

THE SOULARD COMMUNITY IMPROVEMENT DISTRICT

BOARD OF DIRECTOR'S MEETING

Monday, February 1, 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 5:35 P.M.

The following members responded to a verbal roll call:

Terry Hoffman

Phyllis Young

Stephen Hale

John Durnell

Julie Price

Guests participating on the call were:

Gerry Connolly, Open Government Advocate

Beth Hoops, the CID Communications manager

Scott Kampas, Midcoast Media

II. APPROVAL OF MINUTES FROM THE LAST BOARD MEETING (Monday, January 4, 2021)

Stephen offered a correction to the minutes on page 1, item V, noting that Beth Hoops name was misspelled. Phyllis noted the change. Stephen moved approval of the minutes from Monday, January 4, 2020 as corrected. John seconded the motion. The minutes were approved by a verbal vote by the following: Terry, Stephen, John, Julie, and Phyllis.

III. Reports of Officer, Boards and Committees

There were none.

IV. TREASURER'S REPORT:

Terry reported that cumulative revenues were \$303,917. With the purchase of the trash cans and operating expenses for the month, the account balance was \$279,966. In order to balance the budget to account for increased expenses due to the Trash Receptacle program, Terry proposed the following budget changes:

- Increasing "Trash and Alley Cleanup" from \$25,000 to \$60,000
- Reducing "Business Management" from \$25,000 to \$0
- Reducing "Community Planning" from \$50,000 to \$40,000.

This reflects the changes indicated in CID Board Resolution 2021-01, which was passed by the CID board on 1/4/2021. Stephen moved to amend the budget to reflect these changes and

thereby balance the budget. Terry seconded Stephen's motion. The motion was unanimously approved.

V. COMMUNICATION MANAGER'S REPORT:

Beth Hoops presented her priorities for the CID communications:

1. Further develop the website.
2. Establish a social media presence for the CID.
3. Complete a resident's survey to gather feedback from residents about what the CID should be doing and also to make some aware that there is a CID.

Discussion occurred about how to use the website. Beth presented a variety of websites of similar groups to show how websites are used by others. She asked board members to view these for more discussion in the future. Included in the discussion was the question of how to increase public awareness of the CID. The need to establish a library of professional photographs that could be used to promote the neighborhood was also mentioned.

VI. OPEN AND UNFINISHED BUSINESS:

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

Terry ordered 60 trash cans, and they were delivered to Luke's warehouse. Some were damaged in shipping (6-8). Terry has contacted the company about that and will be working for a resolution of the problem.

Terry has submitted an application for encroachment permits along with insurance documentation to the City's Board of Public Service. He's awaiting the approval of permits before the cans can be placed on the streets. In the meantime he has met with Patrick of Metro Sweeping about the contract for maintaining the trashcans. There should be no problem in having the service commence once the cans are in place. Patrick will remove the trash collected from the neighborhood and place it in his dumpsters elsewhere so there is no need for the CID to place a dumpster at Edele and Mertz. That will reduce the former expense of dumpster and insurance at that location.

Terry spoke with Andre who directs the cleanup program for Peter and Paul Community Services. Their current program funds the neighborhood cleanup 33 weeks of the year. Soulard Restoration Group (SRG) provides \$5,000 and Soulard Business Association (SBA) provides another \$5,000. The men are paid \$10/hour. Current coverage is limited to the north end of the neighborhood. Terry proposed that we provide \$10,000 so that services could increase to 45.5 weeks per year and 4 days each of those weeks. The entire neighborhood could be covered

and the pay raised to \$11/hour. After much discussion John moved that the CID contribute \$10,000 to Peter and Paul's Clean Team Program. Luke seconded the motion. By a unanimous vote the motion was approved.

B. Strategic Planning, Marketing and Branding:

Discussions during the past months have illustrated the need for a strategic plan with both long and short term goals for how to spend CID monies. In order to gain information from the neighborhood about what the community priorities might be a survey instrument may be developed and used as previously mentioned in Beth's report. Max, and Stephen will work with Beth on survey questions before the next meeting.

C. Traffic Calming:

Terry talked with Andrew Riganti, who represents the Board of Public Service (BPS), after our meeting about traffic calming. We need to have a scoping meeting with BPS about our ideas for a pilot program before a consultant can be hired to help us with information. Max, Terry, Luke, and Phyllis volunteered to attend the meeting. Terry will also invite a representative from SRG.

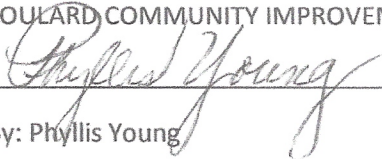
D. Preservation Hall:

Terry will schedule a separate meeting to discuss the participation of the CID in purchasing Preservation Hall.

VIII. ADJOURNMENT:

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

SOULARD COMMUNITY IMPROVEMENT DISTRICT


By: Phyllis Young

Title: Secretary