

**Soulard Community Improvement District  
Monthly Board Meeting Minutes  
Monday, February 10, 2025**

Location: Molly's  
Call to Order: Terry called the meeting to order at 5:03 pm  
Adjourn: 6:28 pm

Commissioners Present: The following commissioners responded to roll call:  
Terry Hoffman  
Mary Hart Burton  
John Durnell  
Laura Leister  
Luke Reynolds

Commissioners Absent: Phyllis Young  
Steve Edele

There was a Quorum Yes

Guests in Attendance: Laura Sarcone

- **Secretary's Report**
  - Approval of minutes from the last Board Meeting on Monday, January 13, 2025.
    - A motion to approve the minutes was made by Luke and seconded by John. Luke abstained. All remaining board members in attendance approved.
- **Treasurer's Report**
  - Terry presented the Budget & Income Statement through January 2025.
    - Year-to-date revenue & carryover: \$2,304,241
      - Added \$7,500 contribution from SBA and Sts. Peter and Paul for Clean Team program
    - Expenses (operating + programs): \$424,013
    - Net total: \$1,880,228
  - Total expenses primarily related to legal (\$43,290), beautification (\$39,150), infrastructure (\$13,575), marketing & branding (\$163,937), traffic calming (\$60,850), and trash/street/alley (\$98,317).
- **Communications Manager Report**
  - Website is updated.
  - Renaissance (coming out next week) will have an article in it re: CID progress and Mardi Gras skyscraper banners.
- **Reports of Officers, Boards or Committees**
  - No report.
- **Open and Unfinished Business**
  - Trash Program Update:
    - SBA gave a \$5,000 check for the Clean Team and Sts. Peter and Paul gave \$2,500.
  - Skyscraper Banner Update:
    - 70 seasonal banners for Mardi Gras are up.
    - Lift for Life is giving ownership of their light poles to the CID in exchange for the CID to print/pay for a new set of their banners and install seasonal banners. Will cost approximately \$300 to fund the printing of Lift for Life's banners.
    - When Mardi Gras banners are removed, CID will put back up the generic three sets of banners.

- Beautification/Street Tree Plan:
  - Davey produced a 60-page five-year management/maintenance plan based on their completed tree inventory. Davey met with Terry and Phyllis to discuss the findings and plan, which includes details about handling high, mid, and lower priority stump removals and pruning. Terry passed around a spreadsheet addressing general costs.
    - City will fund and take care of the identified high priority removals and pruning.
    - CID will fund and take care of the moderate and low priority action items.
    - The cost associated with moderate priority removals and moderate priority pruning is approximately \$70,000 for each project.
    - Costs associated with routine pruning and maintenance will be forthcoming.
- Traffic Calming:
  - CID needs to send letter to City asking that all of the Phase I streets it wants to work on get resurfaced first. Russell and 12<sup>th</sup> were already in the City's plan. Need to encourage City to prioritize Lafayette, Geyer, and 9<sup>th</sup>.
  - CID will send a registered letter to all property owners on the affected streets and acquire permits.
- Expansion of the CID:
  - Expansion of CID was approved by consent.
  - CID now has to provide a business list to the Missouri Department of Revenue and notice to those businesses to collect an additional 1% sales taxes. Husch-Blackwell will handle notice.
  - Expansion should be official on first week of March 2025. Retailers will not have to collect until April 2025.
- Pontiac Park:
  - Park's Department has water fountains in their possession.
- Shelter Blueprint:
  - No report.
- Neighborhood Comprehensive Plan:
  - Mary suggested that the CID Board use a form template to develop the Economic Development Comprehensive Plan RFP so we can prevent the disqualification of the company who would be tasked with creating the RFP.
  - Mary indicated she will acquire the template, and offered to take lead on the drafting. Laura offered to help, if needed.
- Historic Tour Scripting & Commentary:
  - Continued discussion regarding how the CID can get content for a series of guided tour executions that would be both physical and virtual.
  - Board discussed paying SRG's Historical Committee with the stipulation that the funds would be earmarked for neighborhood improvements.
- Changes to By-Laws:
  - Reviewed redlines to proposed changes.
  - Changes involved who can be an SRG and SBA nominee for the CID Board of Directors.
    - SBA: Must be a voting member in good standing with SBA, have been a member of the SBA for a minimum of three years, and is currently a business owner or representative of the business or a business renter with a business in the District for the a minimum of three years. When a vacancy occurs for the SBA nominee position, SBA must provide the CID Board with at least 2 nominees.
      - Defined "business" as one that carries a City of St. Louis business license.

- SRG: Must be a voting member in good standing with SRG, have been a member of the SRG for a minimum of three years, have served the SRG in some form of management capacity (board or committee member), and is a residential owner-occupant or renter in the District for at least three years.
  - A motion to approve the redline changes to the bylaws was made by Luke and seconded by John. All remaining board members in attendance approved.
    - Upon approval of the redline changes by motion, Laura signed: "A Resolution of the Soulard Community Improvement District Approving Revisions to the Bylaws."
- Snow Removal:
  - Regency did three passes for salt during the last storm for approximately \$11,000.
- **New Business**
  - Mary shared that the City kicked off new Zoning Code and went over some of the changes.
  - Terry will work with Jim Dallas and Nancy Lambert on where we need to place dog waste stations, trash cans, and skyscraper banners in the expanded area of the CID.
  - Lisa Otke organized a meeting for this Thursday, February 13<sup>th</sup> with the owner of the Gene Slay property and reps of SBA, SRG, and the CID re: the impending real estate sale.
  - SSBD asks if CID would be willing to sponsor shredding events. We all thought that was a great idea but wanted to make it a broader recycling event. Maybe Earth Day?
  - Terry will be inviting Adam Kazda, new Anheuser-Busch Director of State Government Affairs, to next meeting. Adam has promised community that Anheuser-Busch would be more involved in local events/needs.
- **Comments by Guests in Attendance**
  - No comments.
- **Adjournment**
  - There being no further business. John moved that the Board adjourn until the next meeting. Mary 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

3/10/25  
Date: