



EUCLID SOUTH

COMMUNITY IMPROVEMENT DISTRICT

Euclid South CID Board of Directors Meeting

TO BE HELD

April 15, 2020 – 1:30pm

at 4512 Manchester Avenue, #100

St. Louis, MO 63110

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on April 15th 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. Public Infrastructure
 - i. Update from Horner & Shifrin
 - ii. Construction Project Management RFP
 - b. Safety & Security
 - i. CWE NSI
 - ii. The City's Finest
 - c. Finance
 - d. Marketing
 - e. Public Maintenance
5. Other Business
 - a. Rosa Day
 - b. PCD Administrative Services
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: 951 0616 1184

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: 4-13-2021

TIME: 1:30 PM

Euclid South CID Board of Directors Meeting Minutes
March 18th, 2020 at 1:30 p.m.
At 4512 Manchester Avenue, St. Louis, MO 63110

Board Members in Attendance: Mark Rubin, Brian Phillips, Brian Davies, Stephan Ledbetter – via phone/video

Board Members Not in Attendance: Josh Udelhofen

Others in Attendance: Ron Coleman (Neighborhood Improvement Specialist), Jim Whyte (CWE NSI), Rob Betts (TCF), Ashley Johnson, Abdul Abdullah (Park Central Development) – via phone/video

1. **Call to Order:** M. Rubin called the meeting to order at 1:33 PM.
2. **Public Comment:** No Comments
3. **Approval of Previous Meeting Minutes:** B. Phillips motioned to approve the previous month meeting minutes; S. Ledbetter seconded. All in favor- motion approved.
4. **Project Reports:**
 - a. Safety & Security-
 - I. J. Whyte gave an update on the security report. Year-to-date, person crimes decreased by 33.33% when compared to last year. Property crimes increased by 31.25% when compared to last year. J. Whyte updated the board on several criminal incidents that occurred throughout the Central West End neighborhood. In addition, other bordering neighborhoods are having larger discussion around safety and security. Cost continues to be a big obstacle. A. Abdullah noted that they are creating special taxing districts to help address safety and security.
 - II. R. Betts noted crime is peaking around 3:00 PM – 11:00 PM, Friday – Sunday. J. Whyte and R. Betts are meetings to strategize.
 - III. A. Johnson gave an update on the Advisory Committee. The Committee has 10 volunteers. The 1st meeting hasn't been schedule. PCD and WUMC is working together to create an agenda. M. Rubin asked to be invited to the committee meetings.
 - b. Finance- A. Johnson gave the financial report. B. Philips motioned to approve the financial report, B. Davis seconded. All in favor – motion approved. A. Pendilton presented 2021 budget projections. B. Phillips motioned to approve the 2021 budget projections, S. Ledbetter second. All in favor – motion approved.
 - c. Marketing - A. Johnson gave an update on the PCD Small Business Grant. PCD has awarded 13 grants to business within the CWE neighborhood, totaling \$50,000. 62% of the awardees are minority owners. The program is now closed until we can find additional resources.
5. **Other Business**
6. **Adjournment**

M. Rubin motioned to adjourn, B. Davies second. Meeting adjourned at 2:02 PM.

Euclid South Community Improvement District

Balance Sheet

04/06/21

As of April 6, 2021

Accrual Basis

	<u>Apr 6, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
10000 · Reliance Bank Checking #4652	165,336.32
10001 · Reliance Bank MM Acct #4660	623,481.29
Total Checking/Savings	<u>788,817.61</u>
Total Current Assets	<u>788,817.61</u>
TOTAL ASSETS	<u>788,817.61</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	6,124.96
Total Accounts Payable	<u>6,124.96</u>
Total Current Liabilities	<u>6,124.96</u>
Total Liabilities	6,124.96
Equity	
32000 · Net Assets	766,495.66
Net Income	16,196.99
Total Equity	<u>782,692.65</u>
TOTAL LIABILITIES & EQUITY	<u>788,817.61</u>

**Euclid South Community Improvement District
Profit & Loss Budget Performance
March 2021**

	<u>Mar 21</u>	<u>Jul '20 - Mar 21</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Ordinary Income/Expense				
Income				
43500 · Misc Revenue	0.00	0.00	26,124.02	34,832.00
43200 · CID 1% Sales and Use Tax	61,154.70	296,596.46	375,000.02	500,000.00
46400 · Interest Income	165.14	1,748.24		
Total Income	<u>61,319.84</u>	<u>298,344.70</u>	<u>401,124.04</u>	<u>534,832.00</u>
Expense				
90001 · Miscellaneous Expense	0.00	1,132.47		
50000 · Administration				
50550 · Stoarage Facility	52.66	436.78		
50702 · Marketing Admin Services	2,083.00	18,747.00	18,747.00	24,996.00
50501 · 32 N Euclid TIF Redevelopment	0.00	19,062.62	30,000.00	30,000.00
50701 · Admin Services	2,500.00	22,500.00	22,500.00	30,000.00
50400 · Insurance - Property	0.00	1,807.00		
50100 · Bank Charges/Fees	0.00	11.70		
50300 · Insurance-D&O; Gen Liability	0.00	0.00	1,500.00	1,500.00
50700 · Professional Services				
50703 · Audit, Legal	0.00	10,000.00	9,750.01	13,000.00
Total 50700 · Professional Services	<u>0.00</u>	<u>10,000.00</u>	<u>9,750.01</u>	<u>13,000.00</u>
Total 50000 · Administration	<u>4,635.66</u>	<u>72,565.10</u>	<u>82,497.01</u>	<u>99,496.00</u>
55000 · Marketing & Promotions				
55701 · E-Cab	0.00	1,225.00	31,500.00	36,000.00
55800 · Holiday Decorations	0.00	5,587.73	2,500.00	2,500.00
55100 · Advertising	0.00	250.00		
55300 · Professional Services	0.00	0.00	15,000.00	15,000.00
55500 · Special Events	0.00	0.00	7,500.01	10,000.00
55700 · Web, Social Media	0.00	138.00	1,875.01	2,500.00
55000 · Marketing & Promotions - Other	0.00	0.00	0.00	0.00
Total 55000 · Marketing & Promotions	<u>0.00</u>	<u>7,200.73</u>	<u>58,375.02</u>	<u>66,000.00</u>
60000 · Public Area Maint & Landscaping				
60701 · Landscaping	3,189.54	5,973.54	8,352.00	11,136.00
60702 · ATBM	6,000.00	49,725.00	36,000.00	48,000.00
Total 60000 · Public Area Maint & Landscaping	<u>9,189.54</u>	<u>55,698.54</u>	<u>44,352.00</u>	<u>59,136.00</u>
65000 · Infrastructure				
65110 · Streetscape Improvements	7,676.00	38,538.00	109,275.02	145,700.00
Total 65000 · Infrastructure	<u>7,676.00</u>	<u>38,538.00</u>	<u>109,275.02</u>	<u>145,700.00</u>
70000 · Public Safety & Security				
70100 · Camera System	0.00	17,785.50	5,000.00	5,000.00
70200 · CWE-NSI Board Seat	0.00	3,750.00		
70300 · Patrols	6,125.00	75,171.92	82,500.02	110,000.00
70500 · Outreach	0.00	10,305.45		
70900 · Pub Safety/Security Reserve	0.00	0.00	37,125.00	49,500.00
Total 70000 · Public Safety & Security	<u>6,125.00</u>	<u>107,012.87</u>	<u>124,625.02</u>	<u>164,500.00</u>
Total Expense	<u>27,626.20</u>	<u>282,147.71</u>	<u>419,124.07</u>	<u>534,832.00</u>
Net Ordinary Income	<u>33,693.64</u>	<u>16,196.99</u>	<u>-18,000.03</u>	<u>0.00</u>
Net Income	<u><u>33,693.64</u></u>	<u><u>16,196.99</u></u>	<u><u>-18,000.03</u></u>	<u><u>0.00</u></u>

Euclid South Community Improvement District Transaction List by Vendor March 2021

Type	Date	Num	Memo	Split	Amount
A T Building Maintenance					
Bill	03/02/2021	1347		60702 · ATBM	-6,000.00
Horner & Shifrin, Inc.					
Bill	03/05/2021	62284	Inv 62284	65110 · Streetscape Improvements	-7,676.00
Park Central Development Corp.					
Bill	03/15/2021	2021-03-15	Recurring Bill Life Storage - Storage Rental	50550 · Stoorage Facility	-52.66
Bill	03/20/2021	2021-03-20 (1)	Recurring Bill	50701 · Admin Services	-2,500.00
Bill	03/20/2021	2021-03-20	Recurring Bill	50702 · Marketing Admin Services	-2,083.00
SFP Landscaping, Inc					
Bill	03/04/2021	27975	New landscaping contract	60701 · Landscaping	-3,189.54
The City's Finest					
Bill	03/15/2021	INV-3030	Inv 3030	70300 · Patrols	-6,125.00
Bills paid in March					-27,626.20

AGREEMENT FOR SERVICES

THIS AGREEMENT FOR SERVICES (this “**Agreement**”) is made and entered into this ____ day of _____, 2021 by and between Euclid South Community Improvement District, a Missouri political subdivision (hereinafter “**Client**”) and **PARK CENTRAL DEVELOPMENT CORPORATION**, a Missouri non-profit corporation (hereinafter “**Independent Contractor**”).

RECITALS:

- A. Client desires to engage Independent Contractor as an independent contractor to provide the Services described in Section 3 below.
- B. Independent Contractor has agreed to provide such Services to Client upon the terms and conditions set forth herein.
- C. The parties desire to enter into this Agreement for the purposes of memorializing their agreements.

AGREEMENT:

NOW, THEREFORE, in consideration of the agreements set forth below and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the parties, Independent Contractor and Client agree as follows:

1. Engagement. Client hereby engages Independent Contractor to provide the Services, as defined below, and Independent Contractor hereby agrees to provide the Services, upon the terms and conditions set forth herein.

2. Term. Subject to Section 10 hereof, the term of this Agreement shall commence on July 1, 2021 and shall end on or before June 30, 2023 (the “**Term**”), except in respect of Sections 8 and 12 hereof which shall continue in effect thereafter in accordance with their terms.

3. Services. Independent Contractor hereby covenants to provide the following services (the “**Services**”) to Client:

(a) provide administrative services to Client, all as more particularly described in the work plan (the “**Scope of Work**”), a copy of which is attached hereto as Exhibit A.

During the Term, Independent Contractor shall perform the Services, or cause the Services to be performed, herein pursuant to the terms more particularly described herein and in the Scope of Work. Independent Contractor and Client shall work in good faith with each other in order for Independent Contractor to perform the Services. Independent Contractor reserves the right to charge Client for any additional services provided outside of the Scope of Work or this Agreement. Client shall do no act which conflicts with the business of Independent Contractor or which would, in any way, jeopardize the interests and mission of Independent Contractor. Independent Contractor reserves the right to stop any meeting if it believes there is a violation of the Missouri Sunshine Law (Mo. Rev. Stat. §§610.010 to 610.200).

4. Compliance with Laws. Both parties shall comply with and give all notices required by all county, municipal, state, federal and other applicable governmental authorities' laws, ordinances, rules, regulations, statutes or codes, now in force, or which may hereafter be in force, if any, pertaining to the performance and implementation of the Services or this Agreement, all at Client's sole cost and expense.

5. Compensation. Client shall pay to Independent Contractor the sum of Fifty-Five Thousand, 00/100 Dollars (\$55,000.00) for the performance of the Services. Upon the termination of this Agreement, Client shall pay to Independent Contractor all compensation earned by Independent Contractor pursuant to the terms hereof prior to such termination and direct expenses accrued before the date of termination but not yet reimbursed in accordance with this Agreement. Independent Contractor shall provide a monthly invoice to Client by the tenth day of each month in the amount of Four Thousand, Five Hundred and Eighty-Three 00/100 Dollars (\$4,583.00) due and payable by the twentieth day of each month.

6. Independent Contractor. The parties hereto acknowledge that Independent Contractor is an independent contractor and not an employee of Client in any respect, including but not limited to the Services performed hereunder. THE MEANS, METHODS AND TIMING OF INDEPENDENT CONTRACTOR'S PERFORMANCE OF THE SERVICES HEREUNDER SHALL BE LEFT TO THE SOLE DISCRETION OF INDEPENDENT CONTRACTOR, AND INDEPENDENT CONTRACTOR SHALL NOT BE SUBJECT TO ANY DIRECTIVE, CONTROL OR DISCIPLINARY POWERS OF CLIENT, OR THE PROCEDURES, ORDERS, WORK SCHEDULES OR RULES OF CLIENT. Nothing contained in this Agreement shall be construed to create any employment relationship between Client and Independent Contractor. Client and Independent Contractor shall act as independent contractors and neither shall be or be deemed the partner or joint-venturer of the other for the purposes of this Agreement.

7. Expenses. Independent Contractor will be reimbursed for any expense incurred in connection with the performance of the Services under this Agreement, with invoices or receipts to be provided to Client upon request.

8. Limitation of Liability. In no event will Independent Contractor be liable to Client for any consequential, incidental, special, exemplary, punitive, lost profits, indirect or similar damages, even if it has been advised or is aware of the likelihood of such damages. Independent Contractor's total cumulative liability under this agreement will not exceed amounts paid by Client for services provided under this Agreement. This limitation will apply, regardless of whether any remedy set forth herein fails of its essential purpose and regardless of whether a claim or action sounds in contract, tort, negligence, strict liability, contribution, indemnity or any other legal theory. For the avoidance of doubt, Independent Contractor shall not be liable, and Client shall not rely on Independent Contractor, for Client's compliance with the Missouri Sunshine Law and Independent Contractor shall not under any circumstances be held liable for any costs, losses, expenses, or damages relating thereto. Further, Client shall be fully responsible and liable for the acts or omissions of its employees, officers, directors, agents, and other representatives. The provisions of this Section 8 shall survive the termination of this Agreement.

9. Licenses, Permits, etc. Client shall acquire, and maintain at its own expense, any and all permits and licenses, if any, necessary or appropriate for Independent Contractor to perform the Services hereunder.

10. Termination. Independent Contractor may terminate this Agreement for any reason and at any time, upon giving 30 days' prior written notice thereof to Client at the address stated below. Client acknowledges and agrees that Independent Contractor may terminate this Agreement for any reason, and

in particular for any of the following reasons: (i) breach by Client of this Agreement, (ii) Client's dishonesty or fraud relating to Independent Contractor's performance of the Services or information provided to Independent Contractor, or (iii) conduct by Client which damages or could damage relations between Independent Contractor and other clients or the surrounding community, including but not limited to, the St. Louis community. Client may terminate this Agreement if Independent Contractor breaches any material obligation provided in this Agreement and fails to cure that breach within thirty (30) days after its receipt of written notice identifying the breach.

11. Notices. All notices, requests, demands and other communications hereunder shall be deemed to have been duly given if the same shall be in writing and shall be delivered personally (which shall include delivery by national overnight courier service) or sent by registered or certified mail, postage pre-paid, and addressed as set forth below:

If to **Park Central Development Corporation:**
4512 Manchester, Suite 100
St. Louis, MO 63110
Phone: 314-535-5311
Email: Abdul@PCD-STL.org

Any party may change the address to which notices are to be addressed by giving the other parties notice in the manner herein set forth.

12. Indemnification. Client shall indemnify and hold harmless Independent Contractor, and Independent Contractor's officers, directors, shareholders, partners, joint ventures, employees, agents, staff, affiliates, successors and assigns from and against all claims, damages, liabilities, demands, actions, losses, fines and penalties, and expenses, including but not limited to attorneys' fees and costs and expenses, arising out of or resulting from any and all third party subpoenas served on Independent Contractor, or other discovery requests directed to Independent Contractor, relating to documents, testimony or other information in Independent Contractor's possession or control as a result of the Services performed by Independent Contractor under this Agreement, or arising from or resulting from the performance of the Services, or breach of this Agreement by Client, including but not limited to, Client's noncompliance with applicable laws. Such obligations shall not be construed to negate, abridge, or otherwise reduce any other right or obligation of indemnity which would otherwise exist as to a party or person described in this Section 12 in addition to all rights and remedies available at law or in equity. This indemnification shall survive the termination of this Agreement.

13. Entire Agreement. This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes all prior oral and written communications, representations or agreements relating thereto.

14. No Assignment. This Agreement shall not be assignable by either party hereto, in whole or in part, without the prior written consent of the other party.

15. Illegality. The illegality or unenforceability of any of the terms of any section or provision of this Agreement shall not affect the legality or enforceability of any of the terms of any other such paragraph or provision and this Agreement shall be interpreted and construed as if any such illegal or unenforceable terms were omitted therefrom.

16. Modifications. This Agreement may not be modified or amended except by written instrument executed by both parties.

17. Governing law. This Agreement shall be governed by the laws of the State of Missouri without reference to its conflict of law provisions.

18. Authority. Client represents and warrants to Independent Contractor that this Agreement has been validly executed and delivered by Client and constitutes a binding obligation of Client enforceable in accordance with its terms. The execution, delivery and performance of this Agreement by Client will not result in any breach or default under any term or provision of any agreement, instrument, judgment, decree, order, statute, rule or governmental regulation to which Client is a party or by which Client may be bound or which applies to Independent Contractor's performance of the Services.

19. Multiple Originals. This Agreement may be executed by the parties in separate counterparts, each of which when executed and delivered is an original. All counterparts together constitute one instrument.

[Signature Page Follows]

IN WITNESS WHEREOF, this Agreement has been executed as of the date set forth above.

CLIENT:

**Euclid South Community
Improvement DISTRICT**

By: _____
Name: _____
Its: _____

INDEPENDENT CONTRACTOR:

**PARK CENTRAL DEVELOPMENT
CORPORATION**

By: _____
Name: _____
Its: _____

EXHIBIT A

Work plan attached on following pages

Work Plan

ADMINISTRATION OF SERVICES

a. Calendar of Meeting

- i. Board of Director Convene 12 meetings annually
 1. Public Annual Meeting: Convene one (1) meeting to present annual report
- ii. Committee Convene 6 meetings annually

b. Meeting Preparation & Facilitation

- i. Meeting Notices
 1. Reminders: Provide e-mail meeting reminders seven (7) days prior to meeting
 2. Public Meeting Notice(s): Post within the client district boundaries at least forty-eight (48) business hours prior to meeting
 3. Meeting Notices: Post on organization's website and on public-facing window of administrator's office
- ii. Meeting Materials
 1. Materials: Prepare and distribute via e-mail meeting materials, including agendas, minutes, financial reports, resolutions and other relevant documents for discussion, at least forty-eight (48) hours prior to meeting
 2. Sunshine Law: Place meeting materials on organization's website at least forty-eight (48) business hours prior to meeting
- iii. Minutes
 1. Write Board meeting minutes
 2. E-mail draft minutes to Board members
 3. Include minutes in subsequent meeting materials for review and approval by Board
- iv. Administrator's Report
 1. Develop and present an informative and comprehensive report on program status at each Board of Directors meeting
 2. Provide updates on all administrative and operational aspects of the organization
 3. Provide updates on all ongoing, completed and new projects for the organization
 4. Request input and votes on necessary matters
- v. Board Members (ongoing)
 1. Work with the Board of Directors to nominate and appoint Directors
 2. Work with the Board of Directors to nominate and appoint Officers (Chairman, Vice-Chairman, Treasurer and Secretary)
 3. Send Directors' applications to the City of St. Louis' Mayor's Office, and Board of Aldermen for review and appointment
 4. Ensure that Directors are sworn-in by the Register of the City of St. Louis
 5. Work with the Board of Director to nominate and appoint per the district's bylaws
- vi. Committee Members (ongoing)
 1. Work with the Board of Directors to nominate and appoint Committee members

2. Work with the Chairman of the Board of Directors to appoint Committee Chairs

c. Basic website update

1. Upload public information to district website
 - a. Contact information
 - b. Calendar of board and committee meetings
 - c. Roster of board and committee members
 - d. Meeting announcements
 - e. Annual budget
 - f. Current minutes, agenda packets, financial reports
 - g. Annual report
 - h. previous minutes, annual budgets and financial reports

d. Administration of Contracts & Services

i. Contracts

1. Retain paper and digital copies of all contracts involving the organization
2. Oversee work per contract and report progress to Board
3. Provide copies of all ongoing and executed contracts during fiscal year to firm during annual audit
4. Conduct an annual review of ongoing and executed contracts in the months leading up to the end of the fiscal year

ii. Requests for Proposals (ongoing)

1. Request for Proposal (RFP): Develop RFP for projects that have anticipated costs exceeding two (2) percent of annual revenue
2. Post RFPs on website
3. Share RFPs on social media outlets
4. Collect valid RFP responses, tracking RFP response date and time and maintain bid seal until submittal deadline has passed
5. Analyze and distribute RFP responses to Committee (if applicable) and Board of Directors consideration, review and selection of firm
6. Negotiate and execute single year or multi-year contract with selected firm

iii. Other Services

1. Legal Representation (ongoing)

- a. Work with Board to identify appropriate firm to provide legal representation for organization
- b. Seek and share written legal opinions on matters requested by the Board of Commissioners
- c. Send all contracts involving the district to selected legal firm for review
- d. Share reviewed contracts with Executive & Finance Committee and Board of Directors for approval

2. Insurance

- a. Work with appropriate Committee and Board of Directors to select appropriate levels of insurance for the organization
- b. Secure level of coverage for Directors & Officers Insurance as determined by the Board of Directors

- c. Secure level of General Liability Insurance coverage as determined by the Board of Directors
- d. Ensure that all district property in the public right-of-way is insured
- e. Collect Certificates of Insurance (including General Liability, Workers Compensation and auto) from all contractors of the organization.
- f. Require all contractors to name the organization as additionally insured

e. Collection, retention and Distribution of Corporate Records

- i. Minutes
- ii. Audits
- iii. Annual Reports
- iv. Resolution
- v. Petition & By-Laws
- vi. Sunshine Law Request

f. District Responsibilities

- i. Adhere to all statutory reporting requirements

g. Development & Administration of "Special Projects"

- i. Safety & Security
 - a. Work with the Central West End Neighborhood Security Initiative (NSI) to share neighborhood crime statistics at the Board meetings
 - b. Serve on the NSI Board as a representative of the District
 - c. Attend annual NSI Board meetings
 - d. Share relevant safety and security updates and alerts with area business and property owners

FISCAL AGENT RESPONSIBILITIES

a. Prepare, review and approve annual budget

b. Review & approve deposit at bank

c. Oversee bookkeeping (ongoing)

- i. Accounts Payables/Receivables: Administer in accordance with the fiscal procedures adopted by the Board of Directors
- ii. Revenue: Deposit in appropriate bank account(s)
- iii. Bank Account(s): Reconcile receipt of bank statements
- iv. IRS 1099: Send to all contractors of the organization at the end of the calendar year

d. Preparation of Financial Reports (monthly)

- i. Balance Sheets
- ii. Income and Expense Statements
- iii. Budget to Actual

b. Fiscal Procedures (ongoing)

- i. Collect W-9s from all contractors of the organization
- ii. Maintain up-to-date signature cards with all bank accounts
- iii. Develop, revise and review internal controls policy annually

- iv. Develop, revise and review credit card policy annually
- v. Develop, revise and review credit card user agreement annually
- vi. Collect credit card user agreements from Directors and administrators annually
- vii. Develop, revise and review depreciation policy for organization's assets
- viii. Develop, revise and review maintenance schedule for organization's physical property

MARKETING

a. Website Design and Maintenance

- i. Facilitate the day-to-day operation and administration of website maintenance
- ii. update website with significant information or as requested
- iii. Update website listing as businesses open/closed

b. Social Media

- i. Manage District's social media account(s)

c. District Marketing

- i. Business outreach, as needed
- ii. Coordinate joint marketing efforts as directed by the board with the Euclid North CID
- iii. Manage wayfinders
- iv. Coordinate and facilitate Marketing Committee, as needed

FINANCE

- Review Financial Documents
 - Balance Sheet
 - Profit & Lost
- Report on Sales Tax Collections

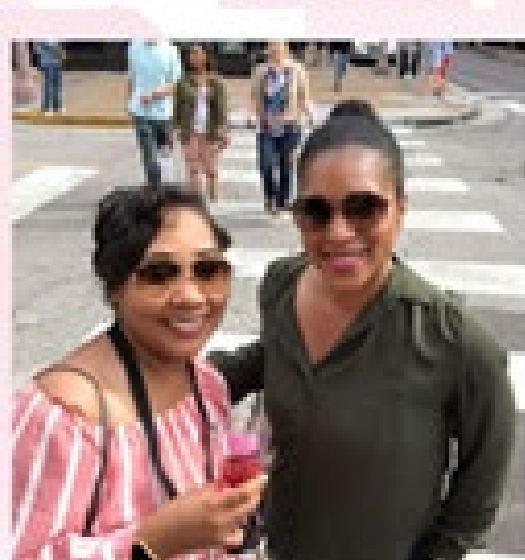
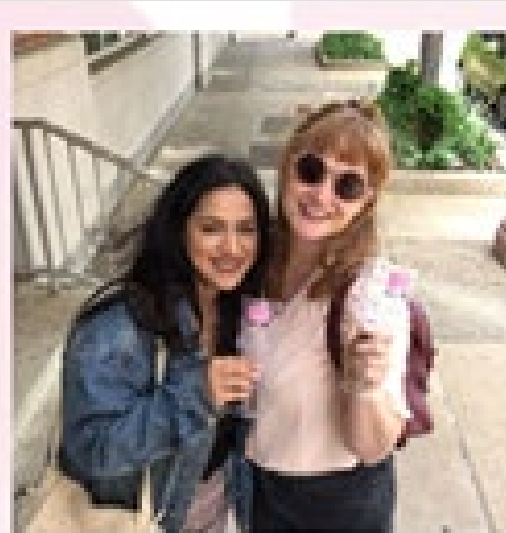
These are sales taxes collected in March and deposited to the account in April 2021

	2020	2021	Variance (’20 to ’21)
March	\$37,174	\$35,024	-\$2,149
YTD	\$181,412	\$145,563	-\$35,849

ROSÉ DAY

- Rosé Day! is a walking wine fest that pops up throughout the Central West End in partnership with non-profit organizations empowering women & girls throughout #STL! This year will be the third annual festival. At this time, event organizers are seeking CWE businesses who are interested in being part of the day's festivities. You can give a percent of sales that day to one of the participating non-profits, sign up to be a wine tasting station, give a product or gift card that will be included in their raffle or just simply promote and share [the Facebook event page](#) to invite your followers to the Central West End that day. **So mark your calendar for Saturday, May 1st, noon to 6pm -- Rosé Day 2021!** 🍷 🌸
- Passport in hand, attendees will make their way to **10 Rosé wine tastings** — at participating businesses throughout the festival footprint, which centers around Euclid, from McPherson to Laclede. You can visit www.RoseDaySTL.com for more information on the event. **Tickets will be limited** this year to maintain social distancing and a COVID-19 plan has been adopted to prevent the spread of the virus. Direct any questions to Michael Powers at 314-629-6911 or email rosedaystl@gmail.com.

ROSÉ DAY



ROSÉ
DAY IN THE
CWE