



BOARD REPORT

NOVEMBER 16, 2023

1:30 PM

BOARD OF COMMISSIONERS: BRIAN PHILLIPS (CHAIR), MARK RUBIN (VICE-CHAIR), BRIAN DAVIES
(TREASURER), JOHN BEATTY (SECRETARY)



EUCLID SOUTH

COMMUNITY IMPROVEMENT DISTRICT

Euclid South CID Board of Directors Meeting

TO BE HELD

November 16th, 2023 – 1:30pm

at 4512 Manchester Avenue, Suite #100

St. Louis, MO 63110

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on November 16th 2023 at 1:30pm at Park Central Development, 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. **Public Comment**
3. **Approval of Previous Month Minutes**
4. **Project Reports**
 - a. **Safety & Security**
 - i. CWE NSI Report – Jim Whyte
 - b. **CWE South SBD Update**
 - i. Updates – Megan Werner
 - c. **Finance**
 - i. Financials – Review
 - ii. Insurance Quote Renewal – Approval
 - d. **Public Infrastructure**
 - i. Neighborhood Improvement Specialist Report – Ron Coleman
 - e. **Administrator's Report**
 - i. North CID Holiday Programming Proposal
 - ii. Euclid Shuttle Press Release
 - iii. Holiday Décor Installation Date
 - iv. Street Furniture Permit Status Update
 - v. Landscaping RFP Update
 - vi. Merchant Safety & Security Meeting
 - vii. Email Vote Policy
 - f. **Marketing**
 - i. Marketing RFP – Approval
5. **Other Business**
 - i. Board Vacancy
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: 11-10-2023 at 1:00PM

Euclid South Community Improvement District
Meeting Minutes

Thursday, September 21, 2023, 1:30pm:

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

Commissioners Present: Brian Phillips, Brian Davies, John Beatty

Commissioners not Present: Mark Rubin

Others Present: Abdul Abdullah, Annette Pendilton, Brian James (virtual presenter), David Wright (Park Central Development), Jim Whyte (NSI), Laurel Harrington (Lochmueller), Ron Coleman (City of St. Louis), Mark Minden (Labyrinth Smart Mobility Inc)

1. **Call to Order:** The meeting was called to order at 1:30pm by B Phillips.
2. **Public Comment**
3. **Approval of Previous Month Minutes:** The previous meeting minutes were approved as submitted. B Davies motioned to approve the minutes; J Beatty seconded the motion. All in favor; motion passes.
4. **Project Reports**
 - a. **Safety & Security:**
 - i. Mr. Jim Whyte, Executive Director of the CWE Neighborhood Security Initiative reviewed the public safety report. He noted that while overall crime is slightly up, person crime has gone down slightly. He did call attention to a larger number of vehicle thefts this month as they were only aware of one of the reported 13 vehicle thefts in the District. NSI is following up on this disparity to make sure that everything is accounted for.
 - ii. J Whyte is recommending that the CID upgrade two different camera sites (Park East Towers and Del Coronado apartments). An official proposal will be forthcoming.
 - b. **CWE South SBD Update**
 - i. M Werner was unable to attend due to an unexpected conflict.
 - c. **Finance:**
 - i. The commissioners approved the financial report as submitted. B Davies made a motion to accept the current financials; J Beatty seconded the motion. All in favor; motion passes.
 - ii. Project City Budget: B Davies made a motion to approve the budget sent to the City; J Beatty seconded the motion. All in favor; motion passes.
 - iii. Draft Annual City Report: B Davies made a motion to approve the annual City Report; J Beatty seconded the motion. All in favor; motion passes.
 - iv. Draft Audit FY 2023: B Davies presented the draft audit for the fiscal year and made a motion to approve the draft audit for FY 2023; J Beatty seconded the motion. All in favor; motion passes.
 - v. Euclid South Detailed Budget Presentation: A Pendilton presented some revisions to the budget for future shifts that could happen due to investing in different projects that arise. B Davies motioned to approve the revised budget; J Beatty seconded the motion. All in favor; motion passes.

Euclid South Community Improvement District
Meeting Minutes

d. Public Infrastructure

- i. Beautification Plan Update: L Harrington noted the updates to the planter order as well as the update to adding all the installation, shipping and handling. B James noted that the date provided for delivery was 13-16 weeks. L Harrington recommended holding off on the rectangular planters on this order.
 1. L Harrington noted that the total for the planters and litter barrels with this figure included would be \$88,040.
 2. J Beatty made a motion to approve these orders, with the anticipation of plantings for RFPs in the spring; B Davies seconded the motion. All in favor; motion passes.
- ii. Landscaping RFP Draft for Plantings:
 1. B James noted that because the SFP landscaping contract is ending, that work is also going into the planting RFP. He presented the draft of the RFP, with contractual terms at the beginning of the new year. L Harrington noted that the concrete planters need specific planting material (soil). B Phillips wanted to underline that the RFP will need to include those requirements. J Beatty motioned to approve the RFP with the above adjustment; B Davies seconded the motion. All in favor; motion passes.
- iii. SFP Landscaping Contract (Expires 12.23)
 1. B James noted that this contract is expiring in December and to make sure the board is aware to avoid any gaps in maintenance.
- iv. Neighborhood Improvement Specialist Report
 1. R Coleman reflected on the infrastructure assessment produced by Park Central. He noted that he will follow-up with the City and Alderman to consider any potential updates to address any gaps.

e. Administrator's Report: The Euclid South CID Administrator presented its report to the commissioners. The presentation included written updates on:

- i. Marketing/Services Proposal: B James reviewed previous marketing efforts to join with other Districts and noted the coming agenda item for the RFP draft.
 1. Holiday Window Walk Program: B James reviewed previous Window Walk notes and a potential opportunity for it again this year, which would include a partnership with the CWE North CID.
 2. Euclid Shuttle: B James also noted that this option had existed in the past. M Minden presented on the Euclid Shuttle, which was a successful program pre-pandemic. B James noted that the CWE North CID does want to move forward with it. B James responded that he will present an action before the next meeting on this item.
- ii. Joint Safety & Security Meetings: B James noted that the Central West End North CID has also expressed an interest in having joint meetings. The board expressed interest in joining together in safety and security meetings going forward.
- iii. Board Invitation
 1. Addressed below.

Euclid South Community Improvement District
Meeting Minutes

- iv. Active Contracts
 - 1. Not discussed at this meeting.
- v. Neighborhood Infrastructure Assessment
 - 1. This report presentation was wrapped into R Coleman's presentation on neighborhood improvement.
- vi. Red Lantern Festival Final Report
 - 1. Not discussed at this meeting, other than reflections that it was a great event for the District and there is an intention to continue it there.
- f. **District Marketing & Social Media:**
 - i. Marketing RFP Draft: B James reflected on the recommendation to draft an RFP to add greater marketing services to assist in marketing the District. B Davies and B Phillips noted that they would like to have more perspective on how to best market the District in addition to figuring out how to partner with the CWE North CID. The board expressed an interest in figuring out how to highlight the entire corridor within the Central West End.
 - ii. B Phillips requested that Park Central draft an RFP and refine it before the next board meeting so that it can be voted upon at the next board meeting, while also continuing to work with the CWE North CID.
- 5. **Other Business:**
 - a. Board Vacancy: B Phillips noted that there are still vacancies and turned over the presentation to B James on this item. He noted that there are a few different people interested and would invite to the next board meeting.
- 6. **Adjournment:** The meeting was adjourned at 3:02pm. B Davies made the motion; J Beatty seconded. All in favor; motion passes.

Respectfully Submitted:

David Wright, Commercial Corridor Manager, Park Central Development

E-Vote Record – Lochmueller Group Extension (1) & Euclid Shuttle Approval (2)

Friday, October 20, 2023, at 8:30 a.m. CST, Brian James, Administrator for Euclid South CID, e-mailed to all board directors of Euclid South Community Improvement District to review two requests. Brian Phillips put the question to an e-vote starting at 8:00 a.m. on October 23, 2023 and closing at 5:00 p.m. on October 23, 2023. By a vote of 4 in favor, both motions were approved.

Motion 1 by John Beatty: To extend consultant services for the Lochmueller Group to oversee the final stage of the street furniture installation in the amount of \$5,000. The motion was seconded by Brian Davies. No email discussion occurred outside of voting.

Motion 2 by John Beatty: To approve the joint contract with the Euclid North CID for two mobile shuttles in the amount of \$34,300. The motion was seconded by Brian Davies.

Voting Members: Brian Phillips – Yes, Brian Davies – Yes, John Beatty – Yes, Mark Rubin – Yes,

Respectfully Submitted:

Brian James, Assistant Executive Director, Park Central Development

Euclid CID
Balance Sheet
As of October 31, 2023

	Total	
	As of Oct 31, 2023	As of Oct 31, 2022 (PP)
ASSETS		
Current Assets		
Bank Accounts		
10000 Simmons Bank Checking #4652	176,629.15	129,369.96
10001 Simmons Bank MM Acct #4660	724,323.91	723,661.08
10001A Restricted for Streetscape Plan	0.00	0.00
1072 Bill.com Money Out Clearing	0.00	0.00
Total Bank Accounts	\$ 900,953.06	\$ 853,031.04
Other Current Assets		
12000 Sales & Use Tax Receivable	0.00	0.00
Total Other Current Assets	\$ 0.00	\$ 0.00
Total Current Assets	\$ 900,953.06	\$ 853,031.04
TOTAL ASSETS	\$ 900,953.06	\$ 853,031.04
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
20000 Accounts Payable	-0.04	3,839.96
Total Accounts Payable	-\$ 0.04	\$ 3,839.96
Other Current Liabilities		
20001 Accounts Payable-Audit	0.00	0.00
26000 Accrued Expenses	0.00	0.00
Total Other Current Liabilities	\$ 0.00	\$ 0.00
Total Current Liabilities	-\$ 0.04	\$ 3,839.96
Total Liabilities	-\$ 0.04	\$ 3,839.96
Equity		
32000 Net Assets	980,454.43	849,191.08
Net Income	-79,501.33	
Total Equity	\$ 900,953.10	\$ 849,191.08
TOTAL LIABILITIES AND EQUITY	\$ 900,953.06	\$ 853,031.04

Euclid CID
Profit & Loss
31-Oct-23

	Oct Actuals	Jul-Oct Actuals	Jul-Oct Budget	2024 Budget	
Income					
43200 CID 1% Sales and Use Tax	53,277.76	226,210.90	180,000.00	540,000.00	
46400 Interest Income	1,045.34	4,875.48			
Total Income	\$ 54,323.10	\$ 231,086.38	\$ 180,000.00	\$ 540,000.00	
Gross Profit	\$ 54,323.10	\$ 231,086.38	\$ 180,000.00	\$ 540,000.00	
Expenses					
50000 Administration					
50300 Insurance-D&O; Gen Liability				2,000.00	
50501 32 N Euclid TIF Redevelopment			0.00	30,000.00	
50100 Bank Charges/Fees	5.00	81.00			
50550 Storage Facility	91.00	364.00	364.00	1,092.00	
50700 Professional Services					
50703 Legal			833.32	2,499.96	
50704 Audit		8,500.00	8,500.00	8,500.00	
Total 50700 Professional Services	\$ 96.00	\$ 8,500.00	\$ 9,333.32	\$ 10,999.96	
50701 Admin Services	2,500.00	10,000.00	10,000.00	30,000.00	
50702 Marketing Admin Services	2,083.00	8,332.00	8,332.00	24,996.00	
Total 50000 Administration	\$ 4,679.00	\$ 27,277.00	\$ 28,029.32	\$ 99,087.96	
55000 Marketing & Promotions					
55700 Web, Social Media			1,166.64	3,499.92	
55800 Holiday Decorations		33,997.20	33,997.20	67,994.20	
55900 Mkt & Promo-Reserve		200.00			
Total 55000 Marketing & Promotions	\$ 0.00	\$ 34,197.20	\$ 35,163.84	\$ 71,494.12	
60000 Public Area Maint & Landscaping					
60701 Landscaping	3,827.45	23,541.49	16,000.00	24,000.00	Contract ends 12/31/23
60702 ATBM	6,650.00	36,100.00	27,333.32	81,999.96	
Total 60000 Public Area Maint & Landscaping	\$ 10,477.45	\$ 59,641.49	\$ 43,333.32	\$ 105,999.96	
65000 Infrastructure					
65110 Banners - Streetscape Improvements		54,575.02	52,850.00	52,850.00	
65500 Street Furniture		83,913.00	25,643.33	76,929.99	
Total 65000 Infrastructure	\$ 0.00	\$ 138,488.02	\$ 78,493.33	\$ 129,779.99	
70000 Public Safety & Security					
70100 Camera System		10,694.00	4,332.00	12,996.00	
70200 CWE-NSI Admin Fees	3,750.00	7,500.00	7,500.00	15,000.00	
70300 Patrols		32,790.00	36,666.64	109,999.92	
Total 70000 Public Safety & Security	\$ 3,750.00	\$ 50,984.00	\$ 48,498.64	\$ 137,995.92	
Total Expenses	\$ 18,906.45	\$ 310,587.71	\$ 233,518.45	\$ 544,357.95	
Net Operating Income	\$ 35,416.65	-\$ 79,501.33	-\$ 53,518.45	-\$ 4,357.95	
Net Income	\$ 35,416.65	-\$ 79,501.33	-\$ 53,518.45	-\$ 4,357.95	

Euclid South CID
Revenue Taxes

	2022	2023	Variance
Oct-23	44,830.40	53,277.76	8,447.36
YTD	389,964.20	457,572.30	67,608.10

*Oct numbers are Sept sales taxes

Sales Tax Collections by Calendar Year

Year	Q1	Q2	Q3	Q4	Total
2019	\$ 161,856	\$ 117,628	\$ 151,123	\$ 97,082	\$ 527,688
2020	\$ 144,239	\$ 126,637	\$ 91,383	\$ 95,289	\$ 457,548
2021	\$ 110,539	\$ 94,903	\$ 141,727	\$ 130,141	\$ 477,311
2022	\$ 111,744	\$ 135,033	\$ 128,038	\$ 145,428	\$ 520,242
2023	\$ 135,663	\$ 141,987	\$ 172,933	\$ 53,278	\$ 503,861

Sales Tax Collections by Fiscal Year

Year	Q1	Q2	Q3	Q4	Total
2018-19	\$ 130,495	\$ 114,842	\$ 161,856	\$ 117,628	\$ 524,820
2019-20	\$ 151,123	\$ 97,082	\$ 144,239	\$ 126,637	\$ 519,081
2020-21	\$ 91,383	\$ 95,289	\$ 110,539	\$ 94,903	\$ 392,114
2021-22	\$ 141,727	\$ 130,141	\$ 111,744	\$ 135,033	\$ 518,645
2022-23	\$ 128,038	\$ 145,428	\$ 135,663	\$ 141,987	\$ 551,116
2023-24	\$ 172,933	\$ 53,278			

Do Not Pay. This is not an invoice.



Renewal Pricing for EUCLID SOUTH CID

Memorandum No. 4640

Date: September 20, 2023

Policy Period: January 1, 2024 to January 1, 2025

<u>Line of Business</u>	<u>Annual Contribution</u>	<u>Deductible</u>	<u>Deductible Applicability</u>
Liability	Included	Per Schedule	
Employment Practices Liability	\$491.00	\$1,000.00	Loss
Errors & Omissions Liability	\$300.00	\$1,000.00	Loss
General Liability	\$623.00	\$1,000.00	Loss
Hired and Non-Owned Vehicles	Included	\$1,000.00	Loss
Property	\$500.00	Per Schedule	Loss
Earth Movement	Included	See Note	
Flood	Included	See Note	
Water Damage	Included	Per Schedule	Loss
TOTAL RENEWAL PRICING:	\$1,914.00 *		

If "Loss & LAE" (Loss Adjustment Expense) is indicated under *Deductible Applicability*, the Member will be responsible for defense and other adjustment costs up to the deductible amount.

Deductibles have been determined based on total contribution, loss history, and existing deductibles.

*The entity's current coverage will expire on January 1, 2024. Renewal is hereby offered at the price indicated above, which is based on information on file as of September 20, 2023. Changes requested before January 1, 2024 will affect the actual renewal price invoiced.

MOPERM reserves the right to correct any errors discovered before the renewal invoice is issued. If such corrections result in a change in contribution, notice will be sent to the appropriate parties.

Note: Earth Movement and Flood Deductibles are detailed in the Property Memorandum of Coverage.



Member Name: EUCLID SOUTH CID
Coverage Period: January 1, 2024 to January 1, 2025

Policy Number: PLP-4640-202401
Policy Effective Date: January 1, 2024

Agency Name:

2024 Schedule of Total Property Insured Values

Location	Physical Address	Description	Sq Ft	Building Value	Contents Value	EDP Value	Business Income Amount	Total Insured Value	Property Deductible	EBD Deductible	Contribution per Location
LOCATION 02	2 N EUCLID	01 WAYFINDER SIGN AT LACLEDE		\$11,552	\$0	\$0	\$0	\$11,552	\$500	NC	\$250.00
LOCATION 03	2 S EUCLID	01 WAYFINDER SIGN AT FOREST PARK AVE		\$11,552	\$0	\$0	\$0	\$11,552	\$500	NC	\$250.00
	Totals			\$23,104	\$0	\$0	\$0	\$23,104			\$500.00

Minimum Premium Adjustments \$0.00

By:

Date: 9-20-2023