

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

OCTOBER 18, 2016

The meeting was called to order at 10:04 a.m. at the Chase Park Plaza.

PRESENT were Commissioners Bill Derbins, Jim Dwyer, Derek Gamlin, Pete Rothschild and Trip Straub; Kate Haher, Executive Director of the CWE North Community Improvement District and Elisa Essner, Marketing & Communications Coordinator for the CID.

Derek Gamlin moved to approve the Sept. 20, 2016, minutes; Bill Derbins seconded the motion. The minutes were approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Review of the September 2016 financials. Trip Straub began by reviewing the September financials, noting that it had been a pretty quiet month in the CID. He said that due to sales tax from the Chase and Straub's — two of the CID's largest contributors — that was not included on the report, revenue was below projections for September, but because expenses had stayed low in September, the CID was still ahead on its overall budget. Kate Haher noted that the CID could expect to see stronger revenue numbers in October when the state catches up with reporting from previous months, and added that the board should expect to see an increase in expenses in October, November and December to coincide with Halloween and holiday event production.

Pete Rothschild said that he had highlighted a few line items he had questions about on the latest budget reconciliation, but said he would send them separately to Kate so that the two could discuss.

SAFETY & SECURITY UPDATE

Jim Dwyer provided a brief update about a recent meeting with SLMPD Chief Sam Dotson and commanders from the department's 2nd and 5th districts, as well as representatives from Washington University, Forest Park Southeast, The Grove and the north and south CWE CIDs.

Jim said that he felt the hourlong meeting was very productive and that the chief had been receptive to most of the seven recommendations presented by neighborhood representatives, particularly the suggestion to implement additional traffic control measures on Kingshighway to intercept speeders as well as others who might have suspended licenses, warrants, unregistered firearms, etc. Jim said that the chief was not receptive to the request to engage off-duty St. Louis County officers for supplemental patrols to help address staffing challenges.

MARKETING & EVENTS

Halloween & Window Walk Updates. Kate provided the board with an update on planning for Halloween, which is quickly approaching. She noted that while expenses are up \$3,000 due to additional expenses and programming, revenue is also up \$8,500. She said that approximately 15 neighborhood businesses would be participating throughout the day/night as official vendors, and that for the first time, three neighborhood businesses would be bringing their food trucks to the event as well. She added that Red Bull would be providing a second DJ at the north end of the event footprint.

Kate also provided an update on programming for Window Walk, saying that she had met the previous week with 10 window designers and 10 neighborhood businesses so that they could begin discussing their holiday displays. She noted that there was a good mix of new and returning window designers, and that several new CID businesses were planning to participate as well.

Kate said that she had received a verbal commitment from Anheuser Busch to sponsor a holiday-themed pub crawl in the neighborhood in early December, and she would be eliciting support from Alexis Tucci to help with event planning and coordination.

Pete Rothschild questioned whether the growing cost of outside event support justified hiring an event specialist. Kate said that currently the CID spends about \$12,000 on outside event support spread over three events (Halloween, the CWE Cocktail Party and the holiday pub crawl) and that she feels the CID is currently getting a very good deal on event production, but that this could be something to consider in the future as we continue to bring in new events.

The CWE Association. Kate said that she had met the previous day with representatives from the CWE Association and the Shriners to further discuss the possibility of bringing a fundraiser 5k to the neighborhood in 2017. Kate said the primary goal for the CID would be to make sure the event is driving traffic into our area of the CWE before or after the race, and that the other two groups would split funds raised by registrations; Jim asked whether a date had been proposed yet, and Kate said that the CWEA was reviewing the St. Louis race calendar to find a date, possibly in September or early October.

Bill Derbins told Kate that staff from the Sante at the Chase would be able to help with the event if needed.

Kate also noted that the CWEA would be hosting a fundraising gala for the first time in December and reviving its house tour in 2017, noting that she would provide the board with more information about these events as she received it to determine ways the CID could partner with and engage visitors to the neighborhood.

Euclid South CID. Kate reported that she had spoken to Brian Phillips of the SCID last week to check in on their ongoing dialogue about collaboration. She said that he indicated there is still interest in the two CIDs working together and that he was going to set up a meeting between the two marketing groups, though had not done so yet.

ADJOURN

The meeting was adjourned at 10:42 a.m.

RESPECTFULLY SUBMITTED,

JAMES DWYER, SECRETARY