

**Euclid South CID Board of Directors Meeting Minutes**  
**December 19, 2019 at 1:30 p.m.**  
**At 4512 Manchester Avenue, St. Louis, MO 63110**

**Board Members in Attendance:** Mark Rubin, Brian Phillips, Josh Udelhofen, Sarah Fortune

**Committee Members Not in Attendance:** n/a

**Others in Attendance:** Ashley Johnson and Alayna Graham (Park Central Development); Rob Betts (The City's Finest); Ron Coleman (Neighborhood Stabilization Officer)

1. **Call to Order:** M. Rubin called the meeting to order at 1:40 PM.
2. **Approval of Previous Meeting Minutes:** B. Phillips motioned to approve the November 21, 2019 minutes. S. Fortune seconded. All in favor- approved.
3. **Public Comment:** n/a
4. **Project Reports:**
  - a. **Safety & Security-** R. Betts presented the safety and security reports. Person crime is down 43.8%, property crime is down 8.3%, total crime is down 12.8%. R. Betts showed appreciation for the extra shifts the CID agreed to, so he can distribute patrols where they are most needed. R. Betts redistributed the budget for the rest of the year. A. Johnson and A. Graham handed out magnets to all the businesses with the security hotline.
  - b. **Finance-** A. Johnson presented the financial reports. J. Udelhofen made a motion to approve the financials. B. Phillips seconded. All in favor- approved.
  - c. **Marketing-** A. Johnson presented the marketing efforts.
    - i. **Euclid Shuffle-** S. Fortune is talking to the owners of ITAP about doing a 3-month advertisement on the Euclid Shuffle, but notes that the owners would be more open to it if the Shuffle ran later (to just after bars closing). The Board members are encouraged to send any contacts they might know who are willing to advertise to PCD.
    - ii. **Window Walk-** S. Fortune gave feedback on how the Window Walk has been going as a business manager. She said it was great to have activity, but without anchor institutions and places for people to gather, nobody has a reason to stay in the area.
  - d. **Public Maintenance-**
    - i. A. Johnson recapped the public maintenance plan. Top Care does the current trash removal and landscaping. A new street cleaning company has been hand sweeping the streets. This company has also been hired to

do Sunday trash removal and emergency trash removal on an as-needed basis.

- e. Public Infrastructure- M. Rubin presented the latest update for the Streetscape plan. Christner and SW2 are coordinating plans to keep the North CID and South CID cohesive. It was requested that PCD invite Laurel from Christner to the next meeting to get a full update and formalize a plan. The CID might need to hire a project manager to continue coordination with Christner.

**5. Other Business-**

- a. B. Phillips brought up the idea of hiring someone to spearhead an economic development strategy. M. Rubin would like to get a meeting to coordinate with the North. B. Phillips agreed to get a scope of work together to start searching for someone who could fill this role.
- b. MOPERM Insurance Renewal- \$1200 per year for liability renewal from MOPERM. B. Phillips motioned to approve renewal. J. Udelhofen seconded the motion. All in favor—approved.
- c. Nominations- S. Fortune and B. Phillips were nominated for Secretary and Vice President, respectively. Voting will take place next meeting.
- d. District Photographer- PCD recommends hiring a photographer to take professional photos of the district. An RFP was drafted. B. Phillips motioned to approve the RFP. J. Udelhofen seconded the motion. All in favor—approved.

**6. Adjournment**

Meeting adjourned at 2:23 PM.