



**EUCLID  
SOUTH**  
COMMUNITY IMPROVEMENT DISTRICT

Euclid South CID Board of Directors Meeting

**TO BE HELD**

July 19, 2018- 2:00pm

**at 4512 Manchester Avenue, #100**

**St. Louis, MO 63110**

**NOTICE & PROPOSED AGENDA**

**TAKE NOTICE** that on July 19, 2018 at 2:00pm at 4512 Manchester, #100, St. Louis, MO, 63110, 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. Approval of May Minutes
3. Chair's Report & Announcement of the Order of Business
  - a. Meeting Material Deadline
4. Public Comments & Questions (5 minute limit per speaker)
5. Project Reports
  - a. Safety & Security
    - i. CWE NSI
    - ii. The City's Finest
  - b. Finance
  - c. Marketing
    - i. CWE North CID Marketing Efforts
  - d. Parking
  - e. Public Maintenance
    - i. Top Care Contract
    - ii. RFP
  - f. Public Infrastructure
    - i. Review Public Infrastructure Proposals
6. Other Business
  - a. PCD Contract
  - b. Appointment of Expire Seats
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: 7-17-18**

Euclid South CID Board of Directors Meeting Minutes  
June 21, 2018 at 2:00 p.m.  
At 4512 Manchester Avenue, St. Louis, MO 63110

**Committee members in attendance:** Brian Phillips, Shawn Milford via phone, Mark Rubin, John McElwain

**Committee members not in attendance:** John Ly, Lucas Gamlin

**Others in attendance:** Annette Pendilton, Abdul Abdullah (Park Central Development Staff), Rob Betts (The City's Finest), Ron Coleman (City of St. Louis), Jim Whyte (Neighborhood Security Initiative), Attorney Will Zorn

1. **Call to Order:** B. Phillips called the meeting to order at 2:00 p.m.

2. **Approval of Previous Meeting Minutes**

M. Rubin made a motion to approve the May 17, 2018 meeting minutes. J. McElwain seconded the motion. The motion passes 3-0-1 abstained by Brian Phillips.

3. **Chairs Report & Announcement of the Order of Business - None**

4. **Public Comments – None**

5. **Project Reports**

a. **Safety & Security:**

J. Whyte gave an update with statistics and that crime is up 2% in the South CID.

b. **Finance:**

c. **Marketing:**

i. CWE North CID Marketing Efforts - Abdul reached out to the CWE North CID marketing team and they gave him background on how they have grown. They are currently in the process of bids to improve on what they have. The Euclid South CID board would like to see if they could buy into their marketing process. Wanting to be able to collaborate with events, branding as well as marketing. Abdul to follow up with CWE North CID.

ii. PCDC Marketing and Special Events Contract- J. McElwain brought up a correction to be made to the May minutes under contract changes the motion made by M. Rubin to approve a base scope of \$30,000 to marketing fees should be "base of scope of \$30,000 for core administration fees".

A motion was made by J. McElwain to amend minutes to show the change from marketing fees to core administrative fees. M. Rubin second the motion. The motion passes 3-0-1 abstained by Brian Phillips.

Discussion of PCDC Marketing and Special Events contracts, B. Phillips suggested to look at the scope of work and if there are any suggestion to email the whole group and reply

all to be able to discuss at the next meeting. In the meantime, wait for a response from the CWE North CID on how we can collaborate.

**e. Parking:**

Nothing to report.

**e. Public Maintenance:**

B. Phillips stated that with CWE South funding being low, asking the board to consider taking over the CID boundaries for cleaning services with Top Care and the CWE South would continue to do residential areas?

B. Phillips also stated that the contract with Top Care will be ending June 30, 2018 and would the board like to extend the contract for one year or propose to do a RFP with a new scope of work for cleaning services for the CID?

J. McElwain motioned to change the scope of work for cleaning services to include the total CID and to request bids with the new plan. M. Rubin second the motion. Motion passes 4-0-0.

**f. Public Infrastructure:**

M. Rubin received a proposal/concept and scope of work from Bommarito for the street scape plan. M. Rubin will follow up with email with other information. Once information is collected, need to request bids for the street scape phase.

**g. Administrator's Report:**

**6. Other Business**

B. Phillips asked for any other business before the board went into closed session for legal business. Roll call to go into closed session: M. Rubin – yes, J. McElwain – yes, S. Milford – yes, B. Phillips – yes. B. Phillips recused himself from the discussion since he is on Park Central Development Corporation board.

**7. Adjournment**

The meeting was adjourned at 2:55 p.m.

Euclid South Community Improvement District  
**Balance Sheet**  
As of June 30, 2018

	Jun 30, 18
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
10000 - Reliance Bank Checking #4652	266,439.11
10001 - Reliance Bank MM Acct #4660	133,257.71
Total Checking/Savings	399,696.82
Total Current Assets	399,696.82
<b>TOTAL ASSETS</b>	<b>399,696.82</b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
32000 - Net Assets	232,660.46
Net Income	167,036.36
Total Equity	399,696.82
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>399,696.82</b>

**Euclid South Community Improvement District**  
**Profit & Loss Budget vs. Actual**  
 July 2017 through June 2018

	Jul '17 - Jun 18	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
43401 - Events	100.00			
43200 - CID 1% Sales and Use Tax	440,068.33	372,000.00	68,068.33	118.3%
46400 - Interest Income	530.43			
<b>Total Income</b>	<b>440,698.76</b>	<b>372,000.00</b>	<b>68,698.76</b>	<b>118.5%</b>
Gross Profit	440,698.76	372,000.00	68,698.76	118.5%
Expense				
90001 - Miscellaneous Expense	0.00			
50000 - Administration				
50400 - Insurance - Property	501.00	0.00	24.00	100.0%
50100 - Bank Charges/Fees	24.00			
50300 - Insurance-D&O; Gen Liability	1,394.00			
50500 - MO DoR Tax Data	70.00			
50700 - Professional Services				
50701 - Admin Services	55,000.00	70,680.00	-15,680.00	77.8%
50703 - Audit, Legal	21,030.88	0.00	21,030.88	100.0%
<b>Total 50700 - Professional Services</b>	<b>76,030.88</b>	<b>70,680.00</b>	<b>5,350.88</b>	<b>107.6%</b>
<b>Total 50000 - Administration</b>	<b>78,019.88</b>	<b>70,680.00</b>	<b>7,339.88</b>	<b>110.4%</b>
55000 - Marketing & Promotions				
55800 - Holiday Decorations	1,773.62	0.00	6,850.00	100.0%
55200 - Name, Logo, Brand, Sign	6,850.00			
55300 - Professional Services	300.00			
55500 - Special Events	3,895.28	0.00	3,895.28	100.0%
55700 - Web, Social Media	20.00	0.00	20.00	100.0%
55900 - Mkt & Promo-Reserve	3,055.95			
55000 - Marketing & Promotions - Other	5,148.11	26,040.00	-20,891.89	19.8%
<b>Total 55000 - Marketing &amp; Promotions</b>	<b>21,042.96</b>	<b>26,040.00</b>	<b>-4,997.04</b>	<b>80.8%</b>
60000 - Public Area Maint & Landscaping				
60700 - Cleaning & Maintenance	24,948.50	0.00	24,948.50	100.0%
60000 - Public Area Maint & Landscaping - Other	0.00	37,200.00	-37,200.00	0.0%
<b>Total 60000 - Public Area Maint &amp; Landscaping</b>	<b>24,948.50</b>	<b>37,200.00</b>	<b>-12,251.50</b>	<b>67.1%</b>
65000 - Infrastructure				
65200 - Parking	7,000.00			
65250 - Car Share	0.00	0.00	0.00	0.0%
65200 - Parking - Other	0.00			
<b>Total 65200 - Parking</b>	<b>7,000.00</b>	<b>0.00</b>	<b>7,000.00</b>	<b>100.0%</b>
65110 - Streetscape Improvements				

	Jul '17 - Jun 18	Budget	\$ Over Budget	% of Budget
65111 · 2015 Euclid, FP to Laclede				
65111b · Construct & Materials	10,000.00			
<b>Total 65111 · 2015 Euclid, FP to Laclede</b>	<b>10,000.00</b>			
<b>Total 65110 · Streetscape Improvements</b>	<b>10,000.00</b>			
65900 · Infrastructure Reserve	0.00	11,160.00	-11,160.00	0.0%
65000 · Infrastructure - Other	19,575.00	115,320.00	-95,745.00	17.0%
<b>Total 65000 · Infrastructure</b>	<b>36,575.00</b>	<b>126,480.00</b>	<b>-89,905.00</b>	<b>28.9%</b>
70000 · Public Safety & Security				
70100 · Camera System	25,249.81			
70200 · CWE-NSI Board Seat	10,000.00			
70300 · Patrols	77,826.25	0.00	77,826.25	100.0%
70900 · Pub Safety/Security Reserve	0.00	0.00	0.00	0.0%
70000 · Public Safety & Security - Other	0.00	111,600.00	-111,600.00	0.0%
<b>Total 70000 · Public Safety &amp; Security</b>	<b>113,076.06</b>	<b>111,600.00</b>	<b>1,476.06</b>	<b>101.3%</b>
<b>Total Expense</b>	<b>273,662.40</b>	<b>372,000.00</b>	<b>-98,337.60</b>	<b>73.6%</b>
<b>Net Ordinary Income</b>	<b>167,036.36</b>	<b>0.00</b>	<b>167,036.36</b>	<b>100.0%</b>
<b>Net Income</b>	<b>167,036.36</b>	<b>0.00</b>	<b>167,036.36</b>	<b>100.0%</b>

**RESOLUTION 2018-03**

**A RESOLUTION OF THE EUCLID SOUTH COMMUNITY IMPROVEMENT DISTRICT ENGAGING PARK CENTRAL DEVELOPMENT TO PROVIDE ADMINISTRATIVE SUPPORT FOR THE DISTRICT.**

WHEREAS, the Board of Directors of the District (the “Board”) voted on Seventeenth of May, 2018 to engage Park Central Development to provide administrative support for the District; and

WHEREAS, at a duly noticed meeting of the Board, at which was present a quorum of the directors, the Board took the action further described herein.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE EUCLID SOUTH COMMUNITY IMPROVEMENT DISTRICT AS FOLLOWS:**

1. The Board hereby engages Park Central Development to provide administrative support and other related services to the District. The District hereby authorizes any and all of its officers to take such actions as are necessary or incidental to securing or engaging the services of Park Central Development, including the execution of a services contract or other agreement.
2. This Resolution shall take effect on July 1, 2018.

I HEREBY CERTIFY that the foregoing is a true and correct statement of this resolution as approved by a majority of the Board of Commissioners of the Euclid South Community Improvement District on the date first specified above.

**ADOPTED** this 19th day of July, 2018.

**EUCLID SOUTH COMMUNITY  
IMPROVEMENT DISTRICT**

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Chairman

ATTEST:

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Secretary

**RESOLUTION 2018-04**

**A RESOLUTION OF THE EUCLID SOUTH COMMUNITY IMPROVEMENT DISTRICT ENGAGING PARK CENTRAL DEVELOPMENT TO PROVIDE MARKETING AND SPECIAL EVENTS SUPPORT FOR THE DISTRICT.**

WHEREAS, the Board of Directors of the District (the “Board”) voted on Nineteenth of July, 2018 to engage Park Central Development to provide marketing and special events support for the District; and

WHEREAS, at a duly noticed meeting of the Board, at which was present a quorum of the directors, the Board took the action further described herein.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE EUCLID SOUTH COMMUNITY IMPROVEMENT DISTRICT AS FOLLOWS:**

1. The Board hereby engages Park Central Development to provide marketing and special events support and other related services to the District. The District hereby authorizes any and all of its officers to take such actions as are necessary or incidental to securing or engaging the services of Park Central Development, including the execution of a services contract or other agreement.
2. This Resolution shall take effect on July 19, 2018.

I HEREBY CERTIFY that the foregoing is a true and correct statement of this resolution as approved by a majority of the Board of Commissioners of the Euclid South Community Improvement District on the date first specified above.

**ADOPTED** this 19th day of July, 2018.

**EUCLID SOUTH COMMUNITY  
IMPROVEMENT DISTRICT**

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Chairman

ATTEST:

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Secretary