

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
APRIL 17, 2018**

The meeting was called to order at 10:01 a.m. at the Chase Park Plaza.

PRESENT were Commissioners Peter Cassel (via phone), Jim Dwyer, Ken Fowler, Derek Gamlin, David Kohlasch, Chris Sommers and Trip Straub; Kate Haher, Executive Director of the CWE North Community Improvement District; Erica Lembo, Marketing and Communications Coordinator for the CID; Maggie McCarthy, Marketing Intern for the CID; and Rick Ruderer, The Fifty Roses Foundation.

MINUTES

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

ROSÉ DAY IN THE CWE OVERVIEW

Rick Ruderer with The Fifty Roses Foundation provided a brief overview of their upcoming event, “Rosé Day”, which is taking place Saturday, May 19 from 12:00-6:00 p.m. in the Central West End. He advised the event is intended to raise awareness for 10 not-for-profit women’s organizations in St. Louis. He said ten CWE businesses have signed on to participate as “Tasting Stations,” and each business will be paired with one of the not-for-profit organizations. He said several other businesses in the CWE have signed up to host activities during the event. Rick said all activities will take place on private property and will not encroach on public spaces. He mentioned there will be three check-in locations for the event: the Maryland Plaza Fountain, Vino Gallery and Southern Bank. He requested use of the flag poles in the CWE CID to help decorate for the event. Trip Straub said the Commissioners would discuss this request later in the meeting.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Review of March 2018 Financials

Trip Straub reviewed the monthly financial statement. Kate Haher noted that March was a quiet month. She said things will start picking up in April with event expenses. Kate mentioned the CID has already secured \$4,500 in sponsorships from Washington University Medical Center Redevelopment Corporation and Busey Bank, as noted in financials, and she added that 4 Hands Brewing Company has signed on to be this year’s alcohol sponsor, which will boost the CID’s sponsorship revenue.

PUBLIC REALM

Kate provided an update on St. Louis’ new bike-share program that launched Monday, April 16. She said she spoke with a representative at Lime Bike about the program. There are currently 250 bikes throughout the city. She said the company will have 750 bikes out by the end of the week. In the Central West End, she said there are bikes currently in front of Coffee Cartel and Left Bank Books. Kate noted this is a dockless bike share program. Customers simply download an App, the App uses GPS to notify customers where the nearest bike is, and it will unlock the bike once it’s been paid for. Kate said customers can leave the bike wherever they want. She noted this could become an issue for businesses if bikes are left on their patios, but explained that the bikes could be relocated. Kate said she will monitor the program as it unfolds and will work with Lime Bike to create recommended docking zones, if need be. She said Lime Bike was very receptive to working with the CID. She also asked the Commissioners to keep her informed if they see any problems arising.

Kate also provided an update on Cycle Saloon, which will be launching in St. Louis in June or July. She said Cycle Saloon operates 14 passenger, pedal-powered vehicles. Kate explained that there is an operator

on board at all times controlling the bike. She said the company plans to start their ride in The Grove, and make their way through the Central West End. Kate said riders are able to get off at different stops along the way and spend some time inside businesses. She said the company may be reaching out to local businesses to see if they'd be interested in offering specials during these rides. Kate noted that the company is working on finalizing the route and their partnerships, and she's asked them to get back in touch with her once that is complete. Chris Sommers asked if they will have a liquor license. Kate said the operators do not serve alcohol during the ride.

OTHER BUSINESS

The Commissioners discussed the request from The Fifty Roses Foundation to use the flag poles for Rosé Day. It was confirmed that these would not be made available for this event. Previously, the CID determined that the flag poles were installed for specific, limited use for American Flags, and that they would not be made available to other parties for unregulated uses. Kate noted that she had offered The 50 Roses Foundation use of the CID's H Frames and sandwich boards, and had requested more detail about other proposed décor. The Commissioners suggested the Foundation work with participating businesses on décor at the stops.

Kate mentioned the list of current available commercial space in the CWE that was in the packet, noting that the CID will be sending out info to its subscribers. This will be sent out via MailChimp and will highlight available property for lease or sale throughout the North CID.

ADJOURNMENT

The meeting was adjourned at 10:49 a.m.

RESPECTFULLY SUBMITTED,

JIM DWYER, SECRETARY