastructure
 - i. Streetscape/Street Furniture Plan
5. Other Business
 - a. MOPERM Insurance Renewal
 - b. Nominations
 - i. Vice President
 - ii. Secretary
 - c. District Photographer
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: 12-17-19

TIME: 3:00 PM

Euclid South CID Board of Directors Meeting Minutes
November 21, 2019 at 1:30 p.m.
At 4512 Manchester Avenue, St. Louis, MO 63110

Board Members in Attendance: Mark Rubin, Brian Phillips, John McElwain, Sarah Fortune

Committee Members Not in Attendance: Josh Udelhofen

Others in Attendance: Ashley Johnson and Alayna Graham (Park Central Development); Jim Whyte (CWE NSI); Ron Coleman (St. Louis City); Luke Henson (Washington University)

1. **Call to Order:** M. Rubin called the meeting to order at 1:36 PM.
2. **Approval of Previous Meeting Minutes:** J. McElwain motioned to approve 10.17.2019 minutes. B. Phillips seconded. All in favor- approved.
3. **Public Comment:** n/a
4. **Project Reports:**
 - a. **Safety & Security:** J. Whyte presented the security report. Total crime is down 9.1%. Currently, there is a verbal agreement that the CID pays 75% of the camera maintenance and the SBD pays 25% of the camera maintenance. J. Whyte recommends a written agreement.
 - i. B. Phillips motions to create a written agreement, J. McElwain seconded. All in favor- approved. A written agreement will be sent to the lawyer.
 - b. **Finance:** A. Johnson presented the financial report. B. Phillips motions to approve finances. S. Fortune seconded. All in favor- approved.
 - c. **Marketing:** A. Johnson presented the marketing report.
 - i. **Business Spotlight:** These highlight a different business in the District. The November Spotlight is Shake Shack. 1764 will be highlighted in December.
 - ii. **E-Cab:** The ecab company sent a report with statistics about who is using the Euclid Shuffle, where they are going, and how they are hailing the cab. Park Central Development will create a report to send out to businesses to showcase the ecab. The ads are filled through December, but we will need more for January and beyond.
 - iii. **Kiosk:** The City has partnered with IKEA to install interactive kiosks throughout St. Louis. PCD has recommended the City place them at every intersection of Euclid. Could be installed as early as January.
 - iv. **CWE Window Walk:** Euclid South CID, in partnership with the North CID, extend the Window Walk festivities in the South. S. Fortune requests that

PCD ensures the programming extend all the way down to Forest Park Avenue (not just to Laclede).

- d. Public Maintenance: No updates
 - e. Public Infrastructure: M. Rubin presented the latest information from Christner about the Streetscape/Street Furniture plan. The plan has a cohesive look, but the business and property owners would need to be engaged and interested in keeping a cohesive sidewalk café design through the whole district. Parklettes were discussed as an option to expand the sidewalk café while maintaining accessibility. S. Fortune brought up parking as a concern for visitors. The CID might be able to subsidize a parking program. There needs to be better signage for the existing parking structures.
 - i. Next Steps: Get another scaled-up proposal from Christner.
- 5. Other Business**
- a. Board Appointments: Treasurer Appointment- B. Phillips motioned to approve J. Udelhofen as Treasurer. J. McElwain seconded. All in favor- approved.
 - i. S. Fortune recommends Phil from Wildflower Catering and BBQ Whiskey Saloon for a Board Member position. J. McElwain will be losing his status as property owner in the CID next month, so there will be a property owner position open along with the two business owner positions currently open. J. McElwain recommends Pete Rothschild to replace him.
 - b. Trash pickup: Tony has taken on some extra weekend shifts to supplement Top Care until their contract runs out.
 - c. PCD recommended professional photographer for the CID to use professional photos in promotions and Annual Reports. The Board asked for an RFP to be sent out.
- 6. Adjournment**
- Meeting adjourned at 2:35 PM.

Euclid South CID

BALANCE SHEET

As of November 30, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
10000 Reliance Bank Checking #4652	99,305.03
10001 Reliance Bank MM Acct #4660	637,134.64
10001A Restricted for Streetscape Plan	979.65
1072 Bill.com Money Out Clearing	0.00
Total Bank Accounts	\$737,419.32
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	\$794,429.32
Fixed Assets	
Intangible Assets	9,707.00
Total Fixed Assets	\$9,707.00
TOTAL ASSETS	\$804,136.32
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
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	\$19,911.00
Total Liabilities	\$19,911.00
Equity	
32000 Net Assets	689,423.80
Net Income	94,801.52
Total Equity	\$784,225.32
TOTAL LIABILITIES AND EQUITY	\$804,136.32

Euclid South CID
Budget vs. Actuals: FY20 P&L
November 30, 2019

	Nov. Actual	Nov. Budget	Jul - Nov Actual	Jul - Nov Budget	FY 2020 Budget
Income					
43200 CID 1% Sales and Use Tax	23,853.00	45,000.00	202,345.06	225,000.00	540,000.00
46400 Interest Income			1,422.72		
46500 Reserves		14,808.33		74,041.65	177,700.00
E-Cab Advance 46450	2,100.00		2,100.00		
Total Income	\$ 25,953.00	\$ 59,808.33	\$ 205,867.78	\$ 299,041.65	\$ 717,700.00
Gross Profit	\$ 25,953.00	\$ 59,808.33	\$ 205,867.78	\$ 299,041.65	\$ 717,700.00
Expenses					
50000 Administration					
50100 Bank Charges/Fees			3.00		
50300 Insurance-D&O; Gen Liability		116.67		583.35	1,400.00
50400 Insurance - Property		41.75		208.75	501.00
50501 32 N Euclid TIF Redevelopment		2,500.00		12,500.00	30,000.00
50700 Professional Services					
50703 Audit, Legal		1,083.33		5,416.65	13,000.00
Total 50700 Professional Services	\$ 0.00	\$ 1,083.33	\$ 0.00	\$ 5,416.65	\$ 13,000.00
50701 Admin Services	2,500.00	2,500.00	12,500.00	12,500.00	30,000.00
Total 50000 Administration	\$ 2,500.00	\$ 6,241.75	\$ 12,503.00	\$ 31,208.75	\$ 74,901.00
50702 Marketing Admin Services	2,083.00		10,415.00		
55000 Marketing & Promotions					
55500 Special Events		833.33		4,166.65	10,000.00
55700 Web, Social Media	107.04	208.33	107.04	1,041.65	2,500.00
55701 E-Cab	2,485.08	1,950.00	2,485.08	9,750.00	23,400.00
55702 Maps and Directories		240.00		1,200.00	2,880.00
55703 CWE Music Series		1,120.00		5,600.00	13,440.00
55704 Flag Program		83.33		416.65	1,000.00
Total 55700 Web, Social Media	\$ 2,592.12	\$ 3,601.66	\$ 2,592.12	\$ 18,008.30	\$ 43,220.00
55800 Holiday Decorations		416.67		2,083.35	5,000.00
55900 Window Walk/E-Cab		2,166.67	63.51	10,833.35	26,000.00
Total 55000 Marketing & Promotions	\$ 2,592.12	\$ 7,018.33	\$ 11,593.63	\$ 35,091.65	\$ 84,220.00
60000 Public Area Maint & Landscaping					
60700 Cleaning & Maintenance					
60701 Top Care	2,729.42	1,779.42	11,147.10	8,897.10	21,353.00
60702 ATBM- Street Cleaning	2,575.00	1,350.00	9,575.00	6,750.00	16,200.00
Total 60700 Cleaning & Maintenance	\$ 5,304.42	\$ 3,129.42	\$ 21,697.10	\$ 15,647.10	\$ 37,553.00
Total 60000 Public Area Maint & Landscaping	\$ 5,304.42	\$ 3,129.42	\$ 21,697.10	\$ 15,647.10	\$ 37,553.00
65000 Infrastructure					
65110 Streetscape Improvements		25,000.00	2,121.88	125,000.00	300,000.00
Total 65000 Infrastructure	\$ 0.00	\$ 25,000.00	\$ 2,121.88	\$ 125,000.00	\$ 300,000.00
70000 Public Safety & Security			7,077.50		

70100 Camera System						
70102 4909 Laclede Park East		1,000.00		5,000.00		12,000.00
70103 20 S. Euclid Tom's Bar		1,000.00		5,000.00		12,000.00
70104 4949 West Pine		666.67		3,333.35		8,000.00
Total 70100 Camera System	\$ 0.00	\$ 2,666.67	\$ 0.00	\$ 13,333.35	\$ 32,000.00	
70200 CWE-NSI Board Seat		416.67	1,250.00	2,083.35		5,000.00
70300 Patrols	7,031.25	11,059.50	44,408.15	55,297.50		132,714.00
Total 70000 Public Safety & Security	\$ 7,031.25	\$ 14,142.84	\$ 52,735.65	\$ 70,714.20	\$ 169,714.00	
701150 LPR Cameras						
70155 Euclid/W. Pine (2)		1,754.17		8,770.85		21,050.00
70156 Euclid/Forest Park		1,302.08		6,510.40		15,625.00
Total 701150 LPR Cameras	\$ 0.00	\$ 3,056.25	\$ 0.00	\$ 15,281.25	\$ 36,675.00	
Unapplied Cash Bill Payment Expense	0.00		0.00			
Total Expenses	\$ 19,510.79	\$ 58,588.59	\$ 111,066.26	\$ 292,942.95	\$ 703,063.00	
Net Operating Income	\$ 6,442.21	\$ 1,219.74	\$ 94,801.52	\$ 6,098.70	\$ 14,637.00	
Net Income	\$ 6,442.21	\$ 1,219.74	\$ 94,801.52	\$ 6,098.70	\$ 14,637.00	

Tuesday, Dec 17, 2019 11:59:18 AM GMT-8 - Cash Basis

Euclid South CID
Funds Transfer Detail
 11/01/19 to 11/30/19

Vendor Name	Invoice #	Disbursement #	Due Date	Foreign Amount	Amount (USD)	Bank Account
11/08/19	PROCESS DATE					
A T Building	1253	016IUTZIF185381	10/31/19		\$ 2,575.00	Simmons Bank *****4652
Vistaprint	F631N-K5A74-6M9	38356959	11/04/19		\$ 107.04	Simmons Bank *****4652
			Subtotal:		\$ 2,682.04	
11/12/19	PROCESS DATE					
Top Care, Inc.	181403	38395668	10/31/19		\$ 625.00	Simmons Bank *****4652
Top Care, Inc.	181489	38395668	11/01/19		\$ 2,104.42	Simmons Bank *****4652
			Subtotal:		\$ 2,729.42	
11/18/19	PROCESS DATE					
Park Central	2019-11-20 (1)	016LLLJRS18FD6X	11/20/19		\$ 2,083.00	Simmons Bank *****4652
Park Central	2019-11-20	016LLLJRS18FD6X	11/20/19		\$ 2,500.00	Simmons Bank *****4652
			Subtotal:		\$ 4,583.00	
11/19/19	PROCESS DATE					
Electric Cab of North	1092	38613033	11/08/19		\$ 2,485.08	Simmons Bank *****4652
The City's Finest	INV-2251	38661574	10/31/19		\$ 7,031.25	Simmons Bank *****4652
			Subtotal:		\$ 9,516.33	
Total:					\$ 19,510.79	