

**Soulard Community Improvement District  
Monthly Board Meeting Minutes  
Monday, April 14, 2025**

Location: Molly's  
Call to Order: Terry called the meeting to order at 5:00 pm  
Adjourn: 6:32 pm

Commissioners Present: The following commissioners responded to roll call:  
Terry Hoffman  
Mary Hart Burton  
John Durnell (left early at 5:48 pm)  
Luke Reynolds  
Steve Edele  
Laura Leister  
Phyllis Young (arrived at 5:07 pm)

Commissioners Absent: N/A

There was a Quorum Yes

Guests in Attendance: April Flores  
Dominick Del Azodi  
Les Fields  
Matt Risser  
Shawn Caruso

- **Secretary's Report**

- Approval of minutes from the last Board Meeting on Monday, March 10, 2025.
  - A motion to approve the minutes was made by Mary and seconded by Luke. All remaining board members in attendance approved.

- **Treasurer's Report**

- Terry presented the Budget & Income Statement through March 2025.
  - Year-to-date revenue & carryover: \$2,452,111
  - Expenses (operating + programs): \$495,119
  - Net total: \$1,956,992
- Total expenses primarily related to legal (\$61,192), beautification (\$43,825), infrastructure (\$13,575), marketing & branding (\$174,774), traffic calming (\$60,850), and trash/street/alley (\$134,777).
- Legal expenses are high because of the costs associated with the CID expansion.

- **Communications Manager Report**

- Beth Hoops not present – no update.

- **Reports of Officers, Boards or Committees**

- No report.

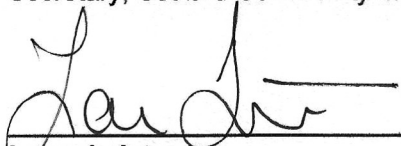
- **Open and Unfinished Business**

- Trash Program Update:
  - Board is starting to plan for expanding into the newly added area of the CID. Jim Dallas, Andrea Dallas, and Nancy Lambert submitted a proposed map for placement of new pet receptacles (approximately 20) and trash cans (approximately 30). Trash cans are double from their original cost: now \$765/each. Pet receptacles are around the same cost from our original purchase: \$350/each. Considering adding larger receptacles at higher trafficked streets.

- We are currently missing 6 trashcans from our original installation, and 7 are in the wrong location. Will purchase replacements when we order for expanded area.
- We have three more months left in our fiscal year. Terry proposed that we use the remainder of the money we collected from the Clean Team donors (approximately \$13,000 left) to place trash cans and pet receptacles in the South side of Soulard (aka the St. Agatha's area) that is not included within the CID boundaries because AB declined inclusion. After the funds are exhausted, CID will pursue asking AB and, if they decline, SRG to continue the porter (emptying) service. Otherwise will have to come up with a Plan C.
  - A motion to use the Clean Street donor funding to place trash cans and pet receptacles in the St. Agatha's area and for the CID to pay for the porter service to empty them was made by John and seconded by Mary. All board members in attendance approved.
- Skyscraper Banner Update:
  - Generic seasonal banners have been reinstalled since Mardi Gras banners have been removed.
  - Board discussed selling the Mardi Gras banners at our cost (\$100 each). 70 total banners are available. Luke asked Terry to ask legal whether we can sell assets. If we can, we will move forward on the project.
- Logo Selection:
  - CID is changing its logo for a more cohesive neighborhood marketing plan. Ten8 submitted proposed designs, the Board reviewed those designs, and chose a design we liked. We will now ask Ten8 to do mock-ups of that design on the trash cans, pet stations, and banners.
- Beautification/Street Tree Plan:
  - Davey Tree recommended that newly planted trees which are 3" or less in height should have water bladders (which would include 430 trees) to prevent attrition. This would take the cost for watering from approximately \$2,900 (for the current 175 trees) to \$7,200 per month. Steve pointed out that he was in favor of this plan because it costs more to plant new trees than to not provide water bladders.
    - A motion to increase the watering to 3" or less trees was made by Steve and seconded by Phyllis. All board members in attendance approved.
  - A question was asked as to whether the City could remove two dead trees in Pontiac Park – Terry said he would check in on the request.
- Traffic Calming:
  - Everything with respect to street repaving and Ward capital is in flux right now due to the change in Mayor. Terry spoke with Dan Gunther to see if 12th and Russell was still on the priority list for paving. Can't really move forward at this moment. Need to wait for new administration to get into office.
- Pontiac Park:
  - Two new water fountains have yet to be installed. Still waiting.
- Shelter Blueprint:
  - Father Bruce told Terry he was still working on the basement renovation and have gotten a commitment for approximately \$75,000 (which is 10% of what they need). Likely a long way from any movement on this topic.
- Economic Development Study:
  - Mary provided all board members with a copy of a draft "Request for Proposals (RFP) Economic Development Strategy for Soulard and Kosciusko Neighborhoods."
    - Sections include: (1) Introduction and Purpose; (2) Background of the Soulard and Kosciusko neighborhoods, current dynamics and challenges, and community engagement and vision; (3) Project Goals and Priorities; (4) Scope of Work and Deliverables; (5) Community and Stakeholder Engagement; (6) Evaluation Criteria for Selection; (7) Project Timeline; (8) Budget; (9) Proposal Requirements; (10)

- Submission Instructions; (11) Questions and Clarifications; and (12) Reservation of Rights.
- Mary walked the Board through each section.
  - Board will review the Plan and provide feedback and thoughts to Mary by May 9th.
  - Historic Tour Scripting & Commentary:
    - John and Terry are meeting with Neil and Veronica to discuss the plan.
  - Shredding/Recycling Event:
    - Terry reached out to Midwest recycling for a quote.
  - Snow Removal:
    - No update because the Director of Streets never calls us back.
  - **New Business**
    - Attorneys drafted a letter to Mardi Gras Inc. re: the requirement that vendors are required to charge the full 1% tax. Board reviewed letter.
  - **Guest Speaker: Adam Kazda, Director of State Gov't Affairs (Anheuser-Busch)**
    - Replaced Ted Powers who was in the role for 27 years.
    - Discussed his desire to help the Soulard community succeed.
    - Luke asked Adam if AB will be considering joining the CID. Adam seemed willing to talk to leadership about the topic, but seemed unaware of the background of why AB did not want to be included within the boundary.
    - Terry asked Adam if AB would consider helping fund the homeless shelter project at Sts. Peter and Paul. Adam was not sure but could talk more about the project as it develops.
  - **Comments by Guests in Attendance**
    - Dominick mentioned that the logo we chose may look too similar to the SRG logo. Terry mentioned we would look at that feedback.
  - **Adjournment**
    - There being no further business. Mary moved that the Board adjourn until the next meeting. Phyllis seconded the motion. All board members present were in favor.

Minutes Submitted by Laura Leister  
Secretary, Soulard Community Improvement District

  
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Laura Leister

6/9/2025  
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Date: