

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

DECEMBER 15th, 2015

The meeting was called to order at 10:02 a.m.

PRESENT were Commissioners Jim Dwyer, Bill Derbins, Derek Gamlin, Chris Lanter, Pete Rothschild, Trip Straub and Aaron Teitelbaum, Kate Haher, Executive Director of the CID, and Elisa Essner, Marketing and Communications Coordinator for the CID.

MINUTES OF THE PREVIOUS MEETING

Derek Gamlin moved to approve the November 17th, 2015, meeting minutes. Chris Lanter seconded; all in favor. The minutes were approved.

FINANCIAL REPORTS

Kate Haher presented the Nov. 2015 financials, stating that the CID had received \$98,743.21 in sales and use tax for the month of November. She explained that the increase for the month the increase was partially due to a large payment received from Bissinger's for more than a year of payments that were not made. She noted expenses were in line as planned, with an increase in the Window Walk Category as budgeted. Kate noted that the TIF allocation was miscoded, resulting in an incorrect YTD actual budget. Trip noted that once that is corrected the CID would be ahead of the projected revenues for the year. Kate noted that the financial position would also be adjusted once the correction was made, but that overall the CID was in a good position and rebuilding the bottom line.

MARKETING & EVENTS

Window Walk Recap. Kate provided the board with a recap of the Window Walk. She indicated that participation was good this year but that the NCID needs to continue to work to engage the neighborhood. Kate stated that, overall, the businesses she had spoken with had provided positive feedback about the day, with the exception of Evangeline's and Fauxgerty, both whom are located at the far ends of the District and do not see as much traffic. She said that she and Elisa would be meeting with the merchants in early February and would collect more feedback at that time. She noted that Eagle Bank and Anheuser Busch had sponsored the event, bringing in \$6,500.

Kate indicated that she had arranged music for Fridays, Saturdays and Sundays throughout the rest of the month and on Christmas Eve, and that she had arranged for a Santa to come to the neighborhood the weekend before Christmas.

Aaron Teitelbaum indicated that the messaging surrounding the rest of the month's activities was unclear, and that his wife had mentioned some posts that seemed to suggest that each weekend in December might include all the same activities as the kickoff day. Kate acknowledged that communicating the "all month long" aspect in a concise manner was an ongoing challenge, and stated that she and Elisa would review that messaging for the rest of the month to see what tweaks could be made to improve clarity.

Summer Event. Kate provided the Board with an update on the cocktail party planned for June 2016. She stated since November's meeting she had met with several key restaurateurs in the neighborhood to further develop the concepts. She stated that her next steps were to secure an event planning partner, adding that both Alexis Tucci and Amit Dhawan (Synergy) had both indicated they were still interested, though Amit had not sent any follow-up materials since her first meeting with him. She noted that Alexis' proposal included a management fee of \$5,000 and that she anticipated the event to cost approximately \$40,000.

Kate stated that as a concept had been decided on, she would reach out to Alderwoman Lyda Krewson and provide her with the details before moving forward to gain support from the community.

Pete Rothschild suggested calling Rachelle L'Ecuyer at Maplewood, as well as the owner of Atomic Cowboy in The Grove to check references on Alexis.

OTHER BUSINESS

Derek Gamlin mentioned that during the restaurateurs' meeting to discuss the June 2016 event, there was some discussion regarding the safety concerns in the neighborhood and the need to focus on these issues first. He noted that several recent incidents and the resultant media coverage were creating a negative view of the neighborhood for some potential visitors.

The Board discussed the merits of using its budgeted PR dollars to help place positive stories about the CWE in the local media, to fund events and activation, or to provide additional security. Jim Dwyer stated that \$400,000 is allocated through the Special Business District's funding to provide additional patrols and cameras.

Jim then asked Derek to share with the Board a project he had been working on with Dennis Gorg and others to privately fund a patrol officer who would be stationed in the Euclid/Maryland area during peak hours. Derek stated that he had done this previously and found that it created a greater sense of security for his customers; he added that he believed that Dennis was already moving forward with this plan and would provide additional details when available.

Kate stated that the bimonthly safety meeting at the NSI was scheduled for the following day, and that she would be discussing these issues with Jim Whyte at that time.

ADJOURN. The meeting was adjourned at 10:52 a.m.

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James Dwyer, Secretary