

Euclid South CID Board of Directors Meeting Minutes
October 17, 2019 at 1:30 p.m.
At 4512 Manchester Avenue, St. Louis, MO 63110

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

- 1. Call to Order:** M. Rubin called the meeting to order at 1:30 PM.
- 2. Approval of Previous Meeting Minutes:** B. Phillips motioned to approve 9.19.2019 minutes. S. Fortune seconded. All in favor- approved.
- 3. Public Comment:** n/a
- 4. Project Reports:**
 - a. Safety & Security
 - i. R. Betts presented the crime statistics. Person and property crimes are down, but the holidays usually mean more crime.
 - ii. A. Johnson presented the magnet/card proof design to the Board. B. Phillips noted using the wording "aggressive panhandling." Board approved the proof with edits. M. Rubin requested to print a poster for the wayfinding sign and some small posters for the rental residents.
 - b. Finance
 - i. A. Johnson presented the financials. PCD suggested transferring funds to the money market account so that it could earn interest. The Board agreed. M. Rubin signed permission to transfer money.
 - ii. Revised 2019-2020 Budget– Marketing charges from PCD were added to budget. B. Phillips motioned to approve budget, J. Udelhofen seconded. All in favor—approved.
 - c. Marketing
 - i. A. Johnson gave an update on the marketing efforts, specially highlighting the following:
 1. Business Spotlight: Shake Shack and Whole Foods are on the schedule for the next two months.
 2. E-Cab: All advertisements are secured through the end of 2019. PCD will start getting weekly statistics to present at next month's meeting. B. Phillips noted that he has heard good reviews.

- d. Public Maintenance
 - i. Because Top Care does not work on Sundays, PCD is phasing them out.
- e. Public Infrastructure
 - i. M. Rubin summarized the Streetscape/Street Furniture Plan. Due to construction cost bid estimates, the Board is investigating the option to expand the scope of work. M. Rubin will circulate the BID estimates so all members can view the line items.
- 5. Other Business
 - a. Treasurer Appointment- B. Phillips motions to appoint J. Udelhofen as treasurer. J. McElwain seconded. J. Udelhofen abstained. Majority in favor—approved.
 - b. PCD to find out what Board member qualifications are necessary for remaining Board positions.
- 6. Adjournment

Meeting adjourned at 2:22 PM.

APPROVED