



HOLLY HILLS

Special Business District Fall 2025 Newsletter

Holly Hills SBD Information

Website

www.hollyhillssbd.com

E-mail Address

hollyhillssbd@gmail.com

Report Safety Incidents

hhsbdsafety@gmail.com

Monthly Meeting Dates

Board Meetings

3rd Tuesday of each month at
6:30pm at Epiphany Lutheran

Beautification & Landscaping

1st Thursday of each month at
6:45pm at Carondelet YMCA

Public Infrastructure

2nd Wednesday of each month
at 7:00pm at St. Stephen School

Safety & Security

2nd Thursday of each month at
7:00pm at Carondelet YMCA

SBD Board of Directors

Chair, Brooks Goedeker

Treasurer, Nick Hartzler

Secretary, Jill Pace

Mechele Minden

Rachel Nast

Brett Reinert

Christy Street



From the Board of Directors

Dear Neighbors,

Happy holidays from the Special Business District (SBD) Board of Directors! As you will see from the current newsletter edition, the SBD Board and its associated committees continue to be hard at work to deliver additional safety and security elements, new traffic calming measures, and beautification enhancements throughout every corner of the neighborhood. As we embark on a new year, the SBD is nearing the completion of the placemaking and signage masterplans led by Ten8 associates and SWT Design. Both masterplans were approved in 2023 after an extensive community-wide vetting and approval process. During a two-year period of hard work and resilience, most of the landscaping and placemaking elements have now been installed. These include 61 light pole banners, 4 entry markers, 5 concrete raised planter beds, 10 individual planters, 3 murals, 1 completed sculpture, 4 landscaping installations, holiday decorations, and 150 painted fire hydrants (2 painted a second time).

In 2026, the SBD will continue to install the elements from the traffic calming master plan and work to maintain the green spaces and new plantings throughout Holly Hills. In addition, the SBD is working closely with its new security patrol company to support the SLMPD in its daily efforts. As always, to stay up to date with the latest SBD activities please visit www.hollyhillssbd.com. Have a wonderful holiday season!

Sincerely, *the Holly Hills Board of Directors*

Treasurer's Report

In 2025, the SBD budget focused on balancing core neighborhood priorities with long-term investments in community enhancements. The budget continued to be balanced evenly between Safety & Security (30%), Beautification & Landscaping (30%), and Infrastructure Improvements (30%). While the largest single expense is the hiring of supplemental police patrols, large scale beautification and infrastructure improvements have been a priority to create a welcoming and well-maintained neighborhood. Administrative expenses (10%), which included communication materials and insurance premiums, were kept lean to maximize the impact of every tax dollar collected. The two largest administrative expenses remained fees paid to St. Louis City Hall for the service of collecting tax revenue and the hiring of an off-duty officer to secure and lock Carondelet Park gates each morning and evening.

The SBD remains a transparent and trusted steward by ensuring appropriate handling of tax funds. Detailed monthly financial reports can be found at hollyhillssbd.com/meetings. Additionally, the SBD responsibly invests any funds not needed for near-term projects into a high yield savings account. As of this year that savings account has produced an additional \$12,000 year-to-date in funds the SBD can invest back into the neighborhood.

Boulevards Receive Regularly Mowing, Trimming and Leaf Maintenance

In order to care for one of our most prized neighborhood amenities, its boulevards, the SBD Beautification and Landscaping committee issued a Request for Proposals (RFP) in 2025. The RFP asked for proposals to mow and trim the boulevards on Leona, Holly Hills, Federer, and Bellerive on a bi-weekly basis through October 2025 and leaf mulching and removal from the boulevards 3 times in November and December 2025. The SBD received proposals from three firms and ultimately chose Focal Pointe Landscaping as the contractor. The Beautification and Landscaping committee will once again review the need and desire to issue another mowing and leaf removal RFP in 2026.



Safety and Security

In 2025, the SBD continued to make safety and security a top priority by building on relationships with the SLMPD and the SBD's security contractor. With the original two-year security contract concluding in June 2025, the Safety & Security committee published a Request for Proposals (RFP) in Spring 2025 to seek bids for a new three-year contract. The SBD received proposals from four firms. After an extensive review and a thorough interview process, the Safety & Security Committee recommended hiring The City's Finest (TCF) patrol company.

The SBD and TCF take a data focused approach to determine the patrolling times of the hired security patrols. In response to an uptick across South City in car break-ins, the SBD and TCF worked to ensure extra patrols were added in the evenings and on weekends. An early benefit received by the hiring of TCF involves the preparation of monthly, district-specific crime and incident reporting. TCF is able to utilize SLMPD's crime stats and plot a map of the SBD boundaries. This reporting helps the SBD to ensure equitable patrolling habits are occurring where the issues are happening. These monthly reports are posted on hollyhillssbd.com/meetings for review. Additionally, a TCF representative is typically available for questions and comments at the monthly SBD board meetings. Notable security successes this year:

January 2025: SBD patrols tracked a carjacking from District 6 to Loughborough and assisted arresting the suspect.

March 2025: SBD patrols interrupted a car break-in attempt at Wilmington & Livingston prior to any damage.

July 2025: SBD patrols helped to disperse a large overflow event taking place in Carondelet Park.

August 2025: SBD patrols were able to respond to a call regarding four juveniles acting suspiciously. While three of the individuals fled, the officer was able to stop and conduct a field interview report from one of the individuals.

August 2025: SBD patrols responded to a call of an attempted street takeover on Holly Hills. Officer was able to deter the activity from the area.

August and October 2025: SBD patrols had a high visibility presence during the Moonlight Ramble event in Carondelet Park and Halloween night. No safety incidents were reported for the evenings.



New Planters Installed at Neighborhood Borders



In order to continue the beautification and inviting appeal of the Holly Hills neighborhood, the SBD's Beautification and Landscaping committee installed 9 new planters at the intersections of Loughborough and Morgan Ford, Bates and Morgan Ford, Bates and Grand, and Wilmington and Grand. The limestone planters are made by the Longshadow Company of Pomona, Ill. The planters are 30" tall and weigh 620 pounds each. The adjacent businesses and neighborhood volunteers have agreed to water the planters on a regular basis. The planting will be maintained throughout the entire year.

Neighborhood Trees to Receive Fresh Pruning



An exciting new initiative is underway by the SBD in partnership with the Missouri Department of Conservation (MDC) to prune the most needed street trees throughout Holly Hills. The MDC offers a matching grant of up to \$25,000 each year for neighborhood forestry initiatives. To embark on this process, the SBD contracted with Davey Tree Company to conduct a comprehensive tree inventory. The inventory allows Davey and the City of St. Louis to set priorities and a timetable for tree-pruning. Residents should continue to report to Citizens Service Bureau for tree removal.

This tree-pruning initiative is a multi year plan in partnership with the SBD's Beautification and Landscaping committee along with the Public Infrastructure committee. This plan focuses on street and boulevard trees and does not include Carondelet Park. If any trees need to be taken down the removal will be performed by the city's Forestry Department. This initiative is another example of SBD funds being strategically utilized to bring the most good to Holly Hills.

Mural Commemorates Park's 150 Year Anniversary

Carondelet Park officially became a city park in 1875. In order to commemorate this memorial occasion and its 150-year anniversary, the SBD's Beautification and Landscaping committee once again worked with muralist, Grace McCammond to design and install a new mural on the retaining wall at Holly Hills and Coronado. The mural received design approval from the Parks Department and from Friends of Carondelet Park. Hopefully you will enjoy the new mural as you drive or stroll past the park.



Holiday Decorations Bring Neighborhood Cheer This Season



Traffic Calming Plan Begins Implementation

The SBD's Infrastructure committee is beginning to implement the recommendations from the comprehensive traffic calming plan approved earlier this year. The committee has prioritized both immediate and long-term improvements, with a strong focus on slowing traffic and making intersections safer for pedestrians and drivers alike.

The Beautification & Landscaping Committee Checks on the Progress of the Hedgehog Sculptures



Mold of one of the 3 hedgehog designs. Hedgehogs will appear in greenspaces throughout the neighborhood beginning in Spring 2026.

In response to detailed research conducted by TrailNet and CBB Transportation Solutions, new speed humps are scheduled to be placed on several streets throughout Holly Hills to curb speeding at locations where data showed particular need.

Additional projects from the traffic calming master plan focus on striping crosswalks and speed humps, improving the Holly Hills and Leona intersection, and reviewing safety and traffic flow through Carondelet Park.



Announcements

The SBD was able to make a claim from a driver's insurance who ran into the concrete planter bed at Leona & Loughborough



Reporting Crime

If you see something suspicious or a crime in progress call 911 first!

SLMPD Non-Emergency
314-231-1212

The City's Finest Patrol Hotline:
855-TCF-COPS (855-823-2677)



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