



**EUCLID
SOUTH**
COMMUNITY IMPROVEMENT DISTRICT



314-535-5311
EuclidSouthCID.org
4512 Manchester Ave, Ste. 100,
St. Louis, MO 63110-2100

July 2023

Euclid South Community Improvement District July 2023 Meeting Materials



EUCLID SOUTH

COMMUNITY IMPROVEMENT DISTRICT

Euclid South CID Board of Directors Meeting

TO BE HELD

July 20th, 2023 – 1:30pm

at 4512 Manchester Avenue, #100

St. Louis, MO 63110

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on July 20th 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
 - b. **Finance**
 - i. Financials – Approval
 - c. **Public Infrastructure**
 - i. Lochmueller Group – Laurel Harrington, Beautification Plan Update
 - ii. Neighborhood Updates – Ron Coleman
 - iii. Neighborhood Infrastructure Assessment Draft – Brian James
5. **Other Business**
 - i. Red Lantern Festival Update – 7.22.23 – Eddie Hsia
 - ii. Website Draft & Marketing Proposal Update
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: 7-19-2023 at 10:30AM



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July 2023

May 2023 Minutes

Euclid South CID Board of Directors Meeting Minutes
May 18, 2023, at 1:30 p.m.
At 4512 Manchester Avenue, St. Louis, MO 63110

Board Members in Attendance: Brian Phillips, John Beatty, Brian Davies, Mark Rubin

Board Members Not in Attendance:

Others in Attendance: Jim Whyte (CWE NSI), Abdul Abdullah and Brian James (Park Central Development), Ron Coleman (City of St. Louis), Eddie Hsia and Heidi (Saigon Café)

1. **Call to Order:** Brian Phillips called the meeting to order at 1:34 PM.
2. **Public Comment:** None
3. **Approval of Previous Meeting Minutes** Brian Phillips, motioned to approve the previous month meeting minutes; B. Davies seconded. All in favor- motion approved.
4. **Project Reports:**
 - a. **Safety & Security-**
 - I. CWE NSI: J. Whyte presented NSI crime report for May 2023.
 - b. **Public Infrastructure –**
 - I. Laurel Harrington Contract Approval – Abdul Abdullah with Park Central presented the Euclid South CID Streetscape Furniture contract. The project involves implementation of site furniture on the Euclid corridor between Forest Park Parkway and Lindell Boulevard in advance of the construction of the comprehensive streetscape program. The site furniture will be placed in locations that are appropriate based on the current sidewalk conditions. It is understood that the quantities of site furniture that do not have locations in the district, will be stored by Park Central. The consultant shall receive compensation for such professional services set forth in the Scope of Services of this Agreement on a lump sum basis in the amount of Twelve Thousand Dollars (\$12,000) plus reimbursable expenses. Brian Phillips, motioned to approve to accept the contract; B. Davies seconded. All in favor- motion approved.
 - c. **Finance**
 - I. **Financial report** – B. Davies motioned to approve the financials; M. Rubin seconded. All in favor – motion approved.
 - II. **Resolution: ESCID 2023-01** - Brian Phillips, motioned to approve the resolution extension; B. Davies seconded. All in favor - motion approved.
 - d. **Other Business –**
 - I. **Park Central Development Contract Renewal** – Abdul with Park Central Development presented a contract renewal. The renewal reflects the same terms and scope as pervious years. Brian Phillips, motioned to approve the contract renewal for another three years; B. Davies seconded. All in favor- motion approved.
 - II. **Red Lantern Festival** – Eddie Hsia introduced the mission behind the Red Lantern Night Festival. Night markets are where you know, go in at nighttime and all these food vendors go down and everyone's selling something different. This year they have over 50 local diverse vendors. Eddie stated Saigon Café has been in the Euclid South

neighborhood for 25 years. The footprint will start from Southern Bank all the way to West Pine and Glen Shake. The event will be on July 22, 2023, from 5:00pm until 11:00pm. There is no entry fee for the public, but they are charging local food vendors \$200. The sponsorship request is for \$5,000. The board suggested to either help with security cost or a regular sponsorship upon more information from the festival organizers.

- III. **Board Recruitment Strategy** – Brian Phillips stated he doesn't think since the CID was initiated, there has a full board since the initial board was there. There has constantly been an issue of not being able to find enough people that want to participate. As of today, there are four board members. It's a seven-member board and we need to recruit three more board members. Park Central stated they will present recruitment strategies at the next board meeting along with an updated business listing and infrastructure draft.
- IV. **Website Proposals** – Brian James with Park Central Development presented two website proposals to transfer web hosting platforms including new design and photography. Engage Taste proposal is for \$4,095 and The Girls' Lead proposal is for \$3,100 of differences in the quotes is one is the girl that leads, that includes a photography. The board discussed the need for updated pictures of what the neighborhood looks like so that we can increase the visibility to certain areas we want to highlight. Brian Phillips suggested to request additional services not only including photography, but maybe some video interviews with some of the businesses, some videos of some the events. The board is in agreeance of the current state of the website needs major uplifting. I would be supportive of leads and then I would ask for some additional, some quotes. Some quotes for some additional services. Brian Phillips, motioned to accept TGL proposal with an addition request of additional scope of marketing and promotional services; B. Davies seconded. All in favor- motion approved.

5. **Adjournment:** B. Phillips motioned to adjourn; B. Davies second. All in favor - meeting adjourned at 2:37PM.



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July 2023

June 2023 Financials

Euclid CID

Balance Sheet

As of June 30, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
10000 Simmons Bank Checking #4652	121,332.58
10001 Simmons Bank MM Acct #4660	882,360.43
10001A Restricted for Streetscape Plan	0.00
1072 Bill.com Money Out Clearing	0.00
Total Bank Accounts	\$1,003,693.01
Other Current Assets	
12000 Sales & Use Tax Receivable	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$1,003,693.01
TOTAL ASSETS	\$1,003,693.01
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable	5,399.96
Total Accounts Payable	\$5,399.96
Other Current Liabilities	
20001 Accounts Payable-Audit	0.00
26000 Accrued Expenses	0.00
Total Other Current Liabilities	\$0.00
Total Current Liabilities	\$5,399.96
Total Liabilities	\$5,399.96
Equity	
32000 Net Assets	784,606.54
Net Income	213,686.51
Total Equity	\$998,293.05
TOTAL LIABILITIES AND EQUITY	\$1,003,693.01

Euclid CID
FY23 P&L
July 2022 - June 2023

	June 30, 2023	YTD Actual	Budget	
Income				
43200 CID 1% Sales and Use Tax	53,347.74	563,005.20	500,000.00	
46400 Interest Income	1,356.68	9,003.67		Interest Rate Increase
Total Income	54,704.42	\$ 572,008.87	\$ 500,000.00	
Gross Profit	54,704.42	\$ 572,008.87	\$ 500,000.00	
Expenses				
50000 Administration				
50100 Bank Charges/Fees	5.00	56.99		
50400 Insurance - Property		1,849.00	1,900.00	
50501 32 N Euclid TIF Redevelopment		19,074.16	25,000.00	
50550 Storage Facility	91.00	1,068.28	650.00	
50700 Professional Services				
50703 Legal		225.00	2,500.00	
50704 Audit		16,000.00	8,000.00	
Total 50700 Professional Services	\$ 96.00	\$ 16,225.00	\$ 10,500.00	
50701 Admin Services	2,500.00	30,000.00	55,000.00	
50702 Marketing Admin Services	2,083.00	24,996.00		
Total 50000 Administration	\$ 4,583.00	\$ 93,269.43	\$ 93,050.00	
55000 Marketing & Promotions				
55500 Special Events		3,000.00		
55700 Web, Social Media	3,100.00	6,237.32	2,100.00	New website Ordered new decorations
55800 Holiday Decorations		7,523.30	3,500.00	
Total 55000 Marketing & Promotions	\$ 3,100.00	\$ 16,760.62	\$ 5,600.00	
60000 Public Area Maint & Landscaping				
60701 Landscaping	3,827.45	36,359.81	38,280.00	
60702 ATBM	7,250.00	87,362.50	82,000.00	
Total 60000 Public Area Maint & Landscaping	\$ 11,077.45	\$ 123,722.31	\$ 120,280.00	
70000 Public Safety & Security				
70100 Camera System	5,400.00	10,800.00	13,000.00	
70200 CWE-NSI Admin Fees		11,250.00	15,000.00	
70300 Patrols	17,180.00	102,520.00	110,000.00	
Total 70000 Public Safety & Security	\$ 22,580.00	\$ 124,570.00	\$ 138,000.00	
Total Expenses	\$ 41,436.45	\$ 358,322.36	\$ 356,930.00	
Net Operating Income	\$ 13,267.97	\$ 213,686.51	\$ 143,070.00	
Net Income	\$ 13,267.97	\$ 213,686.51	\$ 143,070.00	

Euclid South CID
Revenue Taxes

	2022	2023	Variance
June 2023	43,365.55	56,406.74	13,041.19
YTD	248,571.66	287,768.16	39,196.50

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			\$277,650

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					



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Lochmueller Group Laurel Harrington Beautification Plan Update



Euclid South CID Site Furniture

Euclid South CID

July 14, 2023

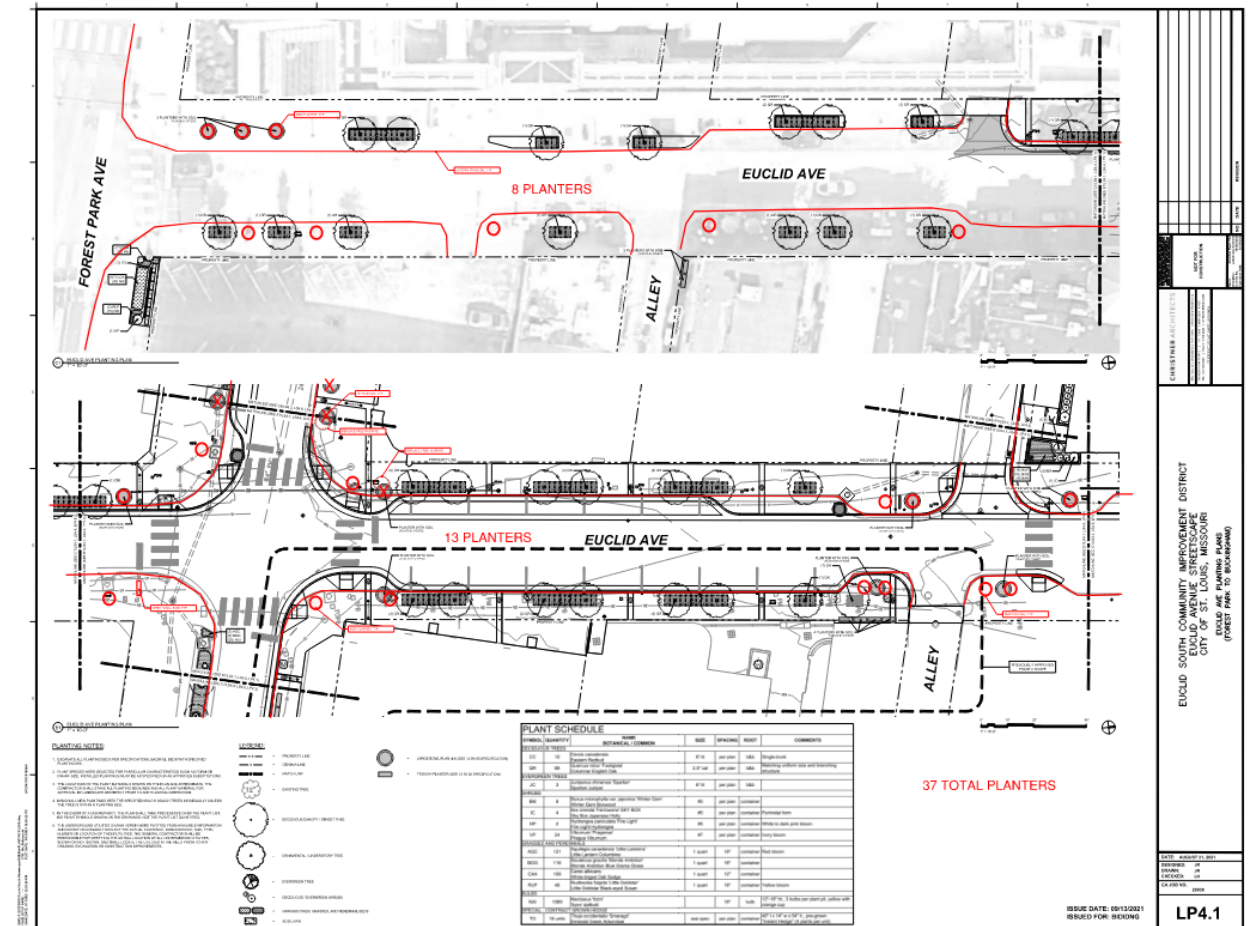
SITE FURNITURE SCOPE

Site Furniture Implementation

Finalization of the location, types, and cost of the site furniture identified in the Site Furniture Plan, dated August 16, 2021. The furniture includes the following: large round planters, rectangle planters, triangle seats, litter receptacles, and bike racks. The project also includes the coordination of placement of the planters on site and coordination with the installer Growing Green.

Scope of Services:

- 1) Obtain current pricing for site furniture and incorporate into a Site Furniture Matrix for review.
- 2) Obtain lead times for site furniture.
- 3) Coordinate furniture orders with product representatives.
- 4) Review the furniture locations on site and prepare a final Site Furniture Plan based on existing streetscape conditions.
- 5) Attend one (1) Euclid South CID board meeting to review costs and finalize furniture order.
- 6) Review and comments on the planting palette designed by Growing Green.
- 7) Provide a project narrative to document any coordination instructions.
- 8) Review of the planter location on site and review of the soil placement.
- 9) Coordinate with Growing Green in two (2) coordination meetings.





es are for reference only and do not represent the proposed colors and finishes



Type	Qty	OPTION A		OPTION B		OPTION C		OPTION D - Recommended	
		Unit Price	Extension	Unit Price	Extension	Unit Price	Extension	Unit Price	Extension
Large round planters	37	Kornegay (44"diax32"ht) \$ 1,302	\$ 48,174	Tournesol (48"diax36" ht) \$ 1,673	\$ 61,901	Wausau (48"diax36" ht) \$ 703	\$ 26,011	Kornegay (44"diax32"ht) \$ 1,302	\$ 48,174
Rectangular trough planters	7	Landscapeforms (45"x15"x18"ht) \$ 1,597	\$ 11,179	Tournesol (60"x24"wx18"ht)* \$ 1,363	\$ 9,541	Wausau (48"x24"wx20"ht) \$ 1,113	\$ 7,791	Tournesol (60"x24"wx18"ht)* \$ 1,363	\$ 9,541
Litter receptacles	12	Forms+Surfaces \$ 1,601	\$ 19,215	Forms+Surfaces \$ 1,601	\$ 19,215	Forms+Surfaces \$ 1,601	\$ 19,215	Forms+Surfaces \$ 1,601	\$ 19,215
TOTAL			\$ 78,568	<i>*Note: planter is 2' longer</i>	\$ 90,657		\$ 53,017	<i>*Note: planter is 2' longer</i>	\$ 76,930

Notes:
 Cost include estimated handing, packaging and freight. No tax has been included.
 Costs do not include off-loading
 Costs do not include installation, soil, plantings, and maintenance

Original selections:
 Concrete planters shown in renderings
 Note: round planter is smaller to work with existing conditions
 Rectangular planters are metal
 Little receptacle is the original selection

Optional selections:
 Another concrete planter option - more expensive than Kornegay
 Rectangular planters are metal and larger than Landscapeforms
 Little receptacle stays the same

Optional selections:
 Another concrete planter option - planter shape is less stable
 Rectangular planters are metal and smaller than Tournesol
 Little receptacle stays the same

Recommended Selections
 Kornegay round planer is selected due to previous comments
 Tournesol rectangular planter is selected due to larger size for plant health
 Little receptacle stays the same



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Neighborhood Updates Ron Coleman

NEW TRESS IN EUCLID SOUTH

11 N Euclid	1		Massage Luxe	
22 N Euclid	1		Treats Unleashed	
4 N Euclid	1		Sushi Koi	
8 N Euclid	1		Little Saigon	
20 S Euclid	2		Liberty Cannabis along parking lot	
4573 Laclede (aka 4571)	1		Philip Johnson Salon	
4568 West Pine	1		Boy Scouts west end of property near Shake Shack	
4907 West Pine (Euclid side)	1		Euclid+Pine Apts (Park Lane)	

Euclid South CID Business Report

PARK CENTRAL DEVELOPMENT



Euclid South CID Business Updates - July 2023

TOTAL

THERE IS A TOTAL OF **43** ACTIVE BUSINESSES

CLOSED

12 BUSINESSES HAVE BEEN PERMANENTLY CLOSED

REPLACED

2 BUSINESSES HAVE BEEN REPLACED

TOM'S BAR AND GRILL → GOOD DAY FARM DISPENSARY

TAZE MEDITERRANEAN STREET FOOD → ZENWICH

CONTACT INFORMATION

PENDING CONTACT INFORMATION FOR **22** BUSINESSES



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Website Draft & Marketing Proposal Update



QUOTATION FOR SERVICE

11 APRIL 2023

From
Edo Branch

THIS GIRL LEADS ENTERPRISES (TGL)

Scope of Services

Summary

TGL Enterprises (TGL) was recommended as the web development partner for the implementation of Central West End Euclid South Community Improvement District SquareSpace integration.

TGL will assist with the website design based on the current content as-is, providing initial setup, esthetics, user training, as well as layout direction as requested.

Engagement Resources

Skill Allocation	Number	
Web Developer	1	As Needed
Graphics Developer	1	As Needed
Photographer	1	As Needed

Onboarding & Assumptions

- TGL will host a 30-minute kick-off with Central West End Euclid South Community Improvement District or Project Manager. At kick-off, we will do introductions, go over technical items, discuss project management, align calendars, review expectations, and answer questions.
- TGL will set up, at minimum (as needed), a weekly 30-minute touch-point session to review implementation progress.
- TGL will set up a leadership check in meeting for every other week.
- Additional customization opportunities and requests discovered during initial implementation will be documented and options reviewed with Central West End Euclid South Community Improvement District or Park Central Development.
- Any website configuration to be completed by Park Central Development's project team to ensure domain name has been migrated appropriately from GoDaddy.
- Services are handled remotely, and no travel is expected for this engagement.
- Park Central Development will provide admin access to SquareSpace account (This account can be generic while development is taking place).
- Park Central Development will appoint a lead contact for facilitating communications.
- Park Central Development will appoint a lead administrator contact for any systems.
- Park Central Development will contact SquareSpace/GoDaddy for requirements for pointing/assigning domain in SquareSpace.
- It is expected that the Park Central Development act on any to-do task items in a timely manner.
- Implementation runs concurrent with a start and end date (no pauses unless there are blockers/impediments).
- Any delays by Central West End Euclid South Community Improvement District or Park Central Development to attend scheduled meetings or provide TGL the requested items such that TGL is not able to move the SOW forward could result in missing expected milestones.

SquareSpace Migration Requirements: Scope

Based on our initial discussions, we understand that the project requires a migration of a website with a domain hosted on GoDaddy to Squarespace. Additionally, **we will be transferring the current content of 13 pages to the new Squarespace site.** There were several links on the menu that we will condense to one page. We will be following a structured approach to ensure that the project is delivered on time, within budget and meets your expectations. *Another request was to capture photographs of the area to add to the website. The cost of the photographer is included in the amount in the cost breakdown section.*

Here is a detailed scope of services we will be providing:

Discovery and Planning:

- Reviewing your current website and content to understand the scope of the project.
- Conducting a discovery call to better understand your requirements and objectives.
- Analyzing your target audience and business needs.
- Identifying the best Squarespace template for your needs.
- Developing a project plan and timeline.
- Areas where photos need to be captured and detailed descriptions of those photos.

Design:

- Creating a design mockup for the home page and an inner page.
- Incorporating feedback from you to ensure the design meets your expectations.
- Creating a custom design for the Squarespace site that matches your branding and vision.
- Designing responsive layouts to ensure optimal viewing on all devices.

Build and Development:

- Migrating your domain from GoDaddy to Squarespace.
- Exporting the content from your GoDaddy site and importing it into Squarespace.
- Creating up to 13 pages on the Squarespace site with the content provided.
- Developing custom CSS and HTML code to enhance the design and functionality of the site.
- Installing and configuring any necessary plugins or integrations.
- Configuring SEO and analytics settings.
- Testing the site on different devices and browsers to ensure optimal performance and user experience.

Validation and Deployment:

- Reviewing and testing the site with you to ensure it meets your expectations.
- Addressing any issues or concerns identified during testing.
- Conducting a final site review to ensure it is ready for deployment.
- Launching the Squarespace site and redirecting your domain from GoDaddy to the new site.
- Providing training and support to ensure you can update and maintain the site as needed.

Cost Breakdown:

Based on the above scope of work, the estimated cost for this project which includes photographs of area is **\$4,300**. Please note that this is an estimate and the final cost may vary based on the complexity and customization required. The proposed cost includes the following:

- Domain transfer and Squarespace subscription costs.
- Design and development of up to 13 pages.
- Custom CSS and HTML coding. (As Needed)
- Plugin and integration configuration. (As Needed)
- Testing and deployment.
- Training and support. (As needed)
- Photography

We understand that your project is unique and may require additional services beyond the scope outlined above. Please let us know if you have any additional requirements or questions. We look forward to working with you and providing a high-quality Squarespace site that meets your needs.

Best regards,

Edo Branch, Owner

This Girl Leads Enterprises, LLC