

West End South CID

October, 2020 Stakeholder Meeting

Agenda

- Introductions
- Updates
 - Website
 - Social Media Outreach
 - Signature Tracking
 - # of signatures & total assessed value to date
 - Map of signatures collected to date
- Discussion
 - Standard Talking Points
 - Frequently asked questions
 - History of the CID
 - Non-Profit By laws, i.e. addition of members to the board
 - Action Plan on Collecting Signatures
 - Targeted Block Outreach
 - Categories of Signatures
 - Community Meetings via Zoom



Introductions



Updates

Website & Social Media Platforms

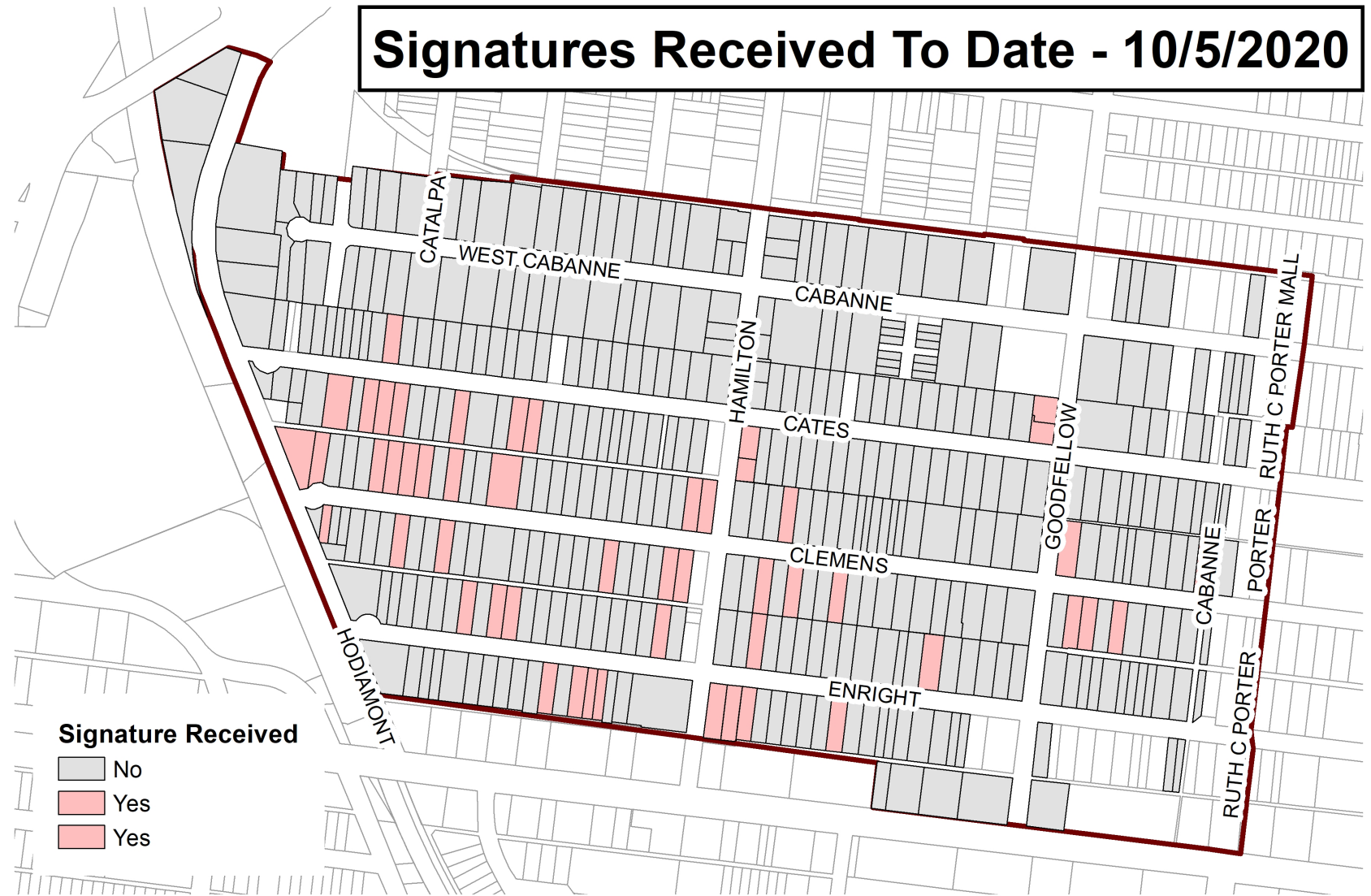
- We've added all of the previous meeting agendas/packets/minutes to the site page – as well as images from past events.
- Things to consider –
 - Purchasing a domain so we can remove "wordpress" from the URL – makes it easier to find your site in case people don't have the exact address.
 - Creating a Facebook Page – you can create events & post updates about progress
 - Additional social media channels would include things like a twitter/Instagram.
 - These are all things that can would be monitored potentially via a staff administrator once hired/contracted with

Signature Tracking

DISTRICT TOTALS	THRESHOLD REQUIREMENTS	CURRENT STATUS
\$5,805,620.00	\$ 2,960,866.20	\$ 624,160.00
363	185.13	45

Signature Tracking

Each week I can update & create a new map as signatures are collected





Discussion

Stakeholder Talking Points & FAQs

- This was a first attempt at creating some standard talking points that after making any final edits too, you should feel free to practice and use during your outreach.
- I'd like to create answers to some Frequently asked questions.
- To do that it'd be helpful to know from you all who have been on the ground collecting the signatures what the most common questions are that you've been receiving.
- After we go through these standard talking points, lets review if there are any questions you've been getting that weren't addressed to create a list of FAQ's.

Stakeholder Talking Points

- It is estimated that the proposed district will generate **\$54,000.00** in revenue.
- The length of term for the CID is 20 years from the year when the special assessment is first imposed.
- The board that makes up the non-profit overseeing the budgeting and spending of these dollars is made up of a representative from each block within the district, and the length of terms for board members are either 1 or 2 year commitments.
- The priorities for spending have been determined by feedback received from the community through engagement events and a survey.
- These priorities are:
 - 40% - Approximately \$21,600 - Public Safety and Security
 - 25% - Approximately \$13,500 - Cleaning and Maintenance and Beautification
 - 15% - Approximately \$8,100 - Infrastructure and Public Improvements
 - 10% - Approximately \$5,400 - Marketing and Special Events
 - 10% - Approximately \$5,400 - Administrative Support
 - Administrative support is: A staff administrator schedules/arranges meetings, takes meeting minutes, administers contracts approved by the CID, oversees the budget set by the CID

Stakeholder Talking Points

- The revenue generated will be locally owned, and locally controlled. It can only be spent within the boundaries of the district.
- Every property owner (except for those that are tax exempt) in the district will pay into the district.
- You will pay an annual special assessment and it will be listed on the property tax bill. It will be paid at the same time as your property taxes to the Tax Assessors office of the City of St. Louis. The assessor's office then sends the total revenue to the District to then be used as outlined in the budget & priorities of the district.
- The structure of the special assessment for the district is \$0.85 of every \$100.00 of **Assessed Value on residential properties located within the district. There is a separate structure for commercial properties.**
- **The assessed value** of your property is determined by the tax assessor of the City of St. Louis and it is **NOT** the same as **your appraisal value** (the value typically seen/used when you are buying or selling a property).
- The assessed value is based on a formula determined by the City and is (for residential properties) 19% of the appraised value of your property.

Stakeholder Talking Points

- **EXAMPLE:** If the **appraised value** of your property is **\$100,000.00**, then the estimated **assessed value** of your property is **\$19,000.00**. Meaning that the special assessment added to your property tax bill for the West End South CID would be based on the **\$19,000.00 assessed value** of your property.
- To calculate the special assessment the formula is:
- **Your Properties Assessed Value x .0085 = Total Special Assessment Amount**
- **19,000 x .0085 = \$161.50**

FAQs

- What are the most Frequently Asked Questions that you've been receiving during your time collecting signatures?
 - When would we first see this on our bill?
- I know that several of you have received feedback regarding seniors who live within the boundary
 - If you can identify a few seniors that live throughout the district, I can pull the average assessed value of their home and how much of a special assessment they would be required to pay.
 - With practice this will allow you to answer/bring the conversation back to facts and not "what if" situations.

History of Where you started and how you got to here

- What follows is an outline of the history of where you all have been to date.
- It also includes some of the key decisions you've made (why you've made them).
- As well as some call outs on when you have hosted events in the past.
- This will be sent as a separate hand out and any feedback or edits that you may have would be helpful!

History of the Proposed West End South CID

- November 2016: Residents of the West End Neighborhood request a meeting with technical assistance providers from Washington University Medical Center Redevelopment Corporation to learn about Special Taxing Districts.
- July 2017 – December 2017: Residents begin regular meetings to learn more about the different types of districts, the options for structuring a district, and the creation process. Residents begin setting ground rules on voting & communication with one another outside of & during meetings.
 - September 2017: Stakeholders unanimously vote to pursue the creation of a Community Improvement District (CID), as well as expansion of the stakeholder group to include at least one representative from each of the blocks within the proposed district.
 - November 2017: Stakeholders vote to create a Non-Profit vs. a Political Sub-Division
- January 2018 – November 2018: Stakeholders continue to meet and begin the process of creating outreach strategies and initiatives
 - August 2018: Begin planning for outreach events and the distribution of the community feedback survey for those who live within the geographies of the proposed boundaries of the CID.
 - October 2018: On October 6th, residents come together for national night out. Community members helped plan, organize, and host the event. Mom's Chicken Sausage, owned and operated by a resident of the West End neighborhood, provided food and drinks for all of those who attended. 6 residents won Nest Doorbells in the raffle, and others won fire extinguishers.

History of the Proposed West End South CID

- February 2019 – November 2019: Stakeholders continue to meet with residents and community members on their respective blocks and come to a decision on how to structure the special assessment for the CID.
 - March 2019: West End South CID Mailer is sent out to resident's residing within the geographies of the district asking them to take the survey/contact
 - April 2019: Stakeholders Vote on structuring the special assessment of the CID based on assessed property value as opposed to a flat rate, some reasons include:
 - wanting a progressive rate so low or fixed-income seniors/families are not burdened by a flat rate,
 - transparency in how the rate is set based on the city's determination of each property's assessed value as opposed to stakeholders picking the amount.
 - as assessed property values rise the progressive assessment allows for the district to gain increased revenues opposed to the revenue generated by flat annual rate.
 - May 2019: West End South CID Stakeholders hosted a movie night in the neighborhood, where they gave an opening presentation regarding their outreach to date and the benefits of the proposed CID.
 - August 2019: Bryan Cave Law Firm officially approves taking on the Proposed West End South CID work Pro-Bono, typically a \$10,000 to \$15,000 cost for the writing of special taxing district petition in addition to assisting in the formation of the non-profit.
- February 2020 – To Date: The West End South CID non-profit is officially formed, and the petition is drafted and approved. Stakeholders begin collecting signatures and holding safe, socially distant signings on their respective blocks.

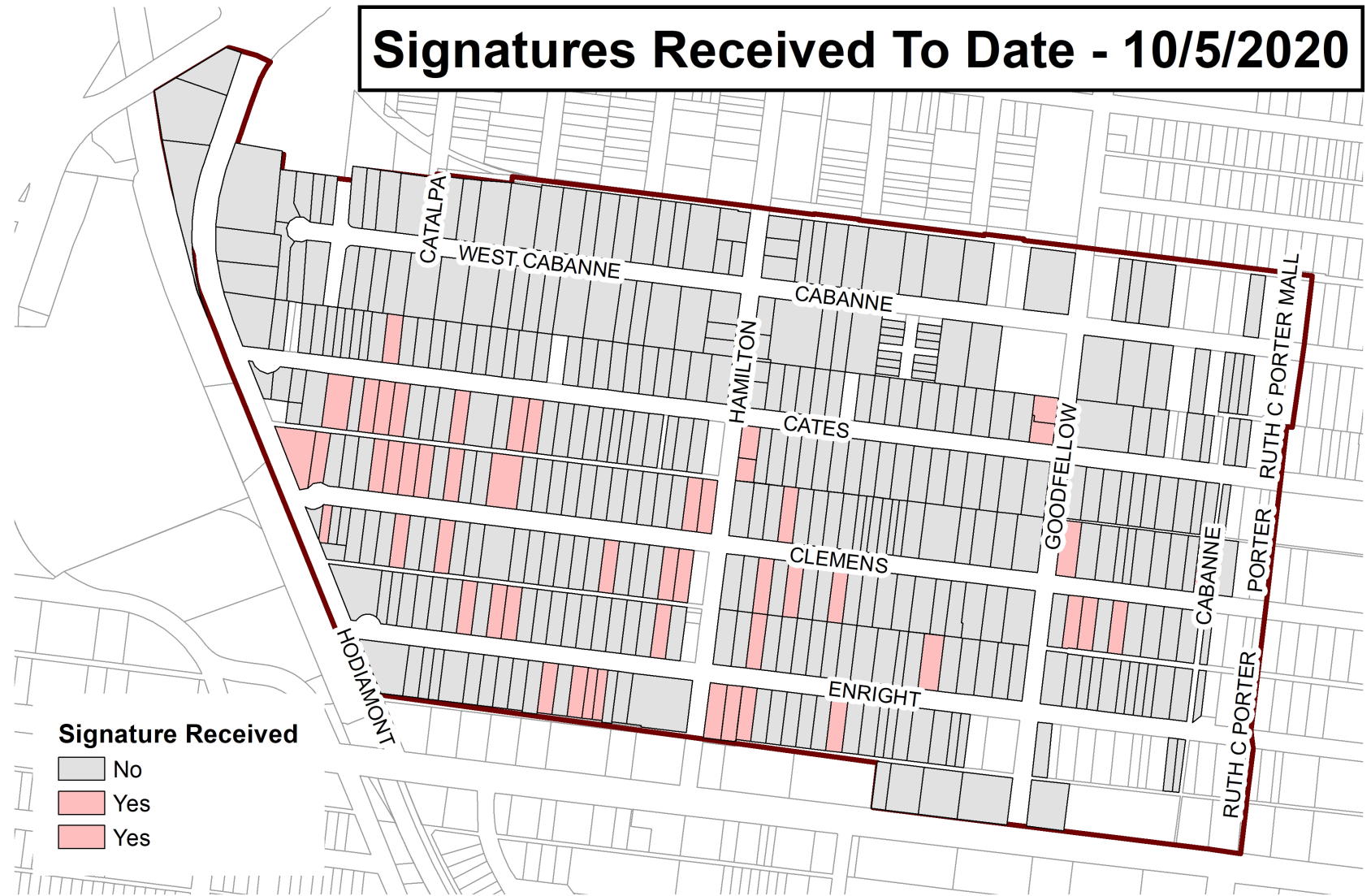
Non-Profit By Laws

- How are new board members are added?
 - Blocks with no representative vs. a block that already has a representative.
 - Subcommittees – individuals who live within the district could join a sub – committee without serving as a board member.

Action Plan on Collecting Signatures

- Targeted Block Outreach

Action Plan on Collecting Signatures



Action Plan on Collecting Signatures

- Categories of Signers
 - Yes
 - Are there individuals who have told you they are in support and will sign?
 - Who are they?
 - Have they signed?
 - If not, how do you plan on getting their signature by the end of the month?
 - Maybe's
 - As you begin to learn more about what the residents on your block are concerned about tailor why/how you think the CID could provide a solution to their concern.
 - Share important talking points
 - These will be local dollars under local control and can only be used within the boundaries of the district.
 - These dollars will be used to bring added services to what the city minimally is able to provide. This means that the funds can be leveraged with external funding, or even with something like ward capital dollars to "get more for your money".
 - Instead of the 50/50 sidewalk program you could do something like 50/25 (resident)/25 CID – allowing more sidewalks to be repaired at less of a cost to the home/property owner.
 - Definite No's
 - Prioritize spending your time on these first two categories – especially the Yes'
 - Once/If the group feels like they have collected the entirety of those signatures in the first two categories, then the strategy for signature collection can be re-evaluated

Action Plan on Collecting Signatures – Zoom Meetings

- Community Meetings
- Broad Education & Outreach (CID Boundaries)
- Zoom Town Hall Meeting – Two Part Series
- 1st Meeting Online Poll:
 - How many people – what percentage know what a CID is?
 - How many people – what % received information about the West End CID?
 - How many people – what % already signed the CID petition?
 - Based on what you know right now – would you sign a CID petition?
 - We will ask this question again at the end – to see if we get any movement based on general information about the CID.
- 2nd Meeting Online Poll:
 - We will recap the first meeting and start-off with the stats of the last poll.
 - The idea is to repeat this at the end of the second meeting . . . the objective is for these numbers to increase.

Action Plan on Collecting Signatures – Zoom Meetings

- **Proposed Timeline: (November?)**
- **The Following dates were sent in the original mem**
 - Thursday, October 15th Part I
 - Thursday, October 22nd Part II
 - Thursday, October 30th – another signing event on Oct 30 & 31 – Theme: ***Forming a CID is not Scary*** 😊
- ** I recommend that we schedule the meeting via Eventbrite so we get everyone's name, address, phone and email
- ** I also recommend that we ask our elected officials to joining HOST the meeting – Shameem, Joe, Karla & Darlene (if we can get her) – they wouldn't necessarily have a role unless they want to endorse the CID