



EUCLID SOUTH

COMMUNITY IMPROVEMENT DISTRICT

Euclid South CID Board of Directors Meeting

TO BE HELD

March 17th, 2022 – 1:30pm
at **4512 Manchester Avenue, #100**
St. Louis, MO 63110

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on March 17th at 1:30pm via conference call, 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
 - ii. The City's Finest
 - b. **Public Infrastructure**
 - i. Update Cobalt
 - ii. Update from Horner & Shifrin
 - c. **Finance**
 - i. Draft Budget – Approval
 - d. **Marketing**
 - i. Rose Day – Approval
5. **Other Business**
6. **Adjournment**

Please Note: Due to COVID-19 physical access to the general Board meeting by the public will be temporary closed and replaced by phone conferencing. To attend the meeting by phone, please dial

1-312-626-6799, meeting ID: 883 6352 9207

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: 3-15-2022

TIME: 1:30 PM

Euclid South CID Board of Directors Meeting Minutes
February 3, 2022 at 1:30 p.m.
At 4512 Manchester Avenue, St. Louis, MO 63110 (Zoom)

Board Members in Attendance: Brian Phillips, Mark Rubin, Josh Udelhofen, Brian Davies via phone/video

Board Members Not in Attendance:

Others in Attendance: Jim Whyte (CWE NSI), Rob Betts (The City's Finest), Lauren Tally (Cobalt), Laurel Harrington (Horner Shifrin), Ron Coleman (City of St. Louis) Keith Slusser (Auditor), Ashley Johnson, Annette Pendilton (Park Central Development) – via phone/video

1. **Call to Order:** M. Rubin called the meeting to order at 1:01 PM.
2. **Public Comment:** -
3. **Approval of Previous Meeting Minutes:** J. Udelhofen motioned to approve the previous month meeting minutes; B. Phillips seconded. All in favor- motion approved.
4. **Project Reports:**
 - a. **Public Infrastructure-**
 - I. L. Talley gave an update on the streetscape project. L. Talley and Laurel Harrington reached out to the lowest bidder and requested valued engineered options. However, the prices will continue to change and may need to be rebid in the future. M. Rubin noted that Brian Davies is investigating their borrowing power, and locking in financing should be the priority moving forward. Board discussed the possibility of applying for federal funding. L. Harrington noted that the district will not score well for federal dollars and suggested city funds. R. Colman volunteered to speak with the Alderwoman about helping fund the Streetscape project. B. Davies noted that he will prepare a timeline for financing and get the information to the board.
 - b. **Safety & Security-**
 - I. **CWE NSI:** J. Whyte presented the security report. December total crime is up 5.8% when compared to this same time last year. J. Whyte shared a new camera site recommendation at West Pine and Kingshighway. The camera will be located on the traffic pole. If the funds are approved, they will be donated it to the city SLMPD to purchase and install the camera. J. Whyte also gave an update on the Alderwoman newly formed Safety and Security Committee. He noted that he will participate as much as possible. The board asked him to keep them informed on their effects.
 - II. **The City's Finest:** R. Betts shared that he increased his patrols hourly rate to \$80.00 per hour in the CWE. He requested that the district modify its contract to match the hourly rate of the other CWE taxing district. If the rate isn't the same, the Officers will not sign up to patrol the district. The board asked R. Betts to provide some additional data on the cost and coverage.
 - c. **Financial report.** A. Pendilton and K. Slusser discussed the 2020 Audit. K Slusser noted that the board should consider moving some revenue to another bank to keep the funds secure. B. Phillips motioned to approve the financial statements; J. Udelhofen seconded. All in favor – motion approved.
5. **Adjournment**

M. Rubin adjourned meeting at 2:05 PM.

DRAFT

EUCLID SOUTH COMMUNITY IMPROVEMENT DISTRICT

**EUCLID SOUTH COMMUNITY IMPROVEMENT DISTRICT
2022-2023 BUDGET PROPOSAL**

PROJECTED REVENUE, FY 2022-2023	\$ 500,000
Less TIF Payback	\$ (25,000)
PROJECTED FUNDS AVAILABLE	\$ 475,000

#	PROJECTS	% of TOTAL BUDGET	PROJECT BUDGET	TOTAL
1	MARKETING & PROMOTION	8%	\$ 38,000	
2	PUBLIC AREA MAINTENANCE & LANDSCAPING	10%	\$ 47,500	
3	INFRASTRUCTURE	31%	\$ 147,250	
4	PUBLIC SAFETY & SECURITY	35%	\$ 166,250	
5	ADMINISTRATIVE	13%	\$ 61,750	
6	RESERVE	3%	\$ 14,250	
		100.0%	TOTAL EXP	\$ 475,000

Net Income \$ -

**Euclid South Community Improvement District
Profit & Loss Budget Performance
July 2021 through January 2022**

Euclid	Jul '21 - Jan 22	Projected FY 2022	21-22 Annual Budget	Project FY 2023
Ordinary Income/Expense				
Income				
43499 · Reserves	0.00		120,753.00	
43500 · Misc Revenue	0.00		0.00	
43200 · CID 1% Sales and Use Tax	313,438.44	438,438.44	345,000.00	500,000.00
46400 · Interest Income	314.51			
Total Income	313,752.95	438,438.44	465,753.00	500,000.00
Expense				
50000 · Administration				
550800 · Contribution/Donations	5,500.00	5,500.00		
50550 · Storage Facility	368.62	648.62	631.92	650.00
50702 · PCD Admin Services	32,081.00	54,991.00	54,996.00	55,000.00
50501 · 32 N Euclid TIF Redevelopment	0.00	21,000.00	20,000.00	25,000.00
50400 · Insurance - Property	1,887.00	1,887.00	1,850.00	1,850.00
50300 · Insurance-D&O; Gen Liability	0.00			
50700 · Professional Services				
50704 · Audit	0.00	16,000.00	5,000.00	80,000.00
50703 · Legal	742.50	742.50	5,000.00	2,500.00
Total 50700 · Professional Services	742.50	742.50	10,000.00	10,000.00
Total 50000 · Administration	40,579.12	100,769.12	87,477.92	165,000.00
55000 · Marketing & Promotions				
55800 · Holiday Decorations	2,031.66	2,031.66	7,500.00	3,500.00
55100 · Advertising	500.00	500.00		
55300 · Professional Services	0.00		0.00	
55500 · Special Events	0.00		0.00	
55700 · Web, Social Media	2,054.32	2,054.32	2,500.00	2,100.00
55000 · Marketing & Promotions - Other	0.00		0.00	
Total 55000 · Marketing & Promotions	4,585.98	4,585.98	10,000.00	5,600.00
60000 · Public Area Maint & Landscaping				
60701 · Landscaping	28,705.87	44,653.37	38,275.00	38,280.00
60702 · ATBM	51,750.00	81,750.00	52,000.00	82,000.00
Total 60000 · Public Area Maint & Landscaping	80,455.87	126,403.37	90,275.00	120,280.00
65000 · Infrastructure				
65110 · Streetscape Improvements - Other	68,121.95	68,121.95	150,000.00	-
Total 65110 · Streetscape Improvements	68,121.95	68,121.95	150,000.00	-
Total 65000 · Infrastructure	68,121.95	68,121.95	150,000.00	-
70000 · Public Safety & Security				
70100 · Camera System	6,022.50	13,000.00	13,000.00	13,000.00
70200 · CWE-NSI Board Seat	2,500.00	5,000.00	5,000.00	15,000.00
70300 · Patrols	67,444.41	110,000.00	110,000.00	110,000.00
70900 · Pub Safety/Security Reserve	0.00		0.00	
Total 70000 · Public Safety & Security	75,966.91	128,000.00	128,000.00	138,000.00
Total Expense	283,709.83	441,880.42	465,752.92	428,880.00
Net Ordinary Income	30,043.12	-3,441.98	0.08	71,120.00
Net Income	30,043.12	-3,441.98	0.08	71,120.00

Year	Act Revenue
2019	527,688.00
2020	457,548.00
2021	477,311.00
	<u>1,462,547.00</u>
Avg Revenue	487,515.67

New business	20,000.00	First Watch to come online est annual revenue
New business	30,000.00	Dispensery to come online est annual revenue
Total New Rev	50,000.00	
	487,515.67	Avg Rev
	50,000.00	New Business
	<u>537,515.67</u>	Est FY 2023

**Bal Sheet 1/31/22 624,077.69 Cash in MM Acct
CID expires 2034**

???? Have not figured in costs for streetscape

Euclid South Community Improvement District
Balance Sheet
As of February 28, 2022

	<u>Feb 28, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
10000 · Simmons Bank Checking #4652	151,409.70
10001 · Simmons Bank MM Acct #4660	623,178.44
Total Checking/Savings	<u>774,588.14</u>
Total Current Assets	<u>774,588.14</u>
TOTAL ASSETS	<u>774,588.14</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	-0.04
Total Accounts Payable	<u>-0.04</u>
Total Current Liabilities	<u>-0.04</u>
Total Liabilities	-0.04
Equity	
32000 · Net Assets	721,839.62
Net Income	52,748.56
Total Equity	<u>774,588.18</u>
TOTAL LIABILITIES & EQUITY	<u>774,588.14</u>

Euclid South Community Improvement District Profit & Loss Budget Performance February 2022

	<u>Feb 22</u>	<u>Jul '21 - Feb 22</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Ordinary Income/Expense				
Income				
43499 · Reserves	0.00	0.00	80,503.00	120,753.00
43500 · Misc Revenue	0.00	0.00	0.00	0.00
43200 · CID 1% Sales and Use Tax	37,625.39	351,063.83	230,000.00	345,000.00
46400 · Interest Income	47.81	415.26		
Total Income	<u>37,673.20</u>	<u>351,479.09</u>	<u>310,503.00</u>	<u>465,753.00</u>
Expense				
50000 · Administration				
550800 · Contribution/Donations	0.00	5,500.00		
50550 · Storage Facility	52.66	421.28	421.28	631.92
50702 · Marketing Admin Services	2,083.00	16,664.00	16,664.00	24,996.00
50501 · 32 N Euclid TIF Redevelopment	0.00	0.00	20,000.00	20,000.00
50701 · Admin Services	2,519.50	20,019.50	20,000.00	30,000.00
50400 · Insurance - Property	0.00	1,887.00		
50300 · Insurance-D&O; Gen Liability	0.00	0.00	1,850.00	1,850.00
50700 · Professional Services				
50704 · Audit	0.00	0.00	3,333.36	5,000.00
50703 · Legal	0.00	742.50	3,333.36	5,000.00
Total 50700 · Professional Services	<u>0.00</u>	<u>742.50</u>	<u>6,666.72</u>	<u>10,000.00</u>
Total 50000 · Administration	<u>4,655.16</u>	<u>45,234.28</u>	<u>65,602.00</u>	<u>87,477.92</u>
55000 · Marketing & Promotions				
55701 · E-Cab	0.00	0.00	0.00	0.00
55800 · Holiday Decorations	0.00	2,031.66	7,500.00	7,500.00
55100 · Advertising	0.00	500.00		
55300 · Professional Services	0.00	0.00	0.00	0.00
55500 · Special Events	0.00	0.00	0.00	0.00
55700 · Web, Social Media	0.00	2,054.32	1,666.68	2,500.00
55000 · Marketing & Promotions - Other	0.00	0.00	0.00	0.00
Total 55000 · Marketing & Promotions	<u>0.00</u>	<u>4,585.98</u>	<u>9,166.68</u>	<u>10,000.00</u>
60000 · Public Area Maint & Landscaping				
60701 · Landscaping	3,189.54	31,895.41	25,516.68	38,275.00
60702 · ATBM	6,000.00	57,750.00	34,666.68	52,000.00
Total 60000 · Public Area Maint & Landscaping	<u>9,189.54</u>	<u>89,645.41</u>	<u>60,183.36</u>	<u>90,275.00</u>
65000 · Infrastructure				
65110 · Streetscape Improvements				
65111 · Euclid, FP to Laclede				
65111a · Professional Services	0.00	14,000.00		
Total 65111 · Euclid, FP to Laclede	<u>0.00</u>	<u>14,000.00</u>		
65110 · Streetscape Improvements - Other	1,176.00	69,297.95	100,000.00	150,000.00
Total 65110 · Streetscape Improvements	<u>1,176.00</u>	<u>83,297.95</u>	<u>100,000.00</u>	<u>150,000.00</u>
Total 65000 · Infrastructure	<u>1,176.00</u>	<u>83,297.95</u>	<u>100,000.00</u>	<u>150,000.00</u>
70000 · Public Safety & Security				
70100 · Camera System	0.00	6,022.50	8,666.68	13,000.00
70200 · CWE-NSI Board Seat	0.00	2,500.00	3,750.00	5,000.00

Euclid South Community Improvement District
Profit & Loss Budget Performance
 February 2022

	<u>Feb 22</u>	<u>Jul '21 - Feb 22</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
70300 · Patrols	0.00	67,444.41	73,333.36	110,000.00
70900 · Pub Safety/Security Reserve	0.00	0.00	0.00	0.00
Total 70000 · Public Safety & Security	<u>0.00</u>	<u>75,966.91</u>	<u>85,750.04</u>	<u>128,000.00</u>
Total Expense	<u>15,020.70</u>	<u>298,730.53</u>	<u>320,702.08</u>	<u>465,752.92</u>
Net Ordinary Income	<u>22,652.50</u>	<u>52,748.56</u>	<u>-10,199.08</u>	<u>0.08</u>
Net Income	<u><u>22,652.50</u></u>	<u><u>52,748.56</u></u>	<u><u>-10,199.08</u></u>	<u><u>0.08</u></u>

Euclid South Community Improvement District Transaction List by Vendor February 2022

Type	Date	Num	Memo	Split	Amount
A T Building Maintenance					
Bill	02/09/2022	1334	Street Cleaning	60702 · ATBM	-6,000.00
Horner & Shifrin, Inc.					
Bill Pmt -Check	02/08/2022	Bill.com	https://app01.us.bill.com/BillPay?id=blp01WAVZY 20000 · Accounts Payable		-1,176.00
Park Central Development Corp.					
Bill Pmt -Check	02/08/2022	Bill.com	https://app01.us.bill.com/BillPay?id=blp01DIJOQC 20000 · Accounts Payable		-19.50
Bill	02/15/2022	2022-02-15	Recurring Bill Life Storage - Storage Rental	50550 · Stoorage Facility	-52.66
Bill	02/20/2022	2022-02-20		50702 · Marketing Admin Services	-2,083.00
Bill	02/20/2022	2022-02-20 (1)		50701 · Admin Services	-2,500.00
SFP Landscaping, Inc					
Bill	02/01/2022	32308	New landscaping contract	60701 · Landscaping	-3,189.54
Bills Paid in Feb 2022					-15,020.70

ROSE DAY IN THE CWE



Rosé Day is now a St. Louis tradition.

On the first Saturday each May, thousands of attendees flock to the Central West End to take part in this annual festival, a celebration of a favorite #pinkdrink and a recognition of non-profits making a difference in the lives of women and girls.

Collectible wine glass in one hand and Rosé Day passport in the other, participants wine their way through the CWE to pop-up wine sampling stations -- at restaurants, on street corners and side patios and in the Festival Marketplace, where nearly a hundred local women-owned businesses will set up to sell handmade good and other professional services.

Live music. Local food purveyors. Interactive games and activities.

Funds raised for participating non-profit, reaching over \$15k in 2021!

Sponsors make it all possible.

Hosting a wine festival of this size has become quite the undertaking. Your sponsorship will allow for:

- purchase of wayfinding signages through festival area;
- materials needed at each wine pouring station, including tents and tables;
- expansion of live music offerings, and other activities;
- debris cleanup prior to and after the event;
- portable, handicap accessible, restrooms;
- targeted social media marketing to increase awareness for non-profit partners, participating businesses and the district;
- staff for checking-in ticketed attendees;
- supplemental security throughout the event;
- more funds collected to go directly to non-profit partners!



For this fourth annual festival, ticket sales are expected to hit 2,000. This represents a 30% increase in attendance over 2021.

2022 BUSINESS PARTICIPANTS



BUSINESS SIGN UP OPEN THROUGH APRIL 7th.

Becoming a sponsor.

For the 2022 festival, organizers at the 50 Roses Foundation propose a close partnership with Euclid South CID. This will allow promoting the CID as the "In partnership with" on all print materials, included in pre-event social / earned media. Ticket to the festival will be offered at no cost, the extension of first rights to title sponsorship subsequent year Rosé Day festivals.



Together, we can continue to grow Rosé Day into a first-class event that lifts up the business district and builds community at the same time.

Sponsorship Request: \$5,000

CID BENEFITS:

- limited staff / resources dedicated;**
- tax dollars generated via day-of sales;**
- branding the neighborhood as safe for and supportive of women;**
- asset to market to prospective new tenants considering locating in the district;**



Thank you for your consideration!
Michael Powers, rosedaystl@gmail.com, 314-629-6911