

**THE SOULARD COMMUNITY IMPROVEMENT DISTRICT**  
**BOARD OF DIRECTOR'S MEETING**

Monday, January 4, 2021

The Soulard Community Improvement District Board Meeting was held by Zoom due to concerns of COVID-19 and in compliance with the Mayor's directive regarding meetings at this time.

I. CALL TO ORDER AND ROLL CALL:

Terry called the meeting to order at 5:33 P.M.

The following members responded to a verbal roll call:

Terry Hoffman

Phyllis Young

Stephen Hale

John Durnell

Julie Price

Luke Reynolds

Max Burton

Guests participating on the call were:

Lisa Otke, Soulard's Business Development Representative from SLDC

Gerry Connolly, Open Government Advocate

II. APPROVAL OF MINUTES FROM THE LAST BOARD MEETING (Monday, December 7, 2020)

Stephen moved approval of the minutes from Monday, December 7, 2020. John seconded the motion. The minutes were approved by a verbal vote by the following: Terry, Stephen, John, Max, Julie, Luke and Phyllis.

III. Reports of Officer, Boards and Committees

There were none.

IV. TREASURER'S REPORT:

Terry reported deposits of \$51,000 in December. Expenses were \$2,894. The balance as of December 31<sup>st</sup> was \$268,502.

V. COMMUNICATION MANAGER REPORT:

Terry reported that Stephanie Diffin's business has significantly increased, and that she has explained that she no longer has the ability to personally handle our account. While she is

willing to hire an employee, the Board after discussion determined that Beth Hoop should be asked to handle our tasks.

VI. OPEN AND UNFINISHED BUSINESS:

A. Trash Receptacles....Budget, Resolution, Porter Bids, Scheduling, & Installation

Terry will order the trash cans through the government division of Global. Ordering as a government entity provided a discount of 12% so that the cost of each receptacle went from \$340 to \$300. He will include trash bags and replacement liners in the order. They will be delivered to Luke's warehouse. The total costs will be approximately \$21,000 with the possibility of more funds needed for installation to provide additional hardware or concrete pads depending on the installation sites for the individual cans. Terry will coordinate delivery and installation when he has more information about the order.

Terry presented a summary of the responses to the RFP's for Porter services. After review and discussion Julie moved to accept the proposal by Metro Sweeping. Her motion was seconded by Luke. A voice vote was unanimous among the Board Members.

There was discussion about the need for insurance to protect the CID from liability. L There was also discussion about the division of services among the zones and how to address that through installation and implementation.

Terry presented a resolution to amend the budget to address the need for more money to address Trash than had been approved in the annual budget. With the operating costs of the Porter service the operating costs will be \$57,016 along with \$21,000 in initial costs for purchase of the needed cans and supplies. Luke moved to approve the resolution amending the budget to reflect actual costs to be incurred. Max seconded the motion. The resolution was unanimously approved.

B. Strategic Planning, Marketing & Branding, Project Management, Communications Management

i. Mission and Vision Statement

Stephen had written a Mission Statement based on discussions from our previous meeting. Terry had sent that to Board Members to garner support. After discussion the members approved the following as the Mission Statement:

***Support, enhance and promote the Historic Souldard neighborhood experience by improving the quality of life for residents and fostering a friendly environment for visitors and businesses.***

The Vision Statement selected was: ***A diverse historic neighborhood in which to live, work and play.***

ii. Marketing & Branding Proposed SOW

As Terry started to discuss a proposal for solicitation of firms to assist with development of Marketing and Branding Proposals the Zoom feed was disrupted. The meeting was briefly recessed until members were reconnected with a better connection. Members will take this month to further review the proposal. Julie reported that there was a proposal in the past that she felt was successful. She'll share that information with Terry.

C. Street Lighting

Luke reported that after meeting with representatives of the Board of Public Service (BPS) and the Streets Department it is likely too expensive to propose historic street lighting for the neighborhood. He'll discuss a feasibility study of a specific route to determine costs.

At the meeting with BPS and Streets there was discussion of doing a pilot design of a specific location along a major neighborhood street to show what traffic calming might provide. Andrew Riganti of the Board of Public Service indicated that such a study could cost between \$25,000-\$50,000 depending upon the scope of the work and the size of the area. Terry will forward the notes from Andrew to board members for review.

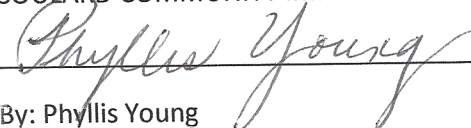
VII. NEW BUSINESS:

Preservation Hall: John presented a proposal for the CID to consider combining with other neighborhood organizations to purchase this building for use by many of the organizations. He explained that costs would be \$850,000. There are offices for use on the 2<sup>nd</sup> and 3<sup>rd</sup> floors with a hall on the 1<sup>st</sup> floor. There are 17 parking spaces available. There is no elevator in the building. There was a brief discussion. No action was taken.

VIII. ADJOURNMENT:

There being no further business Terry moved that the Board adjourn until the next meeting at Monday, February 1, 2021 at 5:30 P.M. Luke seconded the motion. The following members responded yes to a roll call vote: Terry, Julie, John, Luke, Stephen, and Phyllis.

SOULARD COMMUNITY IMPROVEMENT DISTRICT

  
By: Phyllis Young

Title: Secretary