



EUCLID SOUTH

COMMUNITY IMPROVEMENT DISTRICT

Euclid South CID Board of Directors Meeting

TO BE HELD

September 17th, 2020 – 1:30pm
at **4512 Manchester Avenue, #100**
St. Louis, MO 63110

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on September 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. Finance
 - c. Marketing
 - i. Small Business Support During Winter/Grant
 - d. Public Maintenance
 - i. Landscaping RFP
 - e. Public Infrastructure
 - i. Update from Christner
5. Other Business
 - a. Euclid Delmar Corridor Economic Development
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: 936 0001 2249

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: 9-15-20

TIME: 3:00 PM

Euclid South CID Board of Directors Meeting Minutes
August 20th, 2020 at 1:30 p.m.
At 4512 Manchester Avenue, St. Louis, MO 63110

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

Others in Attendance: Jim Whyte (NSI), Ron Coleman (Neighborhood Improvement Specialist), Laurel Harrington (Christner), Ashley Johnson, (Park Central Development) – via phone/video

1. **Call to Order:** M. Rubin called the meeting to order at 1:33 PM.
2. **Approval of Previous Meeting Minutes:** B. Phillips motioned to approve the previous month meeting minutes; B. Davies seconded. All in favor- motion approved.
3. **Public Comment:** None
4. **Project Reports:**
 - a. Safety & Security- J. Whyte summarized the Security Report.
 - i. Total crimes for the month are up by 20.27%. This increase is due to an uptick in robberies.
 - b. Finance- A. Johnson gave the financial report. J. Udelhofen motioned to approve the financial report; B. Davies seconded. All in favor – motion approved. J. Udelhofen requested a detail budget broken down by month and a 12-month rear looking report.
 - c. Marketing – A. Johnson reported on a proposed Euclid event called the CWE Business Crawl to help safety increase business foot traffic and market the district. Business promotions and discounts will be hosted on the CID website and shared with the general public. The Board is in support of the proposed event.
 - d. Public Maintenance – The Board reviewed the drafted Landscaping RFP. B. Phillips made a motion to approve the Landscaping RFP; J. Udelhofen seconded. All in favor – motion approved.
 - a. Public Infrastructure- M. Rubin gave a brief summary on the streetscape planning efforts. The Board reviewed Christner scope of service and provide feedback. L. Harrington will update the scope of service to reflect Board comments. M. Rubin request adding the contract to the scope of work.
5. **Other Business:** R. Coleman gave an update on the pedestrian lights that’s not working along Euclid. The globes were installed incorrectly, and he is working to correct the issue.
6. **Adjournment**

M. Rubin made a motion to adjourn; J. Udelhofen second. Meeting adjourned at 2:20 PM.

Euclid South Community Improvement District

Balance Sheet

09/14/20

As of August 31, 2020

Accrual Basis

	<u>Aug 31, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
10000 · Reliance Bank Checking #4652	158,263.02
10001 · Reliance Bank MM Acct #4660	621,957.28
Total Checking/Savings	<u>780,220.30</u>
Total Current Assets	<u>780,220.30</u>
TOTAL ASSETS	<u>780,220.30</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	5,535.59
Total Accounts Payable	<u>5,535.59</u>
Total Current Liabilities	<u>5,535.59</u>
Total Liabilities	5,535.59
Equity	
32000 · Net Assets	766,495.66
Net Income	8,189.05
Total Equity	<u>774,684.71</u>
TOTAL LIABILITIES & EQUITY	<u>780,220.30</u>

Euclid South Community Improvement District Profit & Loss Budget Performance

August 2020

	<u>Aug 20</u>	<u>Jul - Aug 20</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Ordinary Income/Expense				
Income				
43500 · Misc Revenue	0.00	0.00	5,805.40	34,832.00
43200 · CID 1% Sales and Use Tax	30,879.01	58,596.64	83,333.40	500,000.00
46400 · Interest Income	0.00	224.23		
Total Income	<u>30,879.01</u>	<u>58,820.87</u>	<u>89,138.80</u>	<u>534,832.00</u>
Expense				
90001 · Miscellaneous Expense	70.14	1,202.61		
50000 · Administration				
50702 · Marketing Admin Services	2,083.00	4,166.00	4,166.00	24,996.00
50501 · 32 N Euclid TIF Redevelopment	0.00	0.00		30,000.00
50701 · Admin Services	2,500.00	5,000.00	5,000.00	30,000.00
50300 · Insurance-D&O; Gen Liability	0.00	0.00		1,500.00
50700 · Professional Services				
50703 · Audit, Legal	0.00	0.00	2,166.70	13,000.00
Total 50700 · Professional Services	<u>0.00</u>	<u>0.00</u>	<u>2,166.70</u>	<u>13,000.00</u>
Total 50000 · Administration	<u>4,583.00</u>	<u>9,166.00</u>	<u>11,332.70</u>	<u>99,496.00</u>
55000 · Marketing & Promotions				
55701 · E-Cab	0.00	1,225.00	0.00	36,000.00
55800 · Holiday Decorations	0.00	0.00	0.00	2,500.00
55300 · Professional Services	0.00	0.00	0.00	15,000.00
55500 · Special Events	0.00	0.00	1,666.70	10,000.00
55700 · Web, Social Media	0.00	0.00	416.70	2,500.00
55000 · Marketing & Promotions - Other	0.00	0.00	0.00	0.00
Total 55000 · Marketing & Promotions	<u>0.00</u>	<u>1,225.00</u>	<u>2,083.40</u>	<u>66,000.00</u>
60000 · Public Area Maint & Landscaping				
60701 · Top Care	928.00	1,856.00	1,856.00	11,136.00
60702 · ATBM	0.00	5,500.00	8,000.00	48,000.00
Total 60000 · Public Area Maint & Landscaping	<u>928.00</u>	<u>7,356.00</u>	<u>9,856.00</u>	<u>59,136.00</u>
65000 · Infrastructure				
65110 · Streetscape Improvements	1,520.00	11,020.00	24,283.40	145,700.00
Total 65000 · Infrastructure	<u>1,520.00</u>	<u>11,020.00</u>	<u>24,283.40</u>	<u>145,700.00</u>
70000 · Public Safety & Security				
70100 · Camera System	0.00	11,763.00		5,000.00
70200 · CWE-NSI Board Seat	0.00	1,250.00		
70300 · Patrols	4,015.63	7,343.76	18,333.40	110,000.00
70500 · Outreach	0.00	305.45		
70900 · Pub Safety/Security Reserve	0.00	0.00	8,250.00	49,500.00
Total 70000 · Public Safety & Security	<u>4,015.63</u>	<u>20,662.21</u>	<u>26,583.40</u>	<u>164,500.00</u>
Total Expense	<u>11,116.77</u>	<u>50,631.82</u>	<u>74,138.90</u>	<u>534,832.00</u>
Net Ordinary Income	<u>19,762.24</u>	<u>8,189.05</u>	<u>14,999.90</u>	<u>0.00</u>
Net Income	<u><u>19,762.24</u></u>	<u><u>8,189.05</u></u>	<u><u>14,999.90</u></u>	<u><u>0.00</u></u>

Euclid South Community Improvement District Transaction List by Vendor

Type	Date	Num	August 2020 Items	Split	Amount
Christner Inc.					
Bill	08/11/2020	0047489	Streetscape	65110 · Streetscape Improvements	-1,520.00
Park Central Development Corp.					
Bill	08/05/2020	2020-Aug-19	Recurring Bill	90001 · Miscellaneous Expense	-70.14
Bill	08/20/2020	2020-08-20 (1)	Recurring Bill	50701 · Admin Services	-2,500.00
Bill	08/20/2020	2020-08-20	Recurring Bill	50702 · Marketing Admin Services	-2,083.00
The City's Finest					
Bill	08/15/2020	INV-2705		70300 · Patrols	-4,015.63
Top Care, Inc.					
Bill	08/01/2020	186710	Landscaping	60701 · Top Care	-928.00
					-11,116.77

[CWE Small Business Capacity Grant Program](#)

[Background/Statement of Need](#)

Park Central has been providing businesses within the Euclid South CID with Resource information on available financial resources to assist with the impact of COVID-19 on businesses. Two of the emerging trends and needs that has come from our engagement is a need for assistance for businesses to adjust their business operations model to adjust to the changes due to COVID-19. Access to flexible capital to perform the following improvements are the specific needs that have emerged: Establishment/upgrades for online ordering platforms, website updates, marketing, modification and upgrades to outside (patio) dining spaces to increase capacity and the user experience.

[Proposed Program](#)

Park Central would like to create a public/private partnership to create a Small Business Capacity Building Grant Program for businesses located within the Euclid South Community Improvement. The seed funding for the program would involve a [\\$25,000 contribution from Park Central](#) and a [\\$50,000 contribution from the Euclid South CID](#) for a beginning balance Fund Balance of [\\$75,000](#). This would allow us to assist a minimum 15 business in phase one. The amount for each grant will be \$5,000.

Eligible Businesses:

- The Business must be in the Euclid South Community Improvement District (Euclid South CID).
- Must have 25 employees or Less at Of March 1, 2020.
- Operations must have been impacted as a result of COVID-19 and the City's "Stay Home – Essential Activities Only Order, Health Commissioner's Order No. 5"
- Business must currently be conducting operations.

- Must have had a current business license as of March 19, 2020

The following activities are eligible:

- Patio Modifications & Outside Upgrades to accommodate & expand additional outside dining space, equipment, heat lamps etc.
- Website Modifications and upgrades to point of sales systems to expand or upgrade online & Carryout ordering.
- Pickup Window construction or upgrade.

CWE Small Business Grant Process:

- Brief Application Submitted and Copy of modification Plan /Improvement to PCDC Staff
- Applicant Approved
- Submit Invoice
- Payment will be made directly to the vendor performing the modification (No Direct Payment to businesses)
- Photos of improvement sent to PCDC or taken by Professional Photographer

Outdoor Winter Dining

Considerations

Level of Financial Investment

Ownership and storage of materials

3 vs 4 Season Coverage

Covered vs Enclosed Areas (Covered, enclosed, winterized)...need to verify what level of enclosure is safe during pandemic

Accessibility (flooring)

Heating System (propane vs. electric)

Proximity to Restaurant (kitchen and staff)

Cold Weather Dining Examples

Enclosed table seating

Architectural solutions

Catchy, visible

Can be expensive, maintenance?, summer storage

Covered seating with heat sources

Canopy covered seating directly outside of restaurant -- on sidewalk or parking space(s), if available.

Restaurant maintains location and kitchen logistics,

Requires heat source (propane or electricity), likely needs DOB permit

Large dedicated open spaces

Shared space amongst many restaurants -- street/sidewalk/alley closure

Highly visible, shared infrastructure (lower individual costs)

Requires traffic pattern changes, kitchen logistics, waitstaff proximity between customer and kitchen

Individual accommodations

Blankets & heat lamps

Personalized, unique, individualized

Laundry services, 3-season comfort

Low-Cost Investments

Outdoor dining using existing furniture

Purchase outdoor dining furniture (lock-down / daily move in & out)

Purchase blankets (copenhagen culture)

Erect overhead canopy / tent

Heated Lamps (propane)

Other ideas

Permanently close an area to vehicles and erect a shared facility

- Euclid Avenue / Delmar Side streets?
 - <https://sf.eater.com/2020/5/14/21258980/berkeley-coronavirus-covid-19-jesse-arreguin-street-closures>
 - <https://www.theguardian.com/world/2020/apr/28/lithuanian-capital-to-be-turned-into-vast-open-air-cafe-vilnius>
- Parking Lot(s)
- Assemblage of Street parking
- Policy adoptions
 - <https://sf.gov/use-sidewalk-or-parking-lane-your-business>



Elm City Social rooftop, Hartford, Ct.

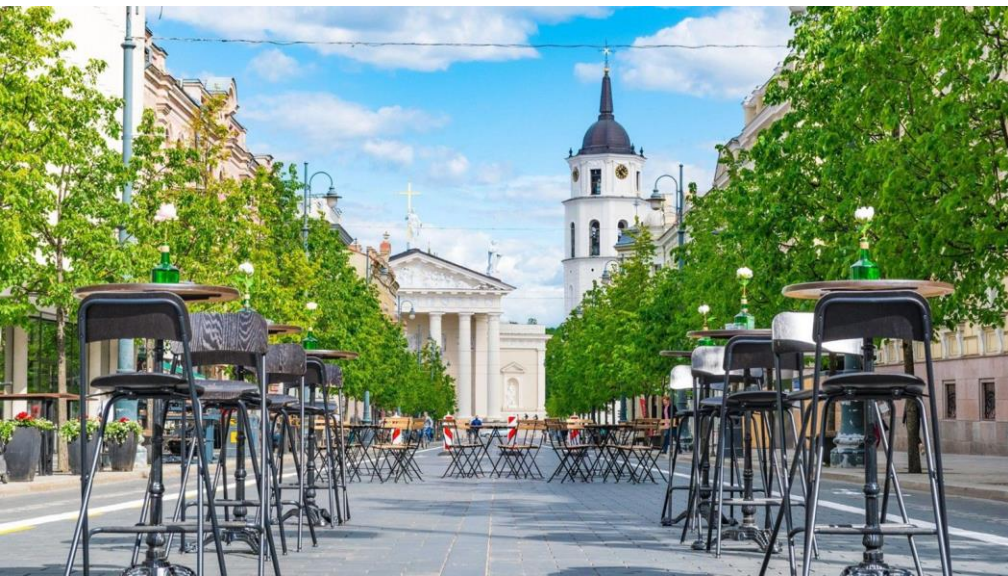


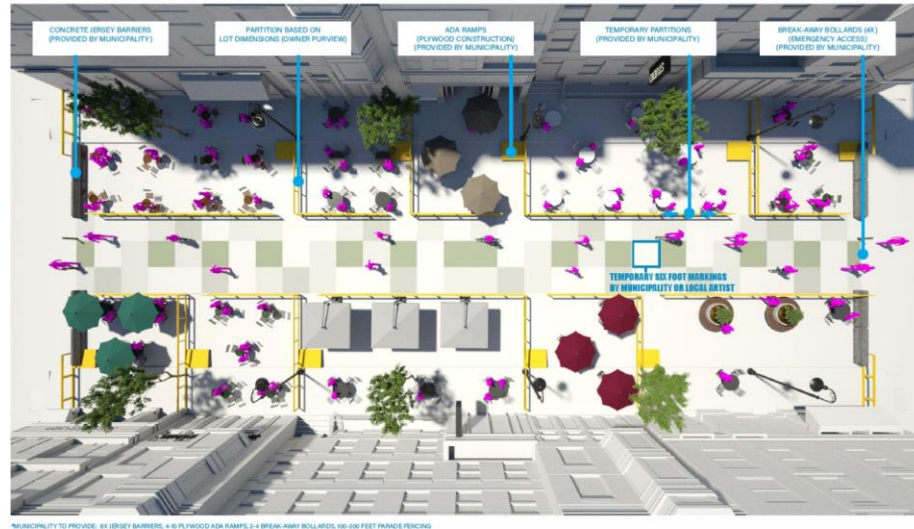
Winter Domes at the Freehouse in Minneapolis



Amsterdam, ETEN restaurant









Resources

- <https://sf.eater.com/2020/5/14/21258980/berkeley-coronavirus-covid-19-jesse-arreguin-street-closures>
- <https://www.bbc.com/worklife/article/20200805-how-vilnius-became-an-open-air-cafe>
- <https://sf.gov/use-sidewalk-or-parking-lane-your-business>
- <https://www.wbez.org/stories/when-chicago-restaurants-reopen-in-phase-3-how-will-they-actually-do-it/569d8dbc-9b36-4426-b785-d3b85c7c98b7>
- <https://www.afar.com/magazine/how-restaurants-will-change-after-the-covid-19-pandemic>
- <https://www.courant.com/ctnow/food-drink/hc-ctnow-outdoor-winter-dining-connecticut-20191205-4lwkst62dbhd5hllhrgsechi3q-story.html>
- https://nacto.org/wp-content/uploads/2020/07/200708_Outdoor-dining.pdf
- <https://www.chicagotribune.com/coronavirus/ct-coronavirus-chicago-bars-restaurants-winter-outdoor-dining-20200902-tw6zit3rdbcw3keuhampitpy7i-story.html>