

SOULARD COMMUNITY IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS' MEETING  
August 31, 2020  
5:30 P.M.

The Soulard Community Improvement District Board meeting was held by Zoom due to concerns of COVID-19 and the Mayor's directive regarding meetings.

I. CALL TO ORDER AND ROLL CALL:

The following members responded to a verbal roll call:

Stephen Hale

Julie Price

Terry Hoffman

Max Burton

John Durnell

Luke Reynolds

Phyllis Young

There were no guests.

II. COMMENTS BY MEMBERS OF THE PUBLIC:

There were no comments by members of the public.

III. APPROVAL OF MINUTES FROM THE LAST BOARD MEETING (Monday, August 3, 2020):

Stephen moved approval of the minutes from Monday, August 3, 2020. John seconded the motion. The minutes were approved by a roll call vote of all attendees.

IV. TREASURER'S REPORT:

Since our meeting was scheduled to avoid the Labor Day holiday, Terry was unable to obtain an end of the month statement. However, he reported that there had been no change in expenditures this month. The CID received approximately \$21,000 from the Dept. of Revenue, and the current balance is around \$100,000. He will provide a detailed report for the next meeting. He will also provide a ranking of businesses who are paying the tax that will indicate who's providing our most support. He'll also try to determine if Amazon and Air BNB taxes are included along with who pays the use tax and how frequently it is collected and then paid to us.

V. COMMUNICATION MANAGER'S REPORT:

Stephanie Diffin is under contract with the CID. She is working with the web designer to get content up on the website. In addition, she is working on an article for the Renaissance newspaper to update the neighborhood on the CID's progress.

VI. OPEN AND UNFINISHED BUSINESS:

a. FY2021 -- Street Lighting

Max has talked with a lighting professional about period lighting and will provide us with cost

estimates of some samples his contact might provide by the next meeting.

b. FY2021 -- Sidewalk Repairs, Crosswalks, Street Trees and Tree Wells

Julie reported that the homeowner/building owners are responsible for the sidewalk in front of the building as well as the tree lawn between the curb and the sidewalk. She wants to provide people with information about this responsibility since she believes that's new information for many owners. Phyllis will check with Streets Department about programs available through the City for helping building owners pay for needed repairs.

c. FY2021 -- Trash Program

Max said that he's looking for a professional firm with which the CID could contract to provide pickup of trash cans if we placed more on the streets. John reported that Peter and Paul are providing more consistent dumping of current cans on the streets than they had been doing when the City went into lockdown due to Covid. Terry, John and Luke will meet with Steve Campbell of Peter and Paul Community Services to discuss the possibility of expanding the trash service program.

Afterwards we can discuss whether it works best for the CID to contribute to Soulard Business Association's program with Peter and Paul or for the CID to contract with a professional firm. John reiterated that any cans added need to be branded to show that the CID placed them for the neighborhood's benefit.

d. Strategic Planning, Marketing & Branding, Project Management, Communications:

Terry has started to write a statement of work for a comprehensive plan for the CID based on one used by Lafayette Square to update its Urban Plan. John and Phyllis will review this with Terry prior to the October meeting where it will be presented to the Board.

Bill Sheldon and Teri Lacey of Left Field Creative are helping Terry with a Request for Services that would be used to solicit firms to help with the marketing and branding of the CID. When asked about including a request for a new logo for the CID, all board members replied that they felt the one used for the campaign was acceptable for the future.

e. Citizens Advisory Board:

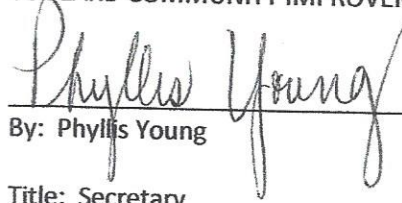
Phyllis reported that she'd worked on a preliminary design for a board that would include 13 members. Those would be a mix of renters, business owners, and homeowners as well various skill sets that would be beneficial to the CID. She emailed the initial proposal to Board members in the afternoon prior to this meeting; however, a number hadn't received it. She did note that in looking at our past information there is no Mission Statement for the CID. She drafted an initial statement for discussion at our future meeting in the draft that was sent this afternoon. She will resend the document to both the personal and CID email addresses to be certain that every Board member has the draft for review prior to the October meeting.

Terry stated that he'll have Stephanie work on a mission statement for the CID Board. There was agreement that it must reflect benefit to both residents and commercial establishments. Terry and Phyllis agreed to review information for publication that Stephanie develops.

The next meeting of the Soulard Community Improvement Board will be held on Monday, October 5 at 5:30 P.M.

There being no further business Luke made a motion to adjourn the meeting. Stephen seconded that motion. Terry, John, Julie, Luke, Stephen and Phyllis answered aye to a roll call vote.

SOLLARD COMMUNITY IMPROVEMENT DISTRICT

A handwritten signature in cursive script that reads "Phyllis Young". The signature is written over a horizontal line.

By: Phyllis Young

Title: Secretary