

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

SEPTEMBER 15th, 2015

The meeting was called to order at 10:05 a.m.

PRESENT were Commissioners Jim Dwyer, Trip Straub, Aaron Teitelbaum, and Bill Durbin, in addition to Chris Lanter, recent appointee, Kate Haher, 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 August 19th minutes. All in favor. The minutes were approved.

ADMINISTRATIVE UPDATES

Trip Straub welcomed Chris Lanter of 10denza as the newest Commissioner, stating that his recommendation by Lyda Krewson was much appreciated and that the board was very excited to have him. He stated that because Chris has not yet been approved by Mayor Slay, he would not be voting for the time being. In the meantime, Chris would be present to offer his ideas and input. Kate Haher added that she had sent the budget detail and schedule to Chris, and that she would schedule a meeting with him and the executive committee to talk in more detail.

FINANCIAL REPORTS

Kate reviewed the August financials stating that \$121,789.73 had been generated from sales and use tax in July which was significantly higher than the month before as expected. She noted that a significant portion of the sales tax was from Lululemon who had been a number of months behind on paying the taxes. She explained that expenses during the month of August had been typical operating expenses and that larger expense related to Halloween, Window Walk and signage projects would begin to come in during the next few months. She added that the current total assets and Liabilities totaled \$1,132,650.78.

Trip stated that he would like to see the budget spread more accurately to reflect the month in which expenses truly occur. He referenced the marketing lines as an example. Kate stated that some of these expenses in the first months of the fiscal year were based on best guesses, but that she would re-adjust the budget moving forward to more accurately reflect expenses as they occur.

MARKETING & EVENTS

Event Update Kate briefed the group on the current status of Halloween planning, stating that things were on track, and that she and Elisa would be meeting with the Halloween group this week to discuss the new creative concepts, and that she would forward both the design and the group recommendations to the full board after that.

Kate also stated that the Halloween team would be meeting with representatives from CID businesses interested in participating in Halloween on Tuesday, Sept. 22, at a meeting hosted by Anheuser Busch. She explained that the meeting would be an opportunity for AB to review details of the assets they will provide each booth and for businesses to discuss their planned activities. She explained that the Halloween team would be discussing a fee structure for those businesses that would like to include activity in addition to traditional booths and address how participating businesses might bring additional assets to the event. She noted that AB contributes \$25,000 to the CID annually for the events (\$16,000 specifically to Halloween with the understanding that they are the exclusive alcohol sponsor) and that it is important for the event producers to be aware of all additional activity in order to manage it correctly.

Kate stated that she had secured a \$1500 sponsorship from Pulaski Bank, and that State Farm was finalizing its proposed sponsorship (\$1000-1500) in exchange for a daytime presence.

Trip asked about parking for the evening of Halloween, and whether the same flat \$10 rate would be put in place with the signage distributed by Frances. Aaron asked if the parking fee applied to the lots at McPherson and Kate stated that she thought this was correct, but would confirm with Frances and make sure the information goes out. She added that typically these spaces would be concentrated around the Maryland intersection.

Kate also mentioned that plans were moving forward for Window Walk on Dec. 5. She stated that she planned to send a call out to neighborhood businesses this week to determine who was interested in working with a designer arranged by St. Louis Homes & Lifestyles.

Kate also stated that she has been in contact with Susan Anderson of the Euclid South CID to gauge where they are at in terms of marketing collaboration and event participation. She explained that, because the opening of Whole Foods has been delayed until April 2016, their funding stream is slightly uncertain for the next few months, but Kate said the ESCID seemed interested in participating in Window Walk and working together to mimic some of the NCID's holiday lighting to create a more cohesive look. Kate stated that she had asked Susan to please keep her posted on the timing.

Marketing Creative Update Kate stated that after receiving the proposed creative concepts from Creative Entourage, the NCID marketing committee had met to discuss the proposed ideas, which would incorporate the new NCID logo and color scheme with full color photos from the neighborhood to showcase energy and activity within the area. After tweaking the template based on the marketing group's additional recommendations, Kate stated that Elisa would be working within that template to create ads in house whenever possible. The first of these ads — for the Wash U Parents Weekend publication and for the Where Dining Guide — were displayed to the board. Kate stated that she would send digital versions of each to the board and that any changes they'd like made should be sent ASAP as the Where ad was due Friday (the Wash U ad had already been submitted).

Kate stated that she had prepared a brief regarding the June 2016 culinary event to send to Sam Foxman, Amit Dhawan and Alexis Tucci, and that after they returned with their proposals, the CID could move forward with selecting a partner for the event.

PUBLIC REALM ENHANCEMENTS

Kate stated that four bids had come back for parking signage and all were currently under budget. She added that there will be some adjustment to these numbers as it must still be determined how the larger cabinet sign at the privately owned parking lots will be funded. Kate will work with the property owners and St. Louis Parking to make that determination.

Kate stated that she would move forward with both the parking signage and the directory signs as soon as there is confirmation that the TIF funding will be received to cover a portion of these costs as budgeted.

Kate stated that she would be walking the neighborhood with Brickmann to review the existing planting and conditions. She said that the maintenance work provided by Brickman was significantly better than the maintenance received in years past, but that the overall design was poor this year, and a new plan would need to be developed going forward. She said that she had also walked the neighborhood with Jim Espy, owner of the flower shop at the Chase, and had broadly discussed the possibility of him taking over landscaping in the district. Kate stated that Jim was interested in this opportunity and so would be a good option if the board were interested in entertaining new landscaping bids in the future.

Jim Dwyer suggested the possibility of a split contract that would keep Brickman on for maintenance, while moving the design portion to Jim Espy. Bill Durbin voiced concern that this might cause a diminished sense of ownership re: the quality of the work, but Jim suggested that if Brickman were also in charge of installation, there would be more continuity and ownership.

OTHER BUSINESS

Jim noted that the two-sided standup signs scattered throughout the neighborhood were looking very stale and dingy, and said he thought they should either be freshened up with new content or removed altogether. Several suggested that these should be changed, especially to reflect upcoming events; Kate stated that the inserts were relatively costly, but that she would reach out to some of the sign companies used for the directory signage to get bids.

Jim also stated that he was concerned over some of the A-frame portable signs placed outside bars and restaurants throughout the neighborhood, noting that he had recently seen a particularly distasteful one outside Bar Louie encouraging excessive alcohol consumption. He stated that these signs are illegal, but tolerated (if placed properly out of the passageway), but that items like this don't properly reflect the neighborhood. Kate stated that as a first step, she would contact Bar Louie's new manager to discuss what they were putting on their signs and also remind them that they must be fully out of the walkway.

Kate stated that she had also spoken to Drunken Fish regarding their usage of the news racks as an outdoor hostess stand.

ADJOURN

Trip moved to adjourn the meeting. The meeting was adjourned at 10:45 a.m.

The CWE BUSINESS COMMUNITY
IMPROVEMENT DISTRICT

James Dwyer, Secretary