

# THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

## MINUTES OF THE MEETING OF THE COMMISSION

June 16<sup>th</sup>, 2015

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

PRESENT were Commissioners Bill Derbins, Jim Dwyer, Derek Gamlin, Pete Rothschild, Trip Straub, and Aaron Teitelbaum, in addition to Kate Haher, Executive Director of the CID.

### MINUTES OF THE PREVIOUS MEETING:

Trip Straub asked for a motion to approve the May 26<sup>th</sup>, 2015 meeting minutes. Aaron Teitelbaum moved to approve the minutes. Pete Rothschild seconded the motion. All in favor. The minutes were approved.

Trip Straub recommended that we skip around the agenda and asked Kate to provide brief Marketing & Event updates and Public Realm updates.

### **MARKETING & EVENTS**

#### Website and Logo

Kate noted that the new website had been launched and the new NCID logos were complete. She explained that she had not made any announcements about the site or logo to the businesses as she wanted to make sure there were no glitches with the site, but said that she would make an announcement about both early next week.

#### Marketing and Communications Coordinator

Kate Haher advised that she had interviewed 5 candidates for the Marketing and Communications Coordinator position, and had narrowed it down to 2 candidates who were interviewed by Jim and Trip. She stated that both were very qualified, each with their own strengths. She explained that she was waiting on calls back from their references and that she would make a recommendation once she spoke to the references. The Board discussed the candidates and Pete Rothschild requested to interview each candidate.

#### Euclid South CID (SCID)

Kate Haher noted that the conversation with the SCID regarding collaboration on marketing and events had continued. She noted that the Marketing Committee had met with members of the SCID Board and that there was interest in collaborating. Jim Dwyer reviewed the specific areas that were discussed: the website, logo, event and signage, and suggested an approach on how each might be managed. Pete Rothschild expressed concern with collaborating on the website but was in support of working together on some of the physical improvements such as signage. Aaron Teitelbaum noted that he understood the concern but added that the CWE is in competition with other areas such as Clayton, Downtown and other neighborhoods and that he would rather work with other businesses in the Central West End rather than against them. He said he supports the idea of collaborating with the SCID on one website and other marketing efforts. Bill Derbins and Derek Gamlin agreed. The SCID's current financial situation was discussed and it was noted that they are in the early stages of development and that their funds are limited. Kate noted that, if collaboration on the website is the conclusion of these conversations, then the SCID could potentially pay its share of the development costs of the new site over the next three years, in addition to funding the up-front costs for the work needed

to incorporate the SCID into the website. The Board agreed to move forward with the SCID on the website and the other items as discussed. Funding of events would be negotiated individually, and parking signage could be shared with the SCID at only additional costs for a plan for the SCID boundary to be incurred by them.

The Board also discussed the idea of having a shuttle run from the hospitals to Delmar which would be beneficial for the neighborhood.

Kate stated that she would work with the SCID on the costs associated with the website.

#### Event Update

Kate Haher stated that the first two Local Social events had been quiet, possibly due to the weather, and that after the July 10<sup>th</sup> event she plans to hold a meeting with the retailers to discuss Local Social. She also noted that a meeting had been set with a small group of businesses to continue to develop a concept for a larger, new event next year.

### **PUBLIC REALM ENHANCEMENTS**

#### Kingshighway Project Update

Kate Haher advised that the Kingshighway work had been put out to bid and that contractors would be selected in the upcoming weeks.

#### Landscape Update

Kate Haher explained that the landscape maintenance contract for the year was up for renewal. She noted that, if renewed, it could be cancelled with 60 days' notice. She explained that the summer plantings were in and that Brickman would be redoing the 2 beds near Golden Grocer at no expense to the CID to make up for the poor performance with the spring plantings. The Board expressed dissatisfaction with the current plantings, noting that a large company such as Brickman should have the capability to provide high-end landscape services. Kate noted that the bulbs for next spring and the winter décor would be ordered now but that she would continue to evaluate Brickman's progress and determine a recommendation for next summer's plantings. The Board noted the importance of the landscaping and the need to manage Brickman's performance better.

The Board also requested more information about the scope of services in addition to the map of the landscape areas maintained by Brickman.

### **FINANCIAL REPORTS & ADMINISTRATIVE BUSINESS**

#### Review of Current Financials

Trip provided a brief update on the current financials noting that, as anticipated, this month's sales tax revenues were significantly higher than last months and that the tax receipts fluctuate. Trip reviewed the expenses noting the overall expenditures to date, stating that the financials reflect higher expenses than revenues due to additional projects that were approved.

#### Review of the 2015 – 2016 Proposed Budget

Trip Straub presented the proposed 2015 – 2016 budget noting that he, Pete and Kate had met and reviewed the comments that were submitted from the Board which resulted in the budget as presented. Trip and Kate reviewed each line. Items to note included:

- An increase in projected sponsorships.
- A reduction in the marketing creative services
- A reduction in the media budget which would be focused on events going forward
- An increase in the prize money for the Halloween contest.

- A reduction in the amount allocated to the CWE Blog
- A reduction in the fees allocated for Window Walk designers.
- Funding for parking signage and directory signs similar to the ones found in the SCID

There were no changes to the budget as presented.

#### **OTHER ITEMS**

It was suggested that helpful information, such as who to call for graffiti and trash issues, be sent to the businesses and that regular emails with this information be considered. Kate stated that she would create a template with this information to use in future correspondence.

#### **ADJOURN**

Trip Straub moved to adjourn the meeting, Jim Dwyer seconded. The meeting was adjourned at 11:50 a.m.

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James Dwyer, Secretary