



BOARD REPORT

March 21, 2024

1:30 PM

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

EUCLID SOUTH CID

Agenda

4512 Manchester Ave,
Suite 100, St. Louis,
MO 63110

Euclid South Community Improvement District Meeting

TO BE HELD

March 21, 2024 – 1:30PM

at **4512 Manchester Avenue, Suite #100**

St. Louis, MO 63110

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on March 21, 2024, at 1:30pm at Park Central Development, the Euclid South Community Improvement District (the "District") will hold a 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. Finance**
 - a. Approval of Financial Reports**
- 5. Project Reports**
 - a. Safety & Security**
 - i. CWE NSI Report – Jim Whyte
 - b. CWE South SBD Update**
 - i. Updates – Megan Werner
 - c. Administrator's Report**
 - i. Streetscape Plan Update – Discussion
 - d. Marketing**
 - i. Euclid North CID Update – Discussion
- 6. Other Business**
 - i. Red Lantern Festival – Sponsorship Request
 - ii. Summer Series Event Request – Sponsorship Request
 - iii. Board Vacancies
- 7. 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: 3-20-2024 at 1:00 PM

**EUCLID
SOUTH**
COMMUNITY IMPROVEMENT DISTRICT



MEETING MINUTES

Prepared by
PCD - DAVID WRIGHT

Euclid South Community Improvement District
Meeting Minutes

Thursday, February 8, 2024, 11:30am

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: Brian James and David Wright (Park Central Development), Laurel Harrington (Lochmueller)

1. **Call to Order:** The meeting was called to order at 11:30am by B Phillips.
2. **Public Comment:**
 - a. None.
3. **Approval of Previous Month Minutes:** There were no minutes to approve at this meeting.
4. **Landscaping RFP Review**
 - a. B James reviewed updates from him and L Harrington and went over the responses to the landscaping RFP. L Harrington reflected on the differences in the responses.
 - b. B Davies made a motion to select Focal Pointe as the vendor for the Landscaping RFP; J Beatty seconded the motion. All in favor – motion carries.
5. **Other Business:**
 - a. B Phillips noted that some of the new planters seem to have had trash put in them and requested the cleaning team attend to them.
6. **Adjournment:** The meeting was adjourned at 11:45am. J Beatty made the motion; B Davies seconded. All in favor; motion passes.

Respectfully Submitted:

David Wright, Commercial Corridor Manager, Park Central Development



EMAIL VOTE RECORD - 3/12/2024

MARKETING SERVICES CONTRACT

E-Motion & Vote Request Date:	March 12, 2024
Voting Period:	Voting Opened at 11:00 AM on Tuesday, March 12, 2024 Voting Closed at the time of the last vote at 1:41 PM
Motion:	Move to approve the Central West End Business CID marketing services contract in the amount of \$67,725 through March of 2025. This motion includes the creation of a joint marketing committee to meet bi-monthly.
Results:	The motion unanimously passed. Motioner: Brian Davis - 11:07 AM Secunder: Mark Rubin - 11:08 AM Yes - John Beatty - 11:16 AM Yes - Mark Rubin - 11:19 AM Yes - Brian Davies - 11:20 AM Yes - Brian Phillips - 1:41 PM
Submitted By:	Brian James

BACKGROUND INFORMATION

The recommendation for an email vote request is due to time sensitivity.

The board issued a request for proposals for marketing services and received three (3) proposals. The board agreed to set up a negotiation meeting with the CWE Business CID to review their proposal.

This expense will come from reserves and be added to the budget for the next year.

RE: E-Vote Request & Motion Request - CWE CID Marketing Contract

Phillips, Brian <phillipb@wustl.edu>

Tue 3/12/2024 1:41 PM

To: Brian Davies <BDavies@greatsouthernbank.com>; Mark Rubin <mrubin@keeleyproperties.com>; John Beatty <johnb8ee@gmail.com>
Cc: Abdul-Kaba Abdullah <Abdul@pcd-stl.org>; Annette Pendilton <Annette@pcd-stl.org>; Brian James <Brian@pcd-stl.org>; David Wright <David@pcd-stl.org>

Yes

From: Brian Davies <BDavies@greatsouthernbank.com>

Sent: Tuesday, March 12, 2024 11:20 AM

To: Mark Rubin <mrubin@keeleyproperties.com>; John Beatty <johnb8ee@gmail.com>

Cc: Abdul@pcd-stl.org; Annette Pendilton <Annette@pcd-stl.org>; Brian James <Brian@pcd-stl.org>; David Wright <David@pcd-stl.org>; Phillips, Brian <phillipb@wustl.edu>

Subject: Re: E-Vote Request & Motion Request - CWE CID Marketing Contract

External Email - Caution

Yes.

Get [Outlook for iOS](#)



GREAT SOUTHERN BANK

Brian Davies | St. Louis Market President

Regional Managing Director

Great Southern Bank | Commercial Lending

6235 Forsyth Blvd, Suite 307 | Clayton, MO 63105

Phone: (314) 889-8927 | Mobile: (314) 606-5241 | Fax: (855) 615-9330

BDavies@greatsouthernbank.com | www.greatsouthernbank.com

From: Mark Rubin <mrubin@keeleyproperties.com>

Sent: Tuesday, March 12, 2024 4:18:59 PM

To: John Beatty <johnb8ee@gmail.com>

Cc: Abdul-Kaba Abdullah <Abdul@pcd-stl.org>; Annette Pendilton <Annette@pcd-stl.org>; Brian James <Brian@pcd-stl.org>; Brian Davies <BDavies@greatsouthernbank.com>;

David Wright <David@pcd-stl.org>; phillipb@wustl.edu <phillipb@wustl.edu>

Subject: RE: E-Vote Request & Motion Request - CWE CID Marketing Contract

yes

Mark Rubin

Keeley Properties | Vice President of Project Development

222 S Central Avenue, Suite 305, St. Louis, MO 63105

M: 314.368.1741

www.keeleyproperties.com



From: John Beatty <johnb8ee@gmail.com>

Sent: Tuesday, March 12, 2024 11:16 AM

To: Mark Rubin <mrubin@keeleyproperties.com>

Cc: Abdul-Kaba Abdullah <Abdul@pcd-stl.org>; Annette Pendilton <Annette@pcd-stl.org>; Brian James <Brian@pcd-stl.org>; Brian Davies <BDavies@greatsouthernbank.com>;

David Wright <David@pcd-stl.org>; phillipb@wustl.edu

Subject: Re: E-Vote Request & Motion Request - CWE CID Marketing Contract

This Message originated outside your organization. Please be careful on any links or attachments.

I vote yes.

Sent from Gmail Mobile

On Tue, Mar 12, 2024 at 11:08 AM Mark Rubin <mrubin@keeleyproperties.com> wrote:

second

Mark Rubin

Keeley Properties | Vice President of Project Development

222 S Central Avenue, Suite 305, St. Louis, MO 63105

M: 314.368.1741

www.keeleyproperties.com





From: Brian Davies <BDavies@greatsouthernbank.com>
Sent: Tuesday, March 12, 2024 11:07 AM
To: Brian James <Brian@pcd-stl.org>; phillipb@wustl.edu; johnb8ee@gmail.com; Mark Rubin <mrubin@keeleyproperties.com>
Cc: Abdul-Kaba Abdullah <Abdul@pcd-stl.org>; Annette Pendilton <Annette@pcd-stl.org>; David Wright <David@pcd-stl.org>
Subject: Re: E-Vote Request & Motion Request - CWE CID Marketing Contract

This Message originated outside your organization. Please be careful on any links or attachments.

I make the motion as detailed in Brian James' email below.

Get [Outlook for iOS](#)



GREAT SOUTHERN BA

Brian Davies | St. Louis Market President
Regional Managing Director
Great Southern Bank | Commercial Lending
8235 Forsyth Blvd, Suite 307 | Clayton, MO 63105
Phone: (314) 889-8927 | Mobile: (314) 606-5241 | Fax: (855) 615-9330
BDavies@greatsouthernbank.com | www.greatsouthernbank.com

From: Brian James <Brian@pcd-stl.org>
Sent: Tuesday, March 12, 2024 3:59:38 PM
To: phillipb@wustl.edu <phillipb@wustl.edu>; Brian Davies <bdavies@greatsouthernbank.com>; johnb8ee@gmail.com <johnb8ee@gmail.com>; mrubin@kdgi.com <mrubin@kdgi.com>
Cc: Abdul-Kaba Abdullah <Abdul@pcd-stl.org>; Annette Pendilton <Annette@pcd-stl.org>; David Wright <David@pcd-stl.org>
Subject: E-Vote Request & Motion Request - CWE CID Marketing Contract

WARNING: This email originated from outside of GSB. Do not click links or open attachments unless you have verified its authenticity

E-Motion & Vote Request – March 12, 2024

Euclid South Community Improvement District – Board of Directors

Reason for email vote: On March 6, 2024, the Euclid South CID met with the Central West End Business Community Improvement District to review the marketing services proposal. The board will need to vote electronically as the approval is time sensitive.

VOTING INSTRUCTIONS

To begin discussion on a motion, there should be a mover and seconder first, and then discussion can follow. Please **"reply all"** so that all board members may see how you've voted.

Please vote yes, no, or abstain after the motion is seconded. We suggest the voting period to open at 11:00 AM today and close at 11:00 AM on Thursday, March 14, 2024.

I am requesting a director to **make a motion and a seconder to approve the recommendation** for it to successfully pass.

Motion: Move to approve the Central West End marketing services contract in the amount of \$67,725 through March of 2025. This motion includes the creation of a joint marketing committee to meet bi-monthly.

Background Information: The board issued a request for proposals for marketing services and received three (3) proposals. The board agreed to set up a negotiation meeting with the CWE CID to review their proposal. This expense will come from reserves and be added to the budget for the next year.



FINANCIAL REPORT

Prepared by
PCD - ANNETTE PENDILTON

Euclid CID
Balance Sheet
As of February 29, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
10000 Simmons Bank Checking #4652	73,377.39
10001 Simmons Bank MM Acct #4660	747,112.67
10001A Restricted for Streetscape Plan	0.00
1072 Bill.com Money Out Clearing	0.00
Total Bank Accounts	\$ 820,490.06
Other Current Assets	
12000 Sales & Use Tax Receivable	0.00
Total Other Current Assets	\$ 0.00
Total Current Assets	\$ 820,490.06
TOTAL ASSETS	\$ 820,490.06
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable	20,181.96
Total Accounts Payable	\$ 20,181.96
Other Current Liabilities	
20001 Accounts Payable-Audit	0.00
26000 Accrued Expenses	0.00
Total Other Current Liabilities	\$ 0.00
Total Current Liabilities	\$ 20,181.96
Total Liabilities	\$ 20,181.96
Equity	
32000 Net Assets	980,454.43
Net Income	-180,146.33
Total Equity	\$ 800,308.10
TOTAL LIABILITIES AND EQUITY	\$ 820,490.06

Monday, Mar 11, 2024 08:16:39 AM GMT-7 - Accrual Basis

Euclid CID
Profit and Loss
July 2023 - February 2024

	Feb 2024 Actuals	Jul - Feb 2024 Actuals	Jul - Feb 2024 Budget	2024 Budget
Income				
43200 CID 1% Sales and Use Tax	53,455.48	433,985.31	360,000.00	540,000.00
46400 Interest Income	241.72	7,624.24		
Total Income	\$ 53,697.20	\$ 441,609.55	\$ 360,000.00	\$ 540,000.00
Gross Profit	\$ 53,697.20	\$ 441,609.55	\$ 360,000.00	\$ 540,000.00
Expenses				
50000 Administration				
50100 Bank Charges/Fees	5.00	123.95		
50400 Insurance - Property		1,914.00	2,000.00	2,000.00
50501 32 N Euclid TIF Redevelopment	16,309.55	16,309.55	30,000.00	30,000.00
50550 Storage Facility	97.00	740.00	728.00	1,092.00
50700 Professional Services				
50703 Legal			1,666.64	2,499.96
50704 Audit		8,500.00	8,500.00	8,500.00
Total 50700 Professional Services	\$ 16,411.55	\$ 27,587.50	\$ 42,894.64	\$ 44,091.96
50701 Admin Services	2,500.00	20,000.00	20,000.00	30,000.00
50702 Marketing Admin Services	2,083.00	16,664.00	16,664.00	24,996.00
Total 50000 Administration	\$ 4,583.00	\$ 36,664.00	\$ 36,664.00	\$ 54,996.00
55000 Marketing & Promotions				
55700 Web, Social Media			2,333.28	3,499.92
55701 E-Cab	13,667.83	48,854.49		
55800 Holiday Decorations		68,487.35	67,994.20	67,994.20
55900 Mkt & Promo-Reserve		200.00		
Total 55000 Marketing & Promotions	\$ 13,667.83	\$ 117,541.84	\$ 70,327.48	\$ 71,494.12
60000 Public Area Maint & Landscaping				
60701 Landscaping	3,827.45	113,133.01	24,000.00	24,000.00
60702 ATBM	7,799.51	67,549.51	54,666.64	81,999.96
Total 60000 Public Area Maint & Landscaping	\$ 11,626.96	\$ 180,682.52	\$ 78,666.64	\$ 105,999.96
65000 Infrastructure				
65110 Banners - Streetscape Improvements	1,350.00	55,925.02	52,850.00	52,850.00
65111 Euclid, FP to Laclede				
65111b Construct & Materials	4,682.00	4,682.00		
Total 65110 Banners - Streetscape Improvements	\$ 6,032.00	\$ 60,607.02	\$ 52,850.00	\$ 52,850.00
65500 Street Furniture		94,159.00	51,286.66	76,929.99
Total 65000 Infrastructure	\$ 6,032.00	\$ 154,766.02	\$ 104,136.66	\$ 129,779.99
70000 Public Safety & Security				
70100 Camera System	15,500.00	29,944.00	8,664.00	12,996.00
70200 CWE-NSI Admin Fees		11,250.00	11,250.00	15,000.00
70300 Patrols	6,160.00	63,320.00	73,333.28	109,999.92
Total 70000 Public Safety & Security	\$ 21,660.00	\$ 104,514.00	\$ 93,247.28	\$ 137,995.92
Total Expenses	\$ 73,981.34	\$ 621,755.88	\$ 425,936.70	\$ 544,357.95
Net Operating Income	-\$ 20,284.14	-\$ 180,146.33	-\$ 65,936.70	-\$ 4,357.95
Net Income	-\$ 20,284.14	-\$ 180,146.33	-\$ 65,936.70	-\$ 4,357.95

Euclid South CID Revenue Taxes

	2023	2024	Variance
Mar-24	48,959.76	62,204.13	13,244.37
YTD	89,374.21	115,659.61	26,285.40

*March numbers are Feb 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	\$ 150,526	\$ 601,109
2024	\$ 172,731				

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	\$ 150,526	\$ 172,731		\$ 496,189

EUCLID
SOUTH
COMMUNITY IMPROVEMENT DISTRICT



SPONSORSHIP REQUESTS

CWE Business Activations

Summer 2024

Music Series Proposal



Summer Music Festival

06.2024—09.2024

To stimulate the Central West End Business District and its many thriving businesses while also stimulating and supporting the thriving St. Louis Music musicians, supplying visibility and opportunity for the St. Louis musical landscape.

Each performance will be carefully and intentionally curated to represent and showcase the full spectrum of all sounds of St. Louis music featuring Jazz, Blues, Soul/R&B, Newgrass, and Acoustic Singer/Songwriter showcases.

<p>56 PERFORMANCES EVERY WEEKEND 6/1/2024 - 9/1/2024</p>	<p>MUSIC BY TOWNSEND X3 AGENCY</p>	<p>HOSTED BY EUCLID SOUTH CID & PARK CENTRAL</p>
<p>COST: \$14,500</p>	<p>ENGAGEMENT/EVENT LEAD TOWNSEND X3 AGENCY</p> <p>2 bands on Saturdays and Sundays (Full event management, Artist booking and facilitation, Production Marketing and Engagement security)</p>	

Jazz & Blues Heritage Street Festival

07.06.2024 at 3:00PM - 9:00PM

Effort: To provide a world-class style one-day musical street fest during Independence Day week showcasing some of St. Louis best Jazz & Blues artists that give highlight to them while honoring the legacy of St. Louis Blues and Jazz heritage. In addition, providing a huge stimulation to CWE's many thriving businesses and the community around them. This will also support the thriving St. Louis Music musicians, supplying visibility and opportunity for the St. Louis musical landscape.

<p>4-6 MUSIC LINEUP 45 MINUTES EACH</p>	<p>LOCATION: EUCLID CWE STREET STAGE</p>	<p>HOSTED BY EUCLID SOUTH CID</p>
	<p>ENGAGEMENT/EVENT LEAD TOWNSEND X3 AGENCY</p> <p>(Full event management, Artist booking and facilitation, Production Marketing and Engagement security)</p>	