

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

FEBRUARY 20, 2018

The meeting was called to order at 10:03 a.m. at the Chase Park Plaza.

PRESENT were Commissioners Peter Cassel (via phone), Jim Dwyer, Ken Fowler, David Kohlasch and Trip Straub; Kate Haher, Executive Director of the CWE North Community Improvement District; Maggie McCarthy, Marketing Intern for the CID; Erica Lembo, Marketing and Communications Coordinator for the CID; and Eric Stopp, CPA with Stopp and VanHoy.

Peter Cassel announced that there would be a ground-breaking ceremony for the One Hundred building on Kingshighway and West Pine on Tuesday, February 27th at 1 PM. He invited those present to the groundbreaking. He added that Mac Properties has invited the people of the CWE and St. Louis to contribute letters that will be buried in a time capsule at the property.

MINUTES

Ken Fowler moved to approve the January 16, 2018 minutes. David Kohlasch seconded. The minutes were approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Introduction of Erica Lembo - Marketing and Communications Coordinator for the CID

Kate Haher introduced Erica Lembo, the CID's new Marketing and Communications Coordinator and Erica provided a summary of her background.

2016/2017 Audit Report

Eric Stopp, CPA with Stopp and VanHoy reported on his firm's audit for the CID 2016-2017 fiscal year and advised that there were no negative findings. He reviewed the commission's intent for reserve funds, and noted there were a few journal entries to be taken care of and that he was waiting on a final account confirmation from Enterprise Bank in order to finalize the audit. Kate agreed to follow up with Enterprise Bank to finalize this.

Review of 2018 January Financials

Trip Straub reviewed the monthly financial statement. He noted that Use Tax is higher than normal and suggested that Kate make adjustments to the budget to more accurately account for revenue collections. Kate noted that overall expenses were on track with several line items tracking lower than budgeted.

Review of Risk Assessment and Accounting Procedures

Kate Haher reviewed the CID's Risk Assessment and Accounting Procedures, noting that these are documents that are reviewed annually and modified as necessary. The commission noted a few minor edits to be corrected. Ken Fowler moved to approve the Risk Assessment and Accounting Procedures. Jim Dwyer seconded. The Risk Assessment and Accounting Procedures were approved.

Strategic Planning Meeting

Kate Haher advised that she had received proposals for a strategic planning meeting from two consulting firms: Waters Global Group and Collaborative Strategies Inc. She explained that the planning process is intended to help the CID identify short and long-term goals and develop a new budget for the 2018/2019 fiscal year. Kate advised the Waters Global Group proposal was less than the other and recommended hiring Kelly to facilitate the planning session. The Board agreed to hire Waters Group and to schedule the session for a Tuesday in the next month or two.

MARKETING, COMMUNICATIONS & EVENTS

Dine Out for Charity

Kate reported that 14 businesses are participating in this year's Dine Out for Charity event in support of Shriner's Hospital. The event is set to occur all day on Wednesday, February 28.

Event Updates

Kate stated that she had met with the event committees for all 2018 CID events. She explained that she is working on sponsorships for the Cocktail Party with Citizen Park, Busey Bank and Brown Foreman, and was hopeful we would have better results with sponsorships this year. She noted that she would like to expand programming for Make Music Day and enhance neighborhood support for the event.

David Kohlasch asked about the status of the Rosé walk event. Kate explained that the sponsoring group was moving forward, although she did not know which businesses were signed up to participate. The commission agreed that more information was necessary in order to decide the CID's level of involvement. Kate explained that she would continue to gather more information and continue to advise the event organizers as necessary.

PUBLIC REALM

Parking Initiative Update

Kate Haher provided an update on the neighborhood parking study, stating that the utilization study is currently underway and that the team was actively working on the project with completion anticipated in April. David Kohlasch updated the board on the status of the lot on

Lindell and Kingshighway, stating that the Chase had cancelled its lease with the Koplars for use of that lot.

Public Realm Updates

Kate stated that, thanks to the City of St. Louis Forestry Division, 13 trees had been replaced throughout the neighborhood. Kate explained that she was working on other public realm improvements, including re-striping stop bars and crosswalks, painting curbs, and installing no parking signs, bike racks and dog waste stations in the CWE. She noted that these improvements were part of the infrastructure improvements budgeted for this year.

York Ave.

Jim Dwyer advised that he had been working with SWT Design and Koplars Properties on proposed improvements to York Ave, noting that part of the improvements would be funded by the public improvements fund that is funded as part of the Argyle TIF. He explained that he was coordinating with Sam Koplars on this, as plans for the hotel entrance on York were also being evaluated by SWT, and that the next step would be to present the proposed plans to the community for feedback.

ADJOURNMENT

The meeting was adjourned at 11:20 a.m.

Jim Dwyer, Secretary