

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT  
MINUTES OF THE MEETING OF THE COMMISSION  
MARCH 20, 2018**

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

PRESENT were Commissioners Trip Straub, Jim Dwyer, Ken Fowler, David Kohlasch and Peter Cassel (via phone); Kate Haher, Executive Director of the CWE North Community Improvement District; Erica Lembo, Marketing and Communications Coordinator for the CID; Kelly Waters, Managing Director of Waters Group Global; and Jim Whyte, Director of the CWE Neighborhood Security Initiative.

**MINUTES**

David Kohlasch moved to approve the February 20, 2018 minutes. Ken Fowler seconded. The minutes were approved.

**FINANCIAL REVIEW & ADMINISTRATIVE ITEMS**

**Review of February 2018 Financials**

Trip Straub reviewed the monthly financial statement. He noted that the CID had a strong month and overall expenses were on track for the year.

**Review of Preliminary 2018/2019 Budget**

Kate Haher provided a brief overview of the proposed budget for FY 2018/19. She stated that a preliminary budget must be submitted to the city by the end of April, and the final budget would be approved at the Annual meeting in June.

Peter Cassel asked if the proposed budget was shared in advance of the meeting. Kate said she would forward a copy to him as soon as the meeting was over. Peter also asked if the proposed budget included a line item for flexible funds. He mentioned the protests last year in the CWE and said the Commission had discussed putting aside some funds to be used when an unplanned need arises. Kate explained that the proposed budget is a “high-level” summary, and that over the next three months, the CID would develop a detailed budget for 2018/2019. The Commission approved the preliminary budget to be filed with the City.

**STRATEGIC PLANNING OVERVIEW**

Kelly Waters, Managing Director of Waters Group Global, presented an overview of the CID’s strategic planning session scheduled for April 24. She mentioned the three areas of focus for the upcoming session would be Strategy Clarity, Change Leadership and Adaptive Culture. She noted that the CID may consider updating the mission statement which was drafted in 2010 should better reflect the CID’s work. She asked the Commissioners to start thinking about the CID’s strategic priorities moving forward. Kelly mentioned she would be reaching out to each Commissioner to conduct a one-on-one interview before the strategic planning session in April.

**SAFETY AND SECURITY OVERVIEW**

Jim Whyte, Director of the CWE Neighborhood Security Initiative, provided an update on ongoing security measures in the neighborhood. He said that although the CWE remains a target-rich environment, great headway has been made. He mentioned there are now 120 cameras in the NSI network, up from 14 cameras 5 years ago. Jim said they will soon be adding cameras at the Cathedral Basilica of Saint Louis to the network. He also mentioned that the recently installed LPR cameras have been helpful to police in solving three robberies in the CWE.

Jim also mentioned that the U.S. Attorney's office is now taking on a larger role in addressing violent crime in St. Louis by reviewing criminal cases for federal jurisdiction. He says newly appointed U.S. Attorney Jeff Jensen has a great reputation prosecuting crimes and has already doubled the number of prosecutors focusing on violent crime. Jim also mentioned that Jensen will be the guest speaker at the NSI's public security forum in May.

Ken Fowler mentioned that there is still perception that the CWE is a violent area. He asked if the CID should capitalize on what U.S. Attorney Jeff Jensen is doing to fight violent crime, and spread the word. Jim Dwyer stated that he thinks there should be a public relations consultant for the CWE. He said he'd like to see a collaboration between the NSI, North CID and South CID, to fund a joint communication strategy for the CWE. Kate mentioned that the Commission has discussed these public safety concerns before and they've used Jennifer Volk at a marketing firm, not a PR agency, to help put together a communications strategy. She said she will review those materials and share them with the Commissioners.

Jim Whyte also mentioned that the NSI is partnering with Coolfire Solutions to create a mobile application for use by police and the CWE community. He said the NSI wants a better way to share information among businesses, residents and police officers. He said the App will hopefully build better awareness about what's going on in the neighborhood, and it will allow the NSI to push notifications out and receive notifications. He said employees in the area could even request police escorts to their vehicles. Jim said they are rolling this out in the next week and will work on training local police officers on how to use the App.

#### **ADJOURNMENT**

The meeting was adjourned at 11:07 a.m.

RESPECTFULLY SUBMITTED,

---

JIM DWYER, SECRETARY