

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

JULY 19th, 2016

The meeting was called to order at 10:04 a.m. at Kingside Diner

PRESENT were Commissioners Jim Dwyer, Derek Gamlin, Chris Lanter, Pete Rothschild and Trip Straub; Kate Maher, Executive Director of the CWE North Community Improvement District and Elisa Essner, Marketing & Communications Coordinator for the CID; and Jessica Martin with Red Brick as an observer.

Derek Gamlin moved to approve the June 21, 2016, minutes. Chris Lanter seconded. Minutes approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Trip Straub reviewed the financials for the fiscal year ending June 30, 2016, noting that it had been a strong year overall. Kate Maher said that she was working to obtain two outstanding payables — from Bowood Farms, and for the redesign of the maps for the wayfinder signs — and that she would send a final version of the year-end financial statement as soon as those payments were completed.

Trip reminded the board that the CID had set aside enough funds in reserve to satisfy any potential TIF liability. He reported that the Executive Committee had discussed inquiring at a few banks (including Pulaski Bank and Eagle Bank) to discuss opportunities to generate interest income on those funds without taking on undue risk.

Derek questioned whether it would be possible to borrow against those funds for bigger projects (such as the purchase of a parking garage or streetscape improvements). Trip responded that he is opposed to borrowing money and paying interest, but that there are additional funds available now that the CID had rebuilt reserves.

Kate explained that the CID accountant had recommended the board adopt a motion designating a reserve account for those funds (retroactive to July 1). Jim Dwyer moved to create the reserve account; Pete Rothschild seconded and the motion was approved.

MARKETING & EVENTS

Sidewalk Sale. Kate recapped the inaugural CID-organized sidewalk sale, which took place the previous weekend, saying she had received positive feedback from participating businesses and shoppers about the event and the general buzz it created in the neighborhood throughout the day. Kate said that she and Elisa would gather more specific feedback during August's merchant meeting, and discuss opportunities to expand the event and/or to hold it more frequently. Chris Lanter said that he was very pleased with the event and that he had been even busier than he expected; Derek Gamlin said he had also noticed a lot of

people milling around that day and that he supported the idea of pushing activity outside whenever possible.

South CID Collaboration. Kate asked Derek to share his impressions from a meeting he, Kate and Jim attended in June to discuss possible collaboration opportunities with the SCID.

Derek said that he thought the meeting had gone well and that the SCID representatives present had responded positively to ideas involving collaboration in order to create a more unified identity for the neighborhood. Jim said that he felt Brian Phillips of the SCID was on the same page about “thinking cohesively and not discreetly” about how the neighborhood is marketed and presented to the general public. Kate said that the focus should be on thinking about Euclid as one street — perhaps with pockets of different identities — and that while it is not necessary to collaborate on everything, there are certain areas (such as branding, social media or special events) that can be focused on to create a more unified sense of the CWE neighborhood.

Derek said he would like to see physical improvements that would help people cross Lindell at Euclid to get from NCID to SCID, as he feels the light is too long and traffic patterns cut people off from businesses on either side of Lindell. Derek said he felt that the NCID was missing out on a lot of business from BJC Hospital and the Cortex Innovation Center because of this. Pete suggested that a pedestrian bridge over Lindell might be one solution to this problem, and said that he would like to see an RFP developed to explore cost and feasibility. He said he thought the city, the SCID, the SBD and/or BJC and Washington University Medical Center might be willing to help fund the cost.

Trip said he did not think an RFP was warranted at this time, but that Kate and the board could do some discovery to explore the scope of such a project. Jim added that Wash. U announced plans to replace its pedestrian bridge over Forest Park Parkway, and that they might have some relevant information regarding cost; Kate said she would reach out to Brian Phillips to get more information about that.

Chris Lanter said he thought some other sort of visual marker — such as an expansion of the griffin lights to additional intersections or the arches at SLU — would help people better understand the scope of the entire Euclid corridor as well.

Chris also asked about the SCID’s marketing efforts. Kate said that they did not get into that level of detail at the meeting, but that she knew they were not currently planning to build a new website and that they are maintaining a small social media presence through CWE Live. She said that they are planning a fall event, and that there might be some opportunities for the NCID to participate, but that she did not have many details beyond that. She said that the SCID indicated interest in participating in Window Walk in 2016.

Kate said that there was no follow up meeting currently scheduled, but that she would provide information to board members about a meeting time when available. Trip said that it might be a good idea to have someone from the NCID attend one of the SCID’s upcoming board meetings, which are open to

the public, and report back; he noted that he still had not met half the people on their board. Kate said she would find out when their regular board meetings are.

Pete asked for an update on finding a replacement for outgoing board member Aaron Teitelbaum. Kate said that the Executive Committee had made its recommendations of Chris Sommers or Aaron Tilford to Alderwoman Lyda Krewson, and that the process was now in her hands. Kate said that she would follow up with Lyda this week.

PUBLIC REALM IMPROVEMENTS

Kate said that the lighting RFP had gone out two weeks prior and that proposals were due Aug. 2 and that the recommended proposals would be reviewed at the Aug. 17 board meeting. So far, five lighting companies had expressed interest in submitting proposals.

ADJOURN

The meeting was adjourned at 10:45 a.m.

Respectfully submitted,

James Dwyer
Secretary