

**Soulard Community Improvement District  
Monthly Board Meeting Minutes  
Monday, April 3, 2023**

Location: Molly's  
Call to Order: Terry called the meeting to order at 5:03 pm  
Adjourn: 7:08 pm

Commissioners Present: The following commissioners responded to roll call:  
Luke Reynolds  
Phyllis Young  
John Durnell  
Terry Hoffman  
Laura Leister

Commissioners Absent: Mary Hart Burton  
Steve Edele

There was a Quorum Yes

Guests in Attendance: Dominic Del-Azodi, Resident  
Lisa Otko, SLDC

- **Secretary's Report**
  - Approval of minutes from the last Board Meeting on Monday, March 13, 2023.
  - A motion to approve the minutes was made by John and seconded by Luke. All board members in attendance approved.
- **Treasurer's Report**
  - Terry presented the Budget & Income Statement through March 31, 2023.
    - Year-to-date revenue & carryover: \$1,625,471
    - Year-to-date expenses (operating + programs): \$102,158
    - Net total: \$1,523,313
- **Communications Manager Report**
  - Beth added an 'Initiatives' section to the CID website so the community can have a better idea of the projects we are currently working on.
  - Renaissance comes out in May – deadline for inclusion is Friday, April 7th. CID plans to include an article with a map where the speed humps will be located throughout the neighborhood.
- **Reports of Officers, Boards or Committees**
  - No report.
- **Skyscraper Banner Proposal Presentation and Q&A**
  - Ten8: Presentation by Heather Testa, Owner
    - Indicated they have worked with other CIDs and municipalities, locally and nationally (including Prospect Yards, the Foundry, and Maplewood).
    - Showed Board how the CID could use a Cloud-based map to place pins as to where we would like specific banners/signage throughout the neighborhood.
    -

- Displayed a few examples of other skyscraper banners they previously conceptualized.
  - If Board accepted their RFP, design process would begin in Spring with execution planned for 4<sup>th</sup> Quarter of '23.
  - Indicated an approximate \$6,000 cost for design work.
- **Open and Unfinished Business**
    - Trash Program Update:
      - Employment Connections informed Terry they cannot provide a clean team for the neighborhood as it is more work than they can handle.
        - Terry spoke to Charlie Brown and he sounded interested in taking over the program. Project manager of Charlie Brown will be looped in and will follow up with Terry as to whether we can contract them for clean team duties.
      - Weekly bulk pick up has officially begun (CID funds 3 out of 4 weeks of the month; the City funds the remaining week).
    - Traffic Calming:
      - CID signed a Letter of Engagement with CBB for the intersection engineering details. CBB will be setting up a meeting with Terry, Luke, John, and Steve (other Board members are welcome to attend).
      - Speed humps will be \$6,000 to \$7,000 each. Alderman Jack Coater, through the Ward Capital, has helped fund most of the cost. CID only owes approximately \$5,000 total for the speed hump project.
    - Street Tree Planting:
      - Terry and Phyllis documented empty tree wells and identified other areas that can use trees.
    - Neighborhood Comprehensive Plan:
      - No discussion.
    - Other Project Discussion:
      - No discussion.
  - **Skyscraper Banner Proposal Presentation and Q&A**
    - Left Field Creative: Presentation by Bill Shelton, Co-Owner
      - Owners used to live in Soulard and summarized their two decade history of their involvement in the neighborhood.
      - Showed examples of their prior logo and signage work – however, they have not done ironwork permanent street signage before.
      - Discussed cost considerations, including a maximum ceiling price of \$30,000 (with \$15,000 due upon signing). Revisions beyond two rounds billed at \$150/hour with a \$300 minimum. All copyright and legal to be handled by Capes Sokol law firm (Clayton, MO) and billed at net. Should project run smoothly (minimal revisions, etc.) discounts will be applied upon final billing.
  - **New Business**
    - Fiscal Year 2024 Budget
      - Terry distributed and reviewed a proposed 'FY2023-204 Preliminary Budget (7/1/23 – 6/30/24)'.
        - Proposal assumes \$1,860,000 in program expenses (the large expenses include \$750,000 in traffic calming and \$300,000 in hard and soft streetscape programs).
      - A motion to approve the Budget was made by Luke and seconded by Phyllis. All board members in attendance approved.
    - Slate of Board of Directors
      - A motion to approve the current slate of Board of Directors and keep Terry as Chair/Treasurer, Luke as Vice-Chair, Laura as Secretary, and remainder as

Directors, was made by John and seconded by Luke. All board members in attendance approved.

- **Comments by Guests in Attendance**
  - None
- **Board Discussion of Skyscraper Banners**
  - Board discussed experience of both presenters and costs.
  - A motion to approve Ten8's RFP was made by Luke and seconded by John. All board members in attendance approved.
- **Adjournment**
  - There being no further business Luke moved that the Board adjourn until the next meeting. Terry seconded the motion. All board members were in favor.

Minutes Submitted by Laura Leister  
Secretary, Soulard Community Improvement District



Laura Leister

5/6/23

Date