

**THE SOULARD COMMUNITY IMPROVEMENT DISTRICT**

**BOARD OF DIRECTOR'S MEETING**

Monday, March 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 5:30 P.M.

The following members responded to a verbal roll call:

- o Terry Hoffman
- o Stephen Hale
- o John Durnell
- o Julie Price
- o Luke Reynolds
- o Max Burton
- o Phyllis Young

Guests participating on the call were:

- o Beth Hoops, the CID Communications manager
- o Andrea Dallas, Chair of the SRG Safety Committee
- o Lisa Otke, SLDC representative

**II. APPROVAL OF MINUTES FROM THE LAST BOARD MEETING (Monday, February 1, 2021)**

A motion to approve the minutes of the February 1, 2021 minutes and the February 8, 2021 special meeting was made by Terry and seconded by Stephen. Julie noted that her attendance was not included on the special meeting minutes. The motion was amended to reflect that change. The minutes were then approved by votes of Terry, Julie, John, Stephen, Luke, Max and Phyllis.

**III. Reports of Officer, Boards and Committees**

There were none.

**IV. TREASURER'S REPORT:**

Terry reported that cumulative revenues were \$337,441. He has amended the budget per approved changes from the February board meeting. Other expenses included minor legal bills and the Zoom subscription. The resulting bank balance is \$313,000.

**V. COMMUNICATIONS DIRECTOR REPORT:**

Beth Hoops has cleaned up the website and uploaded the minutes. She has signed the CID up with Mail Chimp in preparation for future communication regarding surveys and

announcements as needed. She encouraged the Board to review other CID and Special Business Districts websites to help figure out what we'd like to include in ours.

Terry mentioned that he'd reviewed the original CID petitions to see whether we'd asked for email addresses on the form. It had been suggested that if that information was available we could use it as a base for our future communications. However, he found that only phone numbers were collected on the forms.

VI. OPEN AND UNFINISHED BUSINESS:

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

Terry reported that Board of Public Service (BPS) requested a site plan for every placement with drawings and dimensions in order to obtain Encroachment Permits needed to place the 60 trash cans on the streets. He has been told that there must be 4' around each can to make certain it isn't blocking the handicap accessibility. Terry proposed that he would use Google maps to help provide the documentation but any way it's done will be a lot of work.

Lisa Otke said that she would check with her BPS contact about how it's been done in other neighborhoods. Julie pointed out that the existing trashcans in the neighborhood are not mounted, and she questioned why we have to follow a different procedure. No one knows unless those were placed without permits.

Andrea questioned why not use solar trash cans as Clayton had when she was on the council there. She thought those were funded through federal and municipal grants. Discussion followed about whether those types of grants are available with the current status of either the federal or City budgets.

B. Strategic Planning, Marketing and Branding:

Beth will set a meeting with her subgroup to determine goals for a survey. Then she'll start drafting questions to be asked on the survey.

Terry will meet with Jim Dallas, incoming President of SRG, about coming up with common branding goals, vision, and related topics. Then he'll meet with representatives of the Soulard Business Association to do the same with the hope of building a commonly shared plan for Marketing and Branding the neighborhood.

C. Property Acquisition:

In preparation for a meeting with SRG, SSBD, and Soulard CID Terry built a pro-forma for purchase of Preservation Hall using 4 possible scenarios. None worked for the purchase and operation of the building. In addition the CID's attorney issued an opinion that purchase of the

building did not meet any standards of the CID; therefore, CID monies could not be used for that purpose.

D. Traffic Calming:

Terry stated that a meeting is needed with BPS to consider the size of the project we'd like a consultant to undertake to provide us with plans and costs for traffic calming in the neighborhood. Representatives of SRG, SBA, SSBD, and CID should be included to allow communication and inclusion with all parties about the scope and costs of the work. Terry asked that each Board member send Beth their concerns so that she can compile a list for Terry to use for the meeting, thus insuring that we're all heard.

VII: NEW BUSINESS:

- Stephen questioned whether the Board had seen the email he'd sent showing the neighborhood logos on the back of stop signs he had seen elsewhere. He indicated that he thought it would provide a lot of identity for our neighborhood if we adopted that signage.
- Terry brought up the new signage and posts in Lafayette Square and the improved image that provides for that neighborhood.
- Both are ways to convey messages. We need to determine what we want to convey and how do we best do that.
- Julie has been investigating speed bumps for the neighborhood with signs at crosswalks to have traffic slow down.
- Lisa reported that anything in the public right of way needs approval from City departments, typically through the Board of Public Service process.
- Luke recommended that we make a list of our immediate priorities. Then we can determine how to address each in a more orderly manner.
- Julie suggested that we come up with a "cling" to go in neighborhood windows indicating that we are a neighborhood watch area.
- Andrea shared that the SRG Safety committee is putting together a list of people who have cameras and are willing to share video whenever a crime occurred on a particular block.

VIII. ADJOURNMENT:

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

SOULARD COMMUNITY IMPROVEMENT DISTRICT

  
By: Phyllis Young

Title: Secretary