

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

August 19th, 2015

The meeting was called to order at 10:00 a.m.

PRESENT were Commissioners Jim Dwyer, Pete Rothschild, Trip Straub, Derek Gamlin and Aaron Teitelbaum, in addition to Kate Hahe, Executive Director of the CID and Elisa Essner, Marketing and Communications Coordinator for the CID.

MINUTES OF THE PREVIOUS MEETING

Trip Straub asked for a motion to approve the July 21st meeting minutes. Pete Rothschild moved to approve the minutes. All in favor. The minutes were approved.

FINANCIAL REPORTS

Kate Hahe reviewed the July 2015 financials. She reported that \$50,798.16 had been collected in sales and use tax for the month of July, noting that a significant portion of the amount collected had come from Lululemon who had not paid in a number of months. She added that some of the larger paying businesses had not been included on the July report and that she anticipated a spike in next month's collection. She stated that the total assets to date were \$1,034,254.45 with \$995,495.69 in TIF liability and \$38,428.76 total equity.

MARKETING & EVENTS

Event Update

Kate Hahe reported that she and Elisa had met with Alexis Tucci of Tucci Events earlier in the month to discuss the possibility of bringing her in as a contractor/partner for the planned June 2016 culinary event. Kate stated that the meeting was a success; Alexis was very enthusiastic and confident that she could produce a high-level event that would fit the neighborhood vibe, and was also forthcoming with other ideas about possible new events for the neighborhood.

Based on recommendations from the board and neighborhood retailers, Kate and Elisa will also meet with Amit Dhawan of Synergy. Kate stated she had reached out to Sam Foxman several times with no response. Aaron Teitelbaum stated that he would send a personal note to Sam to follow up and help make an introduction.

Pete Rothschild recommended contacting Elizabeth Tucker at Alive Magazine to see what ideas they might have for events and/or event planners. Kate stated that she and Elisa were meeting with a representative from Alive the following week and would inquire.

Kate also updated the board on the planning progress for Halloween 2015. She explained that Frances and Dennis had begun their planning. Kate reported that she had met with Anheuser-Busch to confirm their sponsorship for the year which includes \$16,000 allocated for Halloween. Kate noted that she and Elisa also met with Anthony Baima of Pulaski Bank to secure a \$1,500 sponsorship for the event. Aaron Teitelbaum suggested reaching out to Eagle Bank as well, as

they are interested in partnering with the CID in the future. Kate stated that she had met with them and would like to reach out to them and discuss sponsorship for the culinary event. Kate also mentioned that she would be meeting with Brian Flowers of Q Boutique and the World Chess Hall of Fame to discuss their upcoming three-month exhibit (partnering with the Magic House and opening Oct. 31) to discuss collaboration opportunities.

Media

Kate Hafer presented the proposed 2015-16 media plan to the board. She reminded the group that the media budget for the 2015/2016 fiscal year had been reduced from \$97,000 to \$45,000 and that, as discussed at previous meetings, the focus for media would be on events.

Aaron Teitelbaum stated that he thought the plan looked good as is and the rest of the group agreed. A few questions were raised about the timing of the billboards; Kate explained that the billboards could start later in November and run four weeks to get more exposure during the height of the holiday season. Pete Rothschild expressed concern that the group was spending so much on billboards and specifically on Window Walk billboards, and wondered why there was no billboard for Halloween, the CID's largest event. Pete also questioned the return on investment from billboards, but Derek Gamlin stated that he thought billboards were effective if they were informational. Jim Dwyer added that if the billboard was serving more as an informational piece for an event (as opposed to existing just to create a general impression of the CWE), he thought it was a good option.

The group also discussed the merits of advertising in the Where dining guide. Kate stated that we had historically advertised in Where on a monthly basis but, due to the revised budget, she recommended the annual publication as a way to reach the visitor audience. The group questioned where the magazine was distributed and Kate stated that it was her understanding that it was in rooms and at the concierge desk but said that she would confirm.

The group also discussed the importance of creating a PR plan. Kate stated that she and Elisa would think about ways to incorporate this into their strategy. Kate added that there were additional funds in the budget for PR.

The proposed media plan was approved. Kate and Elisa will work in-house and with Creative Entourage to finalize most immediately needed creative (Where Dining Guide, Wash U Parents Guide, Halloween and Window Walk).

PUBLIC REALM ENHANCEMENTS

Directory Signage

Kate Hafer presented the design and pricing information for the directory signs. She explained that these were the same as the signs that are located south of Lindell and that they would be modified slightly to match the color palette recently finalized with the creation of the logo and brand standards. She recommended that the signs include the CID's version of the CWE map, and also stated that she would be looking into various graffiti and weather-proofing treatments. She added that she would be scouting locations for these signs at the Maryland/Euclid and McPherson/Euclid intersections. Derek Gamlin added that he would like to see these signs slightly offset from the curbs to make them more visible and in order to prevent individuals blocking the crosswalks. Aaron Teitelbaum raised the question of lighting for the signs; Kate explained that running electricity to the signs was not a viable option at this time, but that when

scouting locations she would be conscious of placing the signs in ambient lighting and possibly near electrical options for future use.

Kate presented the spring color palette proposed by Brickman noting that tulips were proposed for the spring rather than annuals as had been done in previous years. She noted that tulips would be planted in late fall and a variety of early-to-late blooming bulbs were selected to ensure ongoing color. She added that summer annuals would be planted earlier next year and that the redesign of the Golden Grocer beds had been complete which was done at no cost to the CID. The Board expressed concern about the long hours that the trailer was being parked in the neighborhood, noting that it was taking up spaces during prime lunch hours. Kate stated that she would watch for this and address any issues.

The group also discussed traffic flow on Euclid during restaurant delivery times. The group wondered what it would take to impose a delivery time restriction on Euclid (by 10 a.m.) or require businesses to move their delivery zones to Maryland/McPherson (wider streets). Pete Rothschild said he would reach out to his tenants and make sure that they were enforcing the delivery requirements stated in their leases. Kate suggested that a meeting with the business owners in this area could be beneficial.

OTHER BUSINESS

Trip Straub noted that there was still one open seat on the Commission which should be filled. Kate reported that Lyda Krewson had reviewed the options previously submitted by the CID and wanted more time to think about it and suggest her own ideas for who the candidate might be. Kate stated that she would follow up with Lyda before the next meeting.

ADJOURN

Trip Straub moved to adjourn the meeting, Jim Dwyer seconded. The meeting was adjourned at 11:15 a.m.

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James Dwyer, Secretary