

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

Location Molly's
Call to Order Terry called the meeting to order at 5:06pm
Adjourn 6:14pm

Commissioners Present Terry Hoffman
Mary Hart Burton
John Durnell
Luke Reynolds
Steve Edele
Phyllis Young

Commissioners Absent Laura Leister

Quorum Yes

Guests in Attendance Richard Eaton
Becky Gilberg
Laura Sarcon
Beth Hoops (communications)

Secretary's Report

- Approval of minutes from the last Board Meeting on Monday, June 9, 2025.
- A motion to approve the minutes was made by Luke and seconded by Phyllis. All remaining board members in attendance approved.

Treasurer's Report

- Terry presented the Budget & Income Statement through June 2025.
- Year-to-date revenue & carryover: \$2,700,730
- Expenses (operating+ programs): \$526,905
- Net total: \$2,099,192
- Total expenses primarily related to legal (\$67,943), beautification (\$99,658), infrastructure (\$13,575), marketing & branding (\$178,734), traffic calming (\$60,850), and trash/street/alley (\$174,089).
- Legal expenses are high because of the costs associated with the CID expansion
- Terry presented Fy2026 (July 2025 through end of June 2026) Preliminary Budget for Board review. After discussion, Luke motioned to approve the budget. Phyllis seconded.

Communications Manager Report

- Soulard Renaissance deadline upcoming on July 30. Planning on CID Expansion update for fall issue.
- Updated CID Expansion maps are done. Terry to send to Beth for CID website.
- Beth to work with SRG Communications team on CID update in Soulard Star Directory

Reports of Officers, Boards or Committees

- No report.

Open and Unfinished Business

Trash Program Update:

- Board is working on new round of permits in order to add trash receptacles and pet waste stands to the CID southern expansion (23 trash and 15 pet waste), as well as additions to high-traffic areas within the original CID (29 trash, including some double cans, and 11 pet waste)

Skyscraper Banner Update:

- Approximately 15 permanent banners being added to the new CID Expansion. Additional units also being ordered to replace signs damaged in the recent storms. Board waiting on cost estimates.

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:

- The City recently removed unhealthy trees around Soulard, most prominently within Soulard Market Park
- Davey Tree is working on tree removals and clean up (list provided by the CID), stump removal and a fall planting plan. Plantings will depend on the number of empty tree wells, which continues to change as the City removes additional trees around the District.
- Group discussion about ginko trees and the potential ability for Davey Tree to remove fruits before they fall and create a mess on District sidewalks

Traffic Calming:

- Terry provided an update on the ability to add bicycle lanes within the District. The best option seems to be Russell. CBB is getting the Board an estimate on redoing Russell's designs to incorporate it.

Pontiac Park:

- Two new water fountains have yet to be installed. City said they should be installed in the next week.

Shelter Blueprint:

- Board reviewed Trinity expansion (via Trinity's website) and discussed the church's plans for Care and Service to Unhoused Community. Luke to reach out.

Economic Development Study:

- CID attorneys reviewed the draft "Request for Proposals (RFP) Economic Development Strategy for Soulard and Kosciusko Neighborhoods." Attorneys noted that since the RFP discusses areas outside the CID, it's recommended that other neighborhood organizations also be involved in – and help fund a portion of – the effort. Terry suggested approaching the SRG and SBA.
- Mary noted that due to tornado damage, Soulard has been moved further back in the City's planning process – reaffirming the importance of CID moving forward with its own plan now.
- RFP 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.

Historic Tour Scripting & Commentary:

- No updates

Shredding/Recycling Event:

- Midwest Recycling is available to do the event on Saturday, Aug 16. It will take place in the lot behind Edele and Mertz. The CID will cover extra charges (for TVs, CRT monitors, etc.) for anyone who lives within the district. Terry to send information to Beth for her to share across social media, website, and submit to SRG Blaster for District promotion.

Snow Removal:

- No update because the Director of Streets never calls us back.
- There's a potential option to put Break Landscaping on a retainer; for future Board discussion.

New Business

- N/A

Comments by Guests in Attendance

- Richard Eaton talked about Brightside's recycling efforts in the city. Terry proposed that Brightside might be a good resource for brainstorming neighborhood recycling ideas.
- Richard Eaton inquired about alley bulk clean up and any ideas to deal with the ongoing trash issues in the alley connecting 9th and 10th between Geyer and Emmet

Adjournment

- There being no further business. Phyllis moved that the Board adjourn until the next meeting. Mary

seconded the motion. All board members present were in favor.

Minutes Submitted by Beth Hoops
Communications Manager, Soulard Community Improvement District

A handwritten signature in black ink, appearing to read "Terry Hoffman". The signature is written in a cursive style with a long, sweeping tail on the "n".

Approved
Terry Hoffman, Chair