



**EUCLID
SOUTH**
COMMUNITY IMPROVEMENT DISTRICT

Euclid South CID Board of Directors Meeting

TO BE HELD

February 21, 2019 - 1:30pm
**at 4512 Manchester Avenue, #100
St. Louis, MO 63110**

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on February 21, 2019 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. Chair's Report & Announcement of the Order of Business
4. Public Comments & Questions (5-minute limit per speaker)
5. Project Reports
 - a. Safety & Security
 - i. CWE NSI
 - ii. The City's Finest
 - b. Finance
 - c. Marketing
 - i. Pour & Pair
 - d. Parking
 - e. Public Maintenance
 - i. Street Cleaning Contract
 - f. Public Infrastructure
 - i. Streetscape/Street Furniture Plan
6. Other Business
 - a. John Ly - Resignation
 - b. Euclid Redevelopment Letter
7. Adjournment

Laurel Harrington

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: 2-18-19

Euclid South CID Board of Directors Meeting Minutes
January 17, 2019 at 2:00 p.m.
At 4512 Manchester Avenue, St. Louis, MO 63110

Committee Members in Attendance: Mark Rubin, Lucas Gamlin, Brian Phillips

Committee Member Not in Attendance: John Ly, John McElwain

Others in Attendance: Annette Pendilton, Ashley Johnson (Park Central Development), Ron Coleman (City of St. Louis), Jim Whyte (Neighborhood Security Initiative), Rob Betts (The City's Finest)

1. **Call to Order:** M. Rubin called the meeting to order at 2:00 PM.
2. **Approval of Previous Meeting Minutes:** B. Phillips made a motion to approve the December 20, 2018 meeting minutes. L. Gamlin seconded the motion – all approved and motion passes.
3. **Chair Reports & Announcement of the Order of Business:** NONE
4. **Public Comment:** NONE
5. **Project Reports:**
 - a. **Safety & Security:** J. Whyte gave an overview of the CWE neighborhood and Euclid South CID crime statistics. J. Whyte reminded that patrols have stopped in South as of July 27, 2018. Through December total crime up 23.3%, person crime up 45%, and property crime up 20.8%.

Euclid South CID would like to have a joint meeting with Central West End South Special Business District to discuss services in the district for February.

J. Whyte informed the board that Captain Belmar with the St. Louis County Police Department is wanting to merge St. Louis City Police Department with the County. The merge will add 320 officers on the streets of the city. He also mentioned that Better Together had a similar proposal. Both are in talking stages only but it's something we should a part of these discussions.

M. Rubin is interested in having a collective plan with the districts that the NSI serves. Board decided to collaborate with Euclid North CID. Park Central will set up a meeting with Kate Maher and Chip Streib of Euclid North CID and Mark Rubin and Brian Phillips of Euclid South CID.

- b. **Finance:** A. Pendilton gave an update on the financial report.
B. Phillips asked if we have identified what we might owe with the TIF. A. Johnson has reached out to the attorney and he has not gotten back with her. She will follow up with him again. The board needs this crucial information before decisions can be made in other areas.
- B. Phillips motioned to approve the financials. Second by L. Gamlin. Motion passes.
- c. **Marketing:** M. Rubin had a discussion with Kate Hafer from Euclid North CID to discuss the proposal she submitted. The board would like to do ala carte from Euclid North CID especially with social media/marketing. Board would like to table the decision until next month.
- d. **Parking:** The board agreed to not to continue contract with Enterprise CarShare when it ends January 1, 2019.
- e. **Public Maintenance:** Katsum agreed to contract month to month until a decision is made. They do ask that Euclid South give them a written 30-day notice to cancel. There are quotes for street cleaning from Metro Commercial Sweeping, Katsum and Crowns and Curbs for street cleaning on Euclid. Crowns and Curbs did not respond. The board asked Park Central to call the references for Metro Sweeping.
- R. Coleman stated that neighbors are asking for a litter pick up and trash cans to expand to West Pine. This is something that the board needs to discuss with Central West End South SBD.
- f. **Public Infrastructure:** M. Rubin updated that the plans are far enough along that he can get some prices. M. Rubin is asking Park Central to set up a meeting with Laural Harrington at Cristner for the Streetscape project.
- g. **Other Business:**
- a. A. Johnson has received applications for the open board seats from Josh Udelhofen and Peter Cassel. Brian Davies will be sending the application next week. There are two seats are open.
- L. Gamlin motioned to accept Josh Udelhofen as a board member for the Euclid South Community Improvement District. Second by B. Phillips. Motion passes.
- Will vote for the next seat in February.
- b. Euclid Redevelopment Letter – A. Johnson will ask Will Zorn to update.

c. Annual Report – Approve the annual report so that they can be distributed to the businesses.

L. Gamlin motioned to accept the Annual Report for fiscal year ending 2018. Second by B. Phillips. Motion passes.

h. **Adjournment:** B. Phillips motioned to adjourn. L. Gamlin second. Meeting adjourned at 3:12 PM.

DRAFT

Euclid South Community Improvement District

Notes to January 2019 Financial Reports

- 1 January bank statements are not yet available. These financial reports include all deposits and checks through January 31, except for any electronic deposits or payments. Those will be entered when the bank statements are reconciled.
- 2 All audit adjustments for prior years through 6/30/17 have been recorded on the internal books for Euclid South CID. The auditors are working on the 6/30/18 audit at this time.
- 3 The \$9,032.47 in Restricted cash on the Balance Sheet represents the remainder of amounts restricted for the Euclid Streetscape. Payments that have been paid are included in Streetscape Improvements on the P&L Budget Performance.

Euclid South Community Improvement District
Balance Sheet
As of January 31, 2019

	<u>Jan 31, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
10001A · Restricted for Streetscape Plan	9,032.47
10000 · Reliance Bank Checking #4652	360,663.92
10001 · Reliance Bank MM Acct #4660	124,852.77
Total Checking/Savings	<u>494,549.16</u>
Other Current Assets	
12000 · Sales & Use Tax Receivable	38,227.00
Total Other Current Assets	<u>38,227.00</u>
Total Current Assets	<u>532,776.16</u>
TOTAL ASSETS	<u><u>532,776.16</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
20001 · Accounts Payable-Audit	18,219.00
Total Other Current Liabilities	<u>18,219.00</u>
Total Current Liabilities	<u>18,219.00</u>
Total Liabilities	18,219.00
Equity	
32000 · Net Assets	417,521.07
Net Income	97,036.09
Total Equity	<u>514,557.16</u>
TOTAL LIABILITIES & EQUITY	<u><u>532,776.16</u></u>

**Euclid South Community Improvement District
Profit & Loss Budget Performance
January 2019**

	<u>Jan 19</u>	<u>Budget</u>	<u>Jul '18 - Jan 19</u>	<u>YTD Budget</u>	<u>Annual Budget</u>	<u>Jul '17 - Jan 18</u>
Ordinary Income/Expense						
Income						
43200 · CID 1% Sales and Use Tax	58,577.03	45,000.00	303,913.51	315,000.00	540,000.00	253,070.11
46400 · Interest Income	0.00		627.53			313.05
Total Income	<u>58,577.03</u>	<u>45,000.00</u>	<u>304,541.04</u>	<u>315,000.00</u>	<u>540,000.00</u>	<u>253,383.16</u>
Expense						
90001 · Miscellaneous Expense	0.00		46.00			0.00
50000 · Administration						
50701 · Admin Services	8,750.00	13,750.00	37,250.00	41,250.00	55,000.00	41,250.00
50400 · Insurance - Property	0.00	157.92	510.00	1,105.40	1,895.00	501.00
50100 · Bank Charges/Fees	0.00		12.00			14.00
50300 · Insurance-D&O; Gen Liability	0.00		1,280.00			1,394.00
50500 · MO DoR Tax Data						70.00
50700 · Professional Services						
50703 · Audit, Legal	0.00	1,020.83	20,965.00	7,145.85	12,250.00	15,000.00
Total 50700 · Professional Services	<u>0.00</u>	<u>1,020.83</u>	<u>20,965.00</u>	<u>7,145.85</u>	<u>12,250.00</u>	<u>15,000.00</u>
Total 50000 · Administration	<u>8,750.00</u>	<u>14,928.75</u>	<u>60,017.00</u>	<u>49,501.25</u>	<u>69,145.00</u>	<u>58,229.00</u>
55000 · Marketing & Promotions						
55800 · Holiday Decorations	0.00		1,079.01	5,000.00	5,000.00	1,773.62
55200 · Name, Logo, Brand, Sign						6,850.00
55300 · Professional Services	0.00		6,060.00			300.00
55500 · Special Events	0.00		10,000.00	10,000.00	10,000.00	3,895.28
55700 · Web, Social Media	0.00	416.67	0.00	2,916.65	5,000.00	0.00
55900 · Mkt & Promo-Reserve	0.00	1,933.33	4,945.00	13,533.35	23,200.00	4,800.39
Total 55000 · Marketing & Promotions	<u>0.00</u>	<u>2,350.00</u>	<u>22,084.01</u>	<u>31,450.00</u>	<u>43,200.00</u>	<u>17,619.29</u>
60000 · Public Area Maint & Landscaping						
60700 · Cleaning & Maintenance	1,859.36	2,239.75	18,224.16	15,678.25	26,877.00	15,623.50
60900 · Mnt & Clean-Reserve	0.00	2,260.25	0.00	15,821.75	27,123.00	0.00
Total 60000 · Public Area Maint & Landscaping	<u>1,859.36</u>	<u>4,500.00</u>	<u>18,224.16</u>	<u>31,500.00</u>	<u>54,000.00</u>	<u>15,623.50</u>
65000 · Infrastructure						
65200 · Parking						
65250 · Car Share	0.00	500.00	3,000.00	3,500.00	6,000.00	4,500.00
Total 65200 · Parking	<u>0.00</u>	<u>500.00</u>	<u>3,000.00</u>	<u>3,500.00</u>	<u>6,000.00</u>	<u>4,500.00</u>
65110 · Streetscape Improvements	495.00	12,500.00	27,367.53	87,500.00	150,000.00	
65111b · Construct & Materials						10,000.00
65900 · Infrastructure Reserve	0.00	950.00	0.00	6,650.00	11,400.00	
Total 65000 · Infrastructure	<u>495.00</u>	<u>13,950.00</u>	<u>30,367.53</u>	<u>97,650.00</u>	<u>167,400.00</u>	<u>14,500.00</u>
70000 · Public Safety & Security						
70100 · Camera System	5,827.50		5,827.50			25,249.81
70200 · CWE-NSI Board Seat	1,250.00	833.33	1,250.00	5,833.35	10,000.00	10,000.00
70300 · Patrols	420.00	9,216.25	69,688.75	64,513.75	110,595.00	57,265.00
70900 · Pub Safety/Security Reserve	0.00	5,700.42	0.00	39,902.90	68,405.00	0.00
Total 70000 · Public Safety & Security	<u>7,497.50</u>	<u>15,750.00</u>	<u>76,766.25</u>	<u>110,250.00</u>	<u>189,000.00</u>	<u>92,514.81</u>
Total Expense	<u>18,601.86</u>	<u>51,478.75</u>	<u>207,504.95</u>	<u>320,351.25</u>	<u>522,745.00</u>	<u>198,486.60</u>
Net Ordinary Income	<u>39,975.17</u>	<u>(6,478.75)</u>	<u>97,036.09</u>	<u>(5,351.25)</u>	<u>17,255.00</u>	<u>54,896.56</u>
Other Income/Expense						
Other Expense						
80000 · Reserve Fund	0.00	1,350.00	0.00	9,450.00	16,200.00	0.00
Total Other Expense	<u>0.00</u>	<u>1,350.00</u>	<u>0.00</u>	<u>9,450.00</u>	<u>16,200.00</u>	<u>0.00</u>
Net Other Income	<u>0.00</u>	<u>(1,350.00)</u>	<u>0.00</u>	<u>(9,450.00)</u>	<u>(16,200.00)</u>	<u>0.00</u>
Net Income	<u><u>39,975.17</u></u>	<u><u>(7,828.75)</u></u>	<u><u>97,036.09</u></u>	<u><u>(14,801.25)</u></u>	<u><u>1,055.00</u></u>	<u><u>54,896.56</u></u>



POUR + PAIR

October 2019

What is Pour + Pair

Pour + Pair is a unique CWE neighborhood tasting event designed to showcase Euclid Businesses and sponsored spirit distributors.

The Pour + Pair event partners Euclid host businesses to offer ticketed guests a food sampling perfectly paired with a spirit that's strategically designed to enhance the flavor of both components. To enhance the experience, live music, art, shopping and warm fires will be placed throughout the event.

You won't leave hungry... or thirsty!

Potential Participating Businesses

- Hot Box Cookies
- Rosie's Place
- Brasserie
- Taste
- BBQ Saloon
- Tutti Frutti
- Pickles Deli
- Racanelli's Pizza
- Whole Foods
- Philip Johnson Salon
- Di Olivias
- Little Saigon
- Steve's Hot Dog
- Fitness Formula
- International Tap House
- Koman Group
- 1764 Public House
- Treats Unleashed
- Taze Mediterranean



Overview



By the Numbers

P + P 2016

- **415** tickets sold
- **14** Businesses
- **17** food and drink pairings
- **4** hours
- **4** musicians
- **2** live artists

P + P 2019 Goal

- **800** tickets sold*
- **25** Businesses*
- **25** food and drink* pairings
- **4** hours
- **4** musicians
- New for 2019: Street Entertainers

(*numbers pending Euclid North participation.)

Sponsors from 2016

- Major Brands (in kind)
- Euclid CID
- SAUCE Magazine (in kind)
- Studio X (in kind)
- Washington University Medical Center Redevelopment Corporation



Marketing and Advertising Efforts

- RFT Showcase
- Pour & Pair Signage
- Social Media Boosts
 - Business Social Media Campaign
 - Facebook
 - Instagram
 - Twitter
- Email Blasts
 - Park Central Development
 - CWEA Email Blast
 - Business Email Blasts
 - Euclid Email Blast



Please check-in and pick up your complementary drinking glass at the Pour + Pair tent located at Whole Foods Market on the corner of West Pine Blvd and Euclid Ave.



26 | SAUCE MAGAZINE | saucemagazine.com



Budget

Expense	2016 Actual	2019 Projected
Entertainment	\$972.20	\$2,500
Equipment & Supplies	\$1,810.69	\$5,000
Logistics/ Operation	\$890.74	\$950
Marketing	\$7,298.60	\$4,000
Safety & Security	\$0	\$2,000
	\$10,972.26	\$14,450
Income	2016 Actual	2017 Projected
Tickets	\$8,717.20	\$20,000
Sponsorship (Euclid)	\$1,000	\$10,000
Merchant Participation Fees	\$1,100	\$2,500
Totals	\$15,817.21	\$32,000

Net Income **\$4,844.98** **\$17,550**

Katsam, L.L.C.
Db a Katsam Enterprises
2450 Cassens Drive
Fenton, MO 63026
314-423-7600

December 12, 2018

Park Central Development
4512 Manchester Ave., Suite 100
St. Louis, MO 63110

Streets along Euclid 1/1/19 – 12/31/19

We hereby propose to furnish the materials and perform the labor necessary for the completion of the following:

Street sweeping to include:

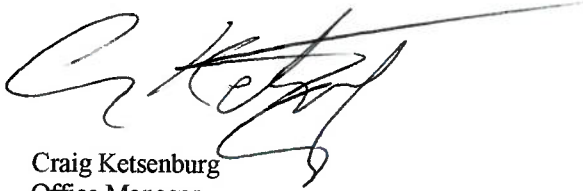
We will use an air sweeper to remove debris from the street curbs along Euclid from Forest Park to Lindell. All work will be performed between 2-4 am. This service is for curbs only.

Options: 1x monthly: \$375.00
 2x monthly: \$289.50 per service
 1x weekly: \$195.00 per service (Monday Mornings)

Our employees are covered by Workers' Compensation and general business liability insurance.

All material is guaranteed to be as specified, and the above work to be performed in accordance with the specifications submitted for above work and completed in a substantial workmanlike manner. Payment is due upon receipt of invoice. Balances over 30 days will be charged 1.5% (18% APR) per month on the unpaid balance.

Submitted by,



Craig Ketsenburg
Office Manager

The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Date _____ Signature _____

May be canceled by either party with thirty days notice.



Metro Commercial Sweeping LLC
 301 Transpoint Drive
 Dupon, IL 62239

Bid Proposal

Date	Estimate #
1/14/2019	53

Name / Address
South Euclid CID Annette Pendilton 4512 Manchester Ave St. Louis, MO 63110

			Project
Item	Description		
Metro Sweeping	Sweeping Service for South Euclid CID (Euclid from Lindell to Forest Park Parkway). Service to include ONLY street sweeping. Price is per sweep at 3x week.	\$163.00 per week	54.00
Metro Sweeping	Sweeping Service for South Euclid CID (Euclid from Lindell to Forest Park Parkway). Service to include blowing off sidewalks and street sweeping. Price is per sweep at 3x week.		62.00
<p>Standard contract is for one year or however the client would like it.</p> <p>I was given two references Rachel Witt with South Grand CID. She said he does a great job.</p> <p>The second reference was John Wolf Grand Center CID - I called three times and could not reach him.</p>			
		Total	\$116.00
Phone #	Fax #	E-mail	Web Site
636-349-5290	636-349-5291	angel@metrosweeping.com	www.metrosweeping.com



Euclid South CID
Street Furnishings Design Plan
February Board Meeting
February 21, 2019

EUCLID SOUTH CID

Street Furnishings Design Plan Scope



Goals from RFP

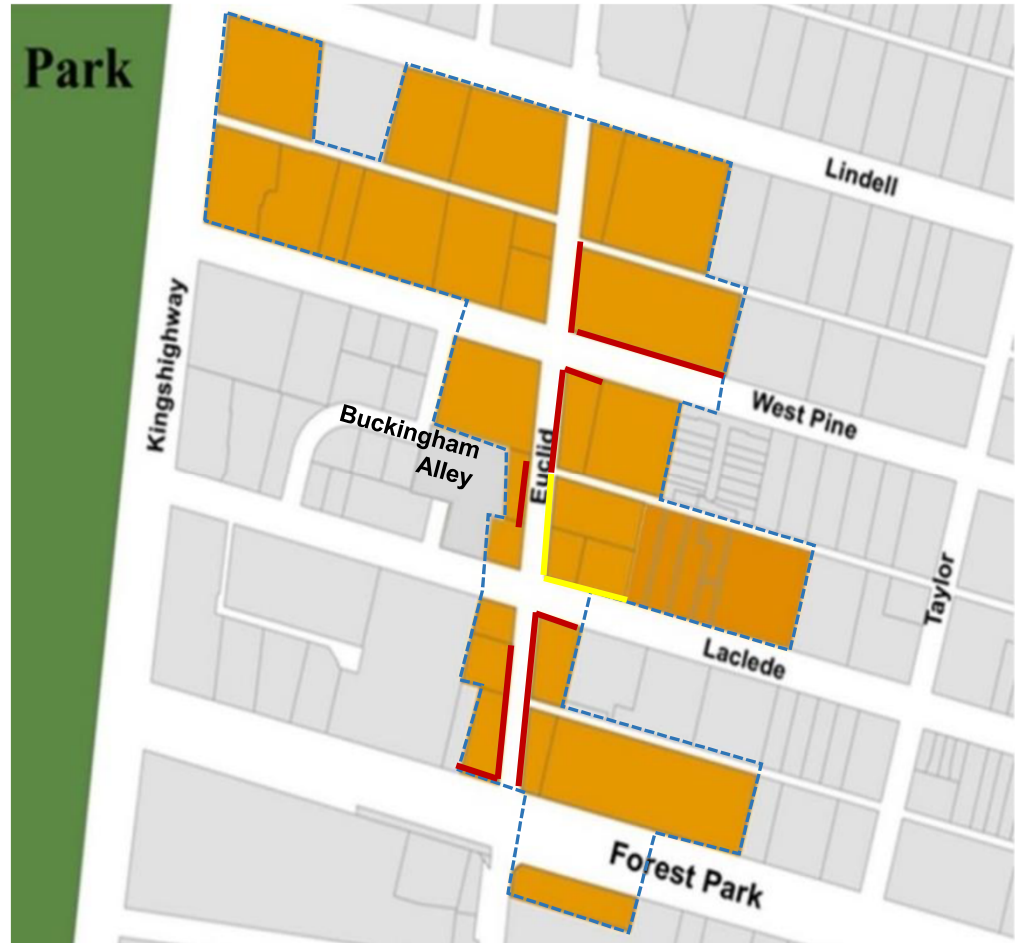
- functionality
- safety
- the enhanced pedestrian experience

Streetscape

Completed in sections.

Design underway on Euclid between Laclede and Buckingham Alley

- CID and Project Boundary 
- Completed Streetscape 
- Current Streetscape Design 



Euclid South CID Boundary

SCOPE

PART 1: DISCOVERY

Understand the existing conditions regarding pedestrian needs and physical features of the pedestrian experience.

Meetings

Kick off meeting - existing conditions, goals, expectations and design ideas

Services

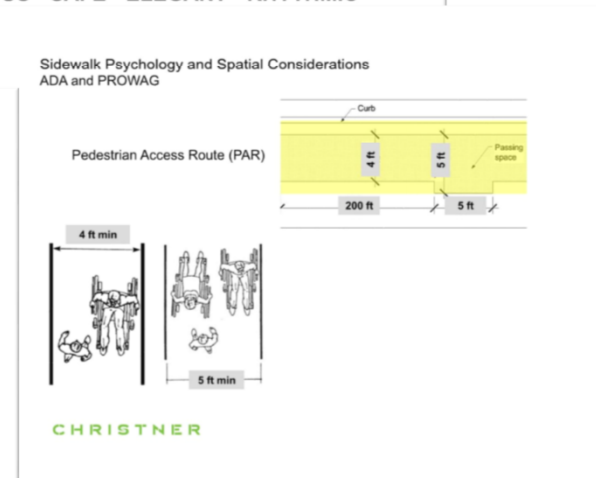
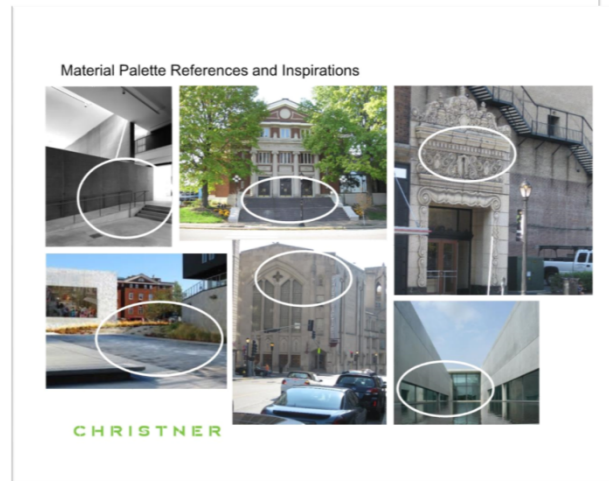
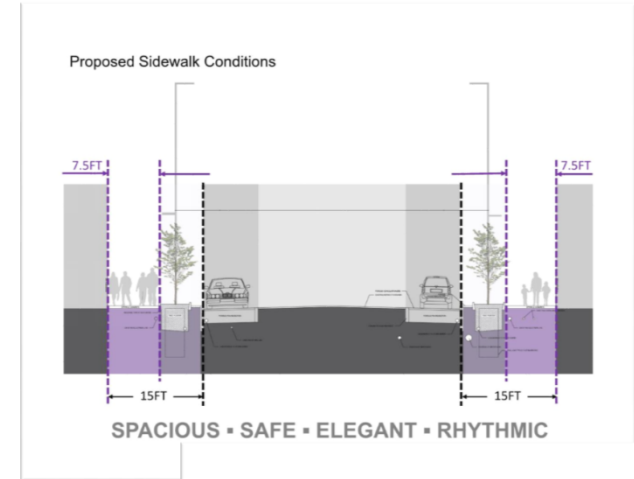
Existing condition documentation

Goal statements

Business district precedent review

Design ideas

Meeting summary



Examples

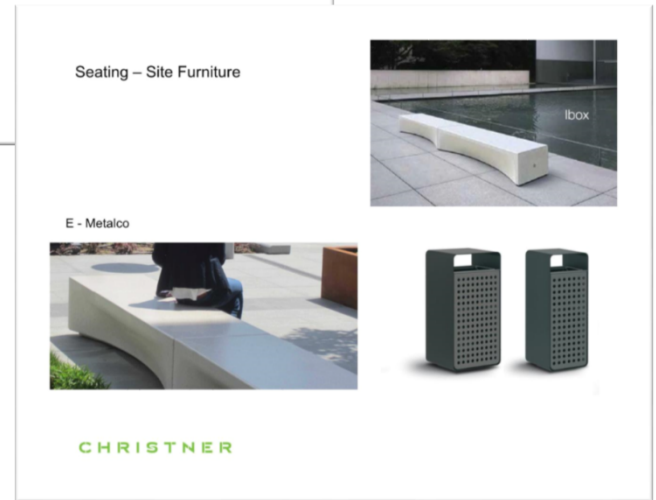
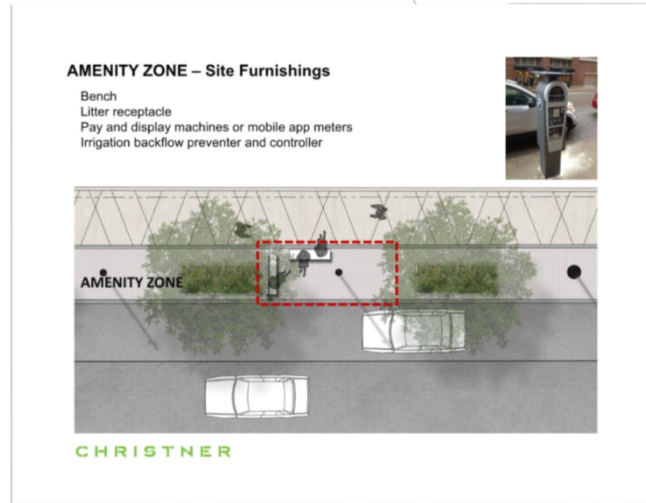
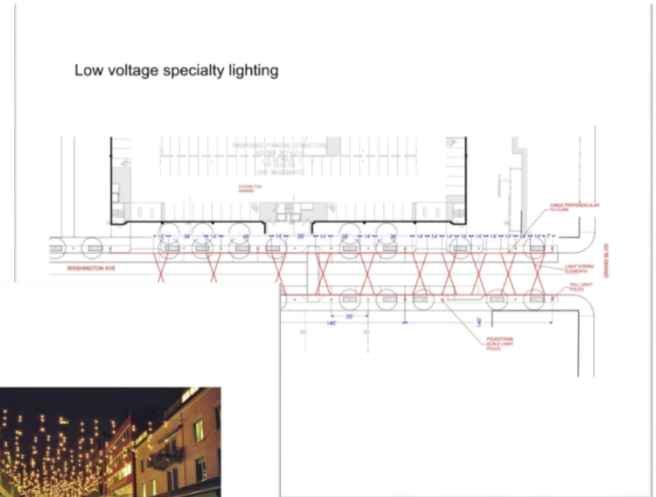
SCOPE

PART 2: DESIGN OPTIONS

Explore design options for the physical features of the design
Prepare two (2) unique concepts for a site furnishings strategy that represents cohesive design solutions to reinforce a new identity including seating, signage, lighting and landscaping.

- Meetings
- Design review
- Community design review (optional – additional services)

- Services
- Conceptual design options
- Meeting summaries



SCOPE

PART 3: STREET FURNITURE DESIGN PLAN

Recommendations, documentation and costs

- 1) Overall Plan – key plan to all recommended improvements showing locations
- 2) Furniture Schedule – locations of manufactured furniture
- 3) Landscape/Greenery Plan - locations and plantings for planting beds and planters
- 4) Lighting Plan – locations for accent lighting
- 5) Installation Plans – locations for each component

Meetings

Draft design and cost review
Final design and cost review

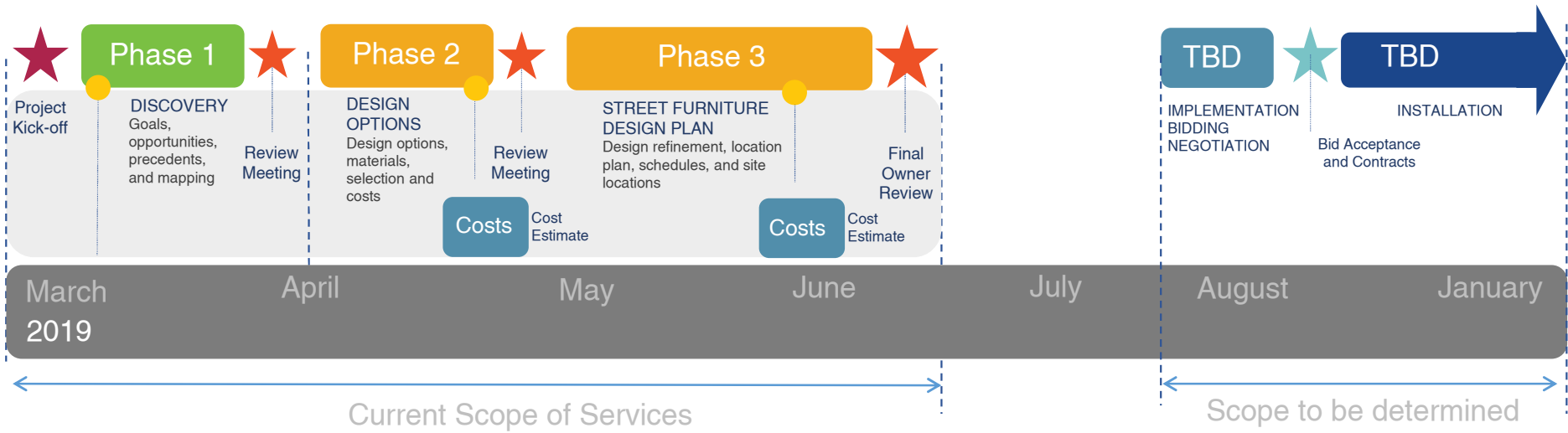
Services

Street Furniture Design Plan
Updated cost estimates
Recommendation for implementation packaging
Meeting summaries



Example

SCHEDULE



PROJECT SCHEDULE