

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

SEPTEMBER 20, 2016

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

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

Chris Lanter moved for an approval of the Aug. 16, 2016, minutes; Derek Gamlin seconded. The minutes were approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Review of the August 2016 financials. Trip Straub began by noting that August had been a stronger month, putting the NCID slightly ahead of budget for the year.

Trip also noted that a new line item had been added to the statement of financial position to indicate the NCID's dedicated reserve account.

Kate noted that while revenue was on track with budget, some businesses had shown a decrease in sales during June and July. She stated that she would continue to monitor.

SAFETY & SECURITY UPDATE

Jim Dwyer provided an update about ongoing neighborhood security concerns, noting that a meeting had been scheduled for later in the day with the Chief of Police, some of his command staff and representatives from various CWE entities, including the north and south CIDs, as well as The Grove.

Jim said that this meeting had been in the works since August, prior to three recent incidents in the area. He indicated that the meeting would be an opportunity to discuss six proposed courses of action developed by representatives of the NCID, SCID, The Grove and the Washington University Medical Center, which the group believed would improve safety and security in the area. He said that he would forward these recommendations to the rest of the board later that day.

Jim noted that arrests had been made in all of three of the recent incidents.

Bill Derbins expressed concerns about the routes of the TCF bike patrols, stating that he does not see the bike officers very often near The Chase Park Plaza and wonders if they do not patrol the area knowing he has his own private security; Derek Gamlin said he does see the officers frequently in the neighborhood, but would like to see them going in and out of businesses more frequently to interact with CWE merchants. Derek added that he has been using the STLDPD's new reporting app and finds it to be very

effective; Jim requested that Kate and Elisa circulate information about the app to other NCID merchants and encourage them to start using it as well.

Jim said that it would be constructive for business owners to instruct their employees or security staff to make police reports every time an incident occurs in order to establish a record of need and encourage SLMPD to allocate more resources for the area.

Kate said that she was working with Jennifer Volk of Creative Entourage to develop a PR “crisis” strategy and consistent messaging for neighborhood entities and merchants to use when approached by the media. She said that the objective is to make sure our messaging was helping and not hurting the neighborhood. She said she would also be working on a PR plan to get more positive stories about the neighborhood into the news. The board agreed that the NCID needs to be sufficiently prepared in terms of both messaging and a course of action in the event of a crisis.

MARKETING & EVENTS

Kate provided the board an update on the CWE’s upcoming events. She said that she had been approached by Karey Brown, who works for Knoll and represents the St. Louis chapter of the International Interior Design Association, about organizing a fashion-focused event in the CWE for November. The “Unravel Reveal” follows the IIDA’s annual fashion show/competition and would involve displaying garments from the show in storefront windows along McPherson for two-three weeks. She noted that the organization has already partnered with Centro to host a kickoff happy hour and stroll. Kate said the NCID’s role would be to connect the IIDA with McPherson businesses and to help promote the event.

Halloween & Window Walk Updates. Kate reported that she is actively working on sponsorships for Halloween. She is hoping for increased sponsorships of this year’s event because expenses will be higher (due to expanded entertainment and a need to secure our own tents, tables and bars, which have previously been provided by Anheuser Busch).

Trip wondered whether Johnnie Brock’s or area haunted house companies might be approached for sponsorships; Kate said that Johnnie Brock’s had always been an in-kind sponsorship, but she is going to discuss asking for a cash sponsorship with the Halloween Planning Committee during their meeting later in the week. She said she did not know the history of the sponsorship and why it had not included cash funding in the years past.

Kate said planning for Window Walk was also well underway, and that 11 window designers had been secured with help from St. Louis Homes & Lifestyles Magazine. She added that 10 CWE businesses had expressed interest in working with those designers, and so she would be working on pairing designers and businesses, and encouraging them to have their displays in place by Small Business Saturday.

She said that she and Elisa are working on developing a list of activation ideas for businesses to engage visitors during the three Window Walk Saturdays, which would complement the NCID’s core activities.

She added that Tuff Shed is donating a shed that could be used for Santa's Workshop, and that she would be reaching out to Pete Rothschild to see about placing it on the Kopperman's patio throughout the holiday season (assuming no new business takes over the space in the interim).

Kate also noted that there are additional funds from Anheuser Busch (reallocated from Local Social) that could be used to produce a holiday pub crawl on a slower weeknight during the holiday season.

Website Opportunity. Kate updated the board on changes to the website's event listings, which will allow for better filtering, a calendar view and an overall more user-friendly experience. She said she would let the board know when the changes are live.

Chris Lanter updated the board on recent marketing committee discussions about adding businesses that do not fall within the NCID to the website, saying that if we want cwescene.com to become the go-to neighborhood website, we need to be aggressively pursuing a strategy of inclusion. Kate said she had worked on a fee structure that would allow for a setup fee for the first year (directory page, maintenance and 12 events/year) and then a recurring fee going forward (maintenance and 12 events/year).

The board agreed that this would be a good thing to pursue once a fee structure had been voted on; Trip noted that this was similar to how the CWE maps had been developed and funded over the years.

Book Festival. Kate introduced Kris Kleindienst of Left Bank Books, who addressed the board about a new literary event being proposed for the neighborhood. Kris said that this was an event she had wanted to produce for a long time, and that she felt it would be a great addition to the neighborhood, especially with its rich literary heritage. Kate indicated that this one-day event is being proposed for summer 2017 and would be located throughout the CID with the core activities at various locations along the Euclid corridor, with street closures similar to those during the CWE Cocktail Party.

Kris briefly outlined some of her ideas for the event, including tents with author readings, panels, book sales, children's programming, poetry slams and more. She indicated that the event could also include a ticketed kickoff event the night before, and that day-of programming could be extended to include neighborhood restaurants, retailers and more.

The board indicated that they thought this was a great fit for the neighborhood, and were excited to see more ideas. Jim Dwyer noted that he would like to use this event as an opportunity to push for the installation of the fourth author bust at the Euclid/McPherson intersection, and added that this would need to be coordinated with the CWEA.

Kate said that Kris had reached out to her LBB foundation for a \$10,000 donation, adding that Left Bank Books was very interested in being a co-producer of the event. Kate said that the NCID had funds in its budget for this new event, and that Left Bank's funds would go a long way toward making this event possible. She said that the next step would be to create a steering committee with representatives from CWE businesses as well as residents.

PUBLIC REALM

Lighting RFP Update. Kate said that she and Jim had met with two of the lighting firms — SWT/Randy Burkett and HOK Lighting — which had submitted proposals. She explained that both meetings resulted in good dialogue. Because of the scope of the RFP, Kate said that she and Jim had broken the NCID's objectives for this project into six pieces and then asked the groups to bid each separately. She stated that because both groups had a lot to offer, it was challenging to pick just one to work with. She explained that to move the process forward, she and Jim recommended offering each group \$5,000 to work on the featured lighting element objective. This would provide an opportunity to see their work before making a final decision and give us ideas to pursue. She indicated that this project was chosen because it potentially encompassed the entire district. Jim added that after much discussion, this was the recommended course to get us started and that the CID would not necessarily be tied to one company for all projects.

OTHER BUSINESS

Annual Report. Kate said she was working on drafting the 2015/16 annual report and that she would be circulating it soon for the board to review.

Marketing & Events Intern. Kate also noted that she and Elisa had met with a potential marketing & events intern. She said that the internship would be unpaid, but that the candidate — a junior from Wash.U – would be working for school credit. She said she was waiting on some writing samples and would likely be offering her the position in the week to come.

ADJOURN

The meeting was adjourned at 11:03 a.m.

RESPECTFULLY SUBMITTED,

JAMES DWYER, SECRETARY