

THE SOULARD COMMUNITY IMPROVEMENT DISTRICT

BOARD OF DIRECTOR'S MEETING

Monday, May 3, 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
- Stephen Hale
- John Durnell
- Julie Price
- Luke Reynolds
- Phyllis Young
- Max Burton

Guests participating on the call were:

- Beth Hoops, the CID Communications manager
- Lisa Otke, SLDC representative
- Deb Cotton, Chief Development Officer for Peter and Paul Community Services

II. APPROVAL OF MINUTES FROM THE LAST BOARD MEETING (Monday, April 5, 2021):

A motion to approve the minutes of the April 5, 2021 meeting was made by Max and seconded by Luke. The minutes were approved by votes of Terry, Julie, John, Stephen, Luke, Max, and Phyllis.

III. TREASURER'S REPORT: For this month expenses remained unchanged. Our current balance is \$391,566.

Our budget for the coming fiscal year (2021-22) must be submitted to the state prior to May 30th. The current fiscal year ends on June 30th, 2021. Terry projects that with a sales tax expectation of \$450,000 and the balance from this year our budget should detail approximately \$860,000 for the coming year. A brief discussion regarding the proposed budget occurred with no outstanding concerns. Stephen moved that we approve the 2021-22 budget as presented. Max seconded the motion. The motion was approved by a unanimous vote.

IV. COMMUNICATIONS DIRECTOR REPORT:

Beth reported that a mailing will go out next week to all property owners in the CID about the upcoming survey for the CID. The list of current owners will come from the City Assessor's

Office data. The estimate is approximately 580 owners within the CID boundaries. A discussion was held regarding whether mail should be sent to all addresses within the neighborhood to get a broader response to the survey. The decision was made to increase the mailing to include all addresses within the neighborhood.

The survey will go online and will be open for participation until June 15th.

V. Reports of Officers, Boards and Committees

There were none.

VI. OPEN AND UNFINISHED BUSINESS:

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

Terry reported that 31 cans have been installed. The remainder is housed at Molly's. Metro Sweeping will install an additional 28. The cost of the service will be approximately \$320. There are additional cans that were damaged in delivery. There was also an issue due to the fact that Global did not send parts for the damaged cans when replacements were sent. Terry is communicating with the company to correct the problems.

Board members who have seen the logo on the trash cans are very pleased. John moved that logos be placed on both sides of the cans to provide greater visibility and identity for the CID project. Stephen seconded the motion. It was passed by a unanimous vote. Terry asked Phyllis to order 90 additional logos from McClay Sign.

Peter and Paul has the operating agreement to provide Clean Team services using the men from the homeless population to help clean the CID area. Terry expects the agreement to be signed later this week, and operations to commence shortly thereafter.

B. Strategic Planning, Marketing and Branding:

Terry will speak with the new boards of both the Souldard Restoration Group and the Souldard Business Association about planning for developing a marketing and branding campaign for the neighborhood based on common goals.

VII: NEW BUSINESS:

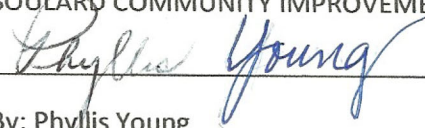
Terry pointed out that four board members terms expire on July 24th: Phyllis, Julie, Max and Stephen. He asked if any of those is interested in serving another term. Stephen reported that he's retiring and moving from the area. Julie indicated that she is extremely busy with other commitments and would not be interested in another term. Max said that the SBA just elected new officers and board members. Since he is their representative he needed to talk with them about the appointment. Phyllis is interested in continuing.

- John proposed that we adopt the planters that SRG has been placing on the corners through the years. He feels that if they were planted with a consistent design and properly maintained they would help provide an identity for the neighborhood. He has discussed this with Riley's Flowers and estimates that each one could be planted for \$125 each. Additional costs would be incurred to maintain and water the pots through the growing season.
- John also discussed the visual enhancement provided by the signage in the Grove and the CWE. He believes the CID should look into a program like that.
- It was pointed out that SRG wants to be part of the trash container program, perhaps providing cans in neighborhood areas that are not in the current CID.
- SRG is also interested in strategic planning for the neighborhood.
- SRG is also interested in expanding the CID boundaries.
- A brief discussion regarding the relaxation of rules governing meetings was held. Since the number of cases is declining and most if not all the Board members have had their Covid shots, the Board feels that an in-person meeting can be held safely in June at the Soulard Station.

VIII. ADJOURNMENT:

There being no further business Terry moved that the Board adjourn until the next meeting on Monday, June 7, 2021 at 5:30 P.M. That meeting will be held at the Soulard Station, 1911 S. 12th St. John seconded the motion. The following members responded yes to a roll call vote: Terry, Julie, John, Luke, Stephen, Max and Phyllis. The meeting was adjourned at 7:04 P.M.

SOULARD COMMUNITY IMPROVEMENT DISTRICT



By: Phyllis Young

Title: Secretary