



EUCLID SOUTH

COMMUNITY IMPROVEMENT DISTRICT

Euclid South CID Board of Directors Meeting

TO BE HELD

November 21, 2019 – 1:30pm

at 4512 Manchester Avenue, #100

St. Louis, MO 63110

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on November 21st 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. Business Spotlight
 - ii. E-Cab
 - iii. Kiosk
 - d. Public Maintenance
 - e. Public Infrastructure
 - i. Streetscape/Street Furniture Plan
5. Other Business
 - a. Board Appointments
 - i. Treasurer Appointment
 1. Josh Udelhofen
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: 11-19-19

TIME: 1:00 PM

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.

Euclid South CID
Balance Sheet
As of October 31, 2019

	Total
ASSETS	
Current Assets	
Bank Accounts	
10000 Reliance Bank Checking #4652	94,662.82
10001 Reliance Bank MM Acct #4660	635,334.64
10001A Restricted for Streetscape Plan	979.65
1072 Bill.com Money Out Clearing	0.00
Total Bank Accounts	\$ 730,977.11
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	\$ 787,987.11
Fixed Assets	
Intangible Assets	9,707.00
Total Fixed Assets	\$ 9,707.00
TOTAL ASSETS	\$ 797,694.11
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	88,359.31
Total Equity	\$ 777,783.11
TOTAL LIABILITIES AND EQUITY	\$ 797,694.11

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

	Total				
	Oct Actual	Oct Budget	Jul-Oct Actual	Jul-Oct Budget	FY 2020 Budget
Income					
43200 CID 1% Sales and Use Tax	26,648.18	45,000.00	178,492.06	180,000.00	540,000.00
46400 Interest Income	498.57		1,422.72		
46500 Reserves		14,808.33		59,233.32	177,700.00
Total Income	\$ 27,146.75	\$ 59,808.33	\$ 179,914.78	\$ 239,233.32	\$ 717,700.00
Gross Profit	\$ 27,146.75	\$ 59,808.33	\$ 179,914.78	\$ 239,233.32	\$ 717,700.00
Expenses					
50000 Administration					
50100 Bank Charges/Fees			3.00		
50300 Insurance-D&O; Gen Liability		116.67		466.68	1,400.00
50400 Insurance - Property		41.75		167.00	501.00
50501 32 N Euclid TIF Redevelopment		2,500.00		10,000.00	30,000.00
50700 Professional Services					
50703 Audit, Legal		1,083.33		4,333.32	13,000.00
Total 50700 Professional Services	\$ 0.00	\$ 1,083.33	\$ 0.00	\$ 4,333.32	\$ 13,000.00
50701 Admin Services	2,500.00	2,500.00	10,000.00	10,000.00	30,000.00
Total 50000 Administration	\$ 2,500.00	\$ 6,241.75	\$ 10,003.00	\$ 24,967.00	\$ 74,901.00
50702 Marketing Admin Services	8,332.00		8,332.00		
55000 Marketing & Promotions					
55500 Special Events		833.33		3,333.32	10,000.00
55700 Web, Social Media		208.33		833.32	2,500.00
55701 E-Cab		1,950.00		7,800.00	23,400.00
55702 Maps and Directories		240.00		960.00	2,880.00
55703 CWE Music Series		1,120.00		4,480.00	13,440.00
55704 Flag Program		83.33		333.32	1,000.00
Total 55700 Web, Social Media	\$ 0.00	\$ 3,601.66	\$ 0.00	\$ 14,406.64	\$ 43,220.00
55800 Holiday Decorations		416.67		1,666.68	5,000.00
55900 Window Walk/E-Cab		2166.67	63.51	8,666.68	26,000.00
Total 55000 Marketing & Promotions	\$ 0.00	\$ 7,018.33	\$ 9,001.51	\$ 28,073.32	\$ 84,220.00
60000 Public Area Maint & Landscaping					
60700 Cleaning & Maintenance	2,275.00		3,250.00		
60701 Top Care	2,104.42	1,779.42	8,417.68	7,117.68	21,353.00
60702 ATBM- Street Cleaning		1,350.00	4,725.00	5,400.00	16,200.00
Total 60700 Cleaning & Maintenance	\$ 4,379.42	\$ 3,129.42	\$ 16,392.68	\$ 12,517.68	\$ 37,553.00
Total 60000 Public Area Maint & Landscaping	\$ 4,379.42	\$ 3,129.42	\$ 16,392.68	\$ 12,517.68	\$ 37,553.00
65000 Infrastructure					
65110 Streetscape Improvements		25,000.00	2,121.88	100,000.00	300,000.00
Total 65000 Infrastructure	\$ 0.00	\$ 25,000.00	\$ 2,121.88	\$ 100,000.00	\$ 300,000.00
70000 Public Safety & Security					
70100 Camera System			7,077.50		
70102 4909 Laclede Park East		1,000.00		4,000.00	12,000.00
70103 20 S. Euclid Tom's Bar		1,000.00		4,000.00	12,000.00

70104 4949 West Pine		666.67		2,666.68	8,000.00
Total 70100 Camera System	\$ 0.00	\$ 2,666.67	\$ 0.00	\$ 10,666.68	\$ 32,000.00
70200 CWE-NSI Board Seat	1,250.00	416.67	1250.00	1,666.68	5,000.00
70300 Patrols	15,140.63	11,059.50	37376.90	44,238.00	132,714.00
Total 70000 Public Safety & Security	\$ 16,390.63	\$ 14,142.84	\$ 45,704.40	\$ 56,571.36	\$ 169,714.00
701150 LPR Cameras					
70155 Euclid/W. Pine (2)		1,754.17		7,016.68	21,050.00
70156 Euclid/Forest Park		1,302.08		5,208.32	15,625.00
Total 701150 LPR Cameras	\$ 0.00	\$ 3,056.25	\$ 0.00	\$ 12,225.00	\$ 36,675.00
Unapplied Cash Bill Payment Expense	0.00	0.00	0.00	0.00	
Total Expenses	\$ 31,602.05	\$ 58,588.59	\$ 91,555.47	\$ 234,354.36	\$ 703,063.00
Net Operating Income	-\$ 4,455.30	\$ 1,219.74	\$ 88,359.31	\$ 4,878.96	\$ 14,637.00
Net Income	-\$ 4,455.30	\$ 1,219.74	\$ 88,359.31	\$ 4,878.96	\$ 14,637.00

Tuesday, Nov 19, 2019 10:10:04 AM GMT-8 - Cash Basis

Euclid South CID
Funds Transfer Detail
10/01/19 to 10/31/19

Vendor Name	Invoice #	Disbursement #	Due Date	Foreign Amount	Amount (USD)	Bank Account	SentPay ID
10/03/19	PROCESS DATE						
A T Building	1245	016WUBAXI16SXG9	10/01/19		\$ 2,275.00	Simmons Bank *****4652	stp01AJZJVVF1we744
			Subtotal:		\$ 2,275.00		
10/15/19	PROCESS DATE						
The City's Finest	INV-2172	37640340	10/15/19		\$ 5,125.00	Simmons Bank *****4652	stp01IVDLYKEI1wy4vp
			Subtotal:		\$ 5,125.00		
10/16/19	PROCESS DATE						
Park Central	2019-10-20	016BGIQHU1798E5	10/20/19		\$ 2,083.00	Simmons Bank *****4652	stp01HUZMMXBCU1wuecr
			Subtotal:		\$ 2,083.00		
10/17/19	PROCESS DATE						
Park Central	Sep Admin	016GUYBNG17FANV	09/20/19		\$ 2,083.00	Simmons Bank *****4652	stp01NNAEBNBDL1x6qf0
Park Central	Marketing Aug	016GUYBNG17FANV	08/01/19		\$ 2,083.00	Simmons Bank *****4652	stp01NNAEBNBDL1x6qf0
Park Central	marketing July	016GUYBNG17FANV	07/01/19		\$ 2,083.00	Simmons Bank *****4652	stp01NNAEBNBDL1x6qf0
Park Central	2019-10-20 (1)	016GUYBNG17FANV	10/20/19		\$ 2,500.00	Simmons Bank *****4652	stp01NNAEBNBDL1x6qf0
			Subtotal:		\$ 8,749.00		
10/22/19	PROCESS DATE						
The City's Finest	INV-2197	37824672	10/30/19		\$ 3,718.75	Simmons Bank *****4652	stp01KRXEHQNUK1x6qf2
			Subtotal:		\$ 3,718.75		
Vendor Name	Invoice #	Disbursement #	Due Date	Foreign Amount	Amount (USD)	Bank Account	SentPay ID
10/23/19	PROCESS DATE						
CWE Neighborhood	3131	37870266	10/31/19		\$ 1,250.00	Simmons Bank *****4652	stp01OHPPEGL1wy4vn
			Subtotal:		\$ 1,250.00		
10/30/19	PROCESS DATE						
The City's Finest	INV-2225	38118536	10/15/19		\$ 6,296.88	Simmons Bank *****4652	stp01YNNBKBAGF1xvblu
Top Care, Inc.	180811	38077711	10/01/19		\$ 2,104.42	Simmons Bank *****4652	stp01OIFZUCYYQ1xvblv
			Subtotal:		\$ 8,401.30		
Total:					\$ 31,602.05		

Section 4.7 Duties of Officers.

A. Chairman. The Chairman shall have the following duties and powers:

- (1) To execute contracts, agreements or other documents to the extent such documents are authorized by the Board;
- (2) To direct and manage the day-to-day affairs of the District including, but not limited to, the conduct, management, hiring, or termination of any employees, experts, consultants or professionals;
- (3) To carry into effect all directions and resolutions of the Board; and
- (4) To perform any and all tasks necessary or incidental to the office of the Chairman or the effective management of the District.

B. Vice Chairman. The Vice Chairman shall have the following duties and powers:

- (1) To assist, advise and consult with the Chairman as to the management of the day-to-day affairs of the District, and to carry out such management including but not limited to, the conduct, management, hiring or termination of any employees, experts, consultants or professionals;
- (2) To execute contracts, agreements or other documents to the extent authorized by the Board;
- (3) To perform any and all tasks necessary or incidental to the office of the Vice Chairman or the effective management of the District; and
- (4) To perform the duties and carry out the powers of the Chairman when the Chairman is unavailable.

A. Secretary. The Secretary shall have the following powers and duties:

- (1) Record or cause to be recorded all votes taken and keep the minutes for the meetings of the Board as provided by law in one or more books provided for that purpose;

- (2) Assure that all notices are properly given, in accordance with these Bylaws and as required by law;
- (3) Keep a register which includes the address and telephone number of each Director whose address and telephone number shall be furnished to the Secretary by the Director;
- (4) Perform all duties incidental to the office of Secretary and such other duties as may be assigned to the Secretary by the Chairman or the Board;
- (5) Serve as the custodian of records of the District if such responsibilities are not otherwise delegated to another person by the Board; and
- (6) Exercise such other duties as are from time to time delegated by the Board by resolution.

D. Treasurer. The Treasurer shall have the following powers and duties:

- (1) Cause all money paid to the District from all sources whatsoever to be properly received;
- (2) Cause all funds of the District to be deposited in such banks, trust companies or other depositories as shall be selected by the Board;
- (3) Authorize, pursuant to Board direction, all orders and checks for the payment of money and shall cause the District's money to be paid out as directed by the Board;
- (4) Prepare preliminary annual budgets and final annual budgets of the District, unless such duty is otherwise delegated by the Board;
- (5) Assure that regular books of accounts are kept showing receipts and expenditures, and render to the Board, at each regular meeting (or more often when requested), an account of the District's transactions and also of the financial condition of the District;
- (6) Perform all duties incidental to the office of Treasurer and such other duties as may be assigned to the Treasurer by the Chairman or the Board; and
- (7) If required by the Board, the Treasurer shall give bond for the faithful discharge of his duties in such sum and with such surety or sureties as the Board shall determine. The costs, if any, or such bonds shall be paid by the District.