

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT  
MINUTES OF THE MEETING OF THE COMMISSION  
NOVEMBER 27, 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, Derek Gamlin, Chris Sommers, Trip Straub; Kate Haher, Executive Director and Erica Lembo, Marketing and Communications Coordinator for the CID; Eric Stopp, CPA with Stopp and VanHoy; and Robel Yohannes, Bar Italia Owner.

**MINUTES**

Trip Straub moved to approve the August 21, 2018 minutes. Derek Gamlin seconded the motion. The minutes were approved.

**FINANCIAL REVIEW & ADMINISTRATIVE ITEMS**

**2017-2018 CID Audit Report**

Eric Stopp, CPA, reported on his firm's audit for the CID 2017-2018 Fiscal Year and advised that there were no negative findings and no major issues to report. He noted that sales tax was down a bit compared to the previous year.

He also mentioned that \$165,000 in deposits were not covered nor collateralized by Busey Bank. Kate advised that she would call the Bank today to make sure the deposits are collateralized.

Eric also recommended that the CID modify their system for approval of disbursements. He recommended the Commissioners initial each invoice before signing each check. That way, the auditor would know each invoice has been reviewed prior to being paid. Trip suggested stamping each invoice, before signing. The Commissioners agreed with Trip's suggestion. Eric also mentioned a system for approving ACH charges be put in place, and that he would be send information regarding one his firm uses.

**Review of October 2018 Financials**

Trip Straub reviewed the monthly financial statement. He noted that October sales tax was a little lower than anticipated, but that year-to-date, the CID revenue was where it should be.

Kate noted that event expenses have increased due to Halloween and Window Walk.

**2019 Meeting Schedule**

Kate presented the CWE Business CID 2019 Meeting Schedule. She stated that meetings will continue to be held on the 3<sup>rd</sup> Tuesday of the month at 10 a.m. at The Chase Park Plaza. She said that she had reviewed the CID's Meeting Schedules from the past few years and noted that there are a few meetings that are typically cancelled. Accordingly, meetings will not be scheduled in February, July and December of 2019. Trip noted that attendance should be high, with fewer meetings scheduled throughout the year.

**MARKETING & EVENTS**

**Halloween Recap**

Kate reported that the CID produced another successful Halloween event with strong crowds at the events throughout the day. She noted that the favorable weather had positively impacted turnout throughout the day: attendance was up for the children and pet parades, people stayed in the neighborhood throughout the afternoon, and patios were packed. She also noted that there were more entries in this year's costume

competition than in previous years. She mentioned that fewer vendors participated in the festival zone this year, and that several businesses had to pull out at the last minute due to staffing concerns. However, she said that having fewer booths in the festival zone helped increase sales for the businesses that did participate.

Kate also noted that one of the CID's current sponsors of the event - Ed Brock of Johnnie Brock's Dungeon - is interested in becoming a larger sponsor. She mentioned that she would be meeting with him soon to discuss opportunities to grow their sponsorship.

Jim Dwyer stated that he believes the production values of the show have really grown. He complimented the production team for keeping the show fresh each year, and noted that the stage, lights and music have all improved.

Robel Yohannes mentioned that he missed seeing different buildings being lit up during the event, as was done in previous years. Chris Sommers mentioned an event in Cincinnati called "Blink"- one of the largest light, art and projection mapping events in the nation. He stated that city buildings were lit up with motion graphics, and that more than 1 million people went to the event. He suggested that the CID should look into doing something similar during one of its events, and that the CWE is the perfect location to highlight because of its beautiful architecture.

Robel asked what could be done to keep more people in the neighborhood after the event. He suggested possibly having the event end at 11 p.m. instead of midnight, to give people more time to spend inside of businesses. He mentioned this could help increase revenue for the surrounding businesses.

### **Window Walk Programming**

Kate stated that holiday programming is well underway. She provided an update on Small Business Saturday and mentioned that it was a gorgeous day in the neighborhood. She highlighted the different activities during the event, including carolers, free s'mores, and gift bag giveaways, and also noted that the CID gave away 5 Golden Tickets, good for \$100 in CWE Bucks. She also observed that foot traffic was up this year, but that she would like to get feedback from a few more businesses.

She stated that Window Walk kicks off this Saturday, December 1. She noted that the SCID has decided to partner with the NCID for the first two weeks of Window Walk, and that festivities would extend south of Lindell. She explained that the event has a similar run of show to year's past, with carriages, carolers, ice carvings and more. She mentioned that there will be special activities each Saturday, in addition to regular programming. She listed some of the new events taking place this year: a Holiday Market under the tent at Scape, featuring 18 local vendors, a Muny Kids Holiday Performance, and Stories around the Fountain with Mrs. Clause (Dec. 8); a Holiday Parade and a CKDC Dance Performance (Dec. 15); and Stories around the Fountain with Mrs. Clause (Dec. 22). She also noted that garland would be going up tomorrow throughout the neighborhood, and that businesses would be receiving their elf ornament later in the week.

### **2019 Events Schedule**

Kate reviewed the 2019 Events Schedule and said she would be emailing the schedule to all of the Commissioners. She explained that the CID had also printed the Events Schedule last year, and passed it out to all of the businesses. She noted that the CID will be passing out the new schedule to businesses in January.

### **Marketing Analysis Update**

Erica Lembo provided an update on Novella's Marketing and Brand Analysis. She mentioned that one of the focus groups is scheduled for this afternoon at 2 p.m. She said about 9 businesses have RSVP'd, and

that this focus group is a combination of retailers and restaurants. She explained that Novella had decided to combine the two groups together, since not many restaurants have responded. She noted that the two focus groups for tomorrow may end up getting cancelled, due to low RSVPs.

Erica also mentioned that the electronic surveys to the CID Business Owners, CWEA List, and the CWE Scene List have all gone out. She noted that there's been a great response rate from both the CWEA List and the CWE Scene List, but only about 25-30 of the Business Owners have responded. She said that Novella has recommended that the CID incentivize the Business Owner Survey to get more responses.

Erica also noted that the CID issued an RFP for public relations services. She mentioned that two proposals have come in, and that the CID Marketing Committee would be reviewing proposals at their next meeting.

## **OTHER BUSINESS**

### **Parking Programs**

Kate provided an update on two holiday parking programs that the CID launched last week. She mentioned that the CID had arranged for two hours of complimentary parking in the Argyle Garage for the holiday season. Free two-hour parking is available Friday, Saturday and Sunday, and no validation is necessary — the two hours will be discounted upon leaving. She noted that the Argyle Garage will track how many vehicles enter the garage each day, and that she will be getting numbers from last weekend by the end of the week. She also mentioned that the garage will provide a final report after Dec. 31.

She also stated that The Euclid Shuffle is now running. She said that the SCID is partnering with the NCID on this initiative, and that The Euclid Shuffle runs from Forest Park Parkway to Washington/Delmar. She explained that The Euclid Shuffle is a 5-passenger electric cab that provides free rides throughout the neighborhood. She noted that the CID is heavily promoting these services — signage has gone up in the neighborhood, flyers have gone out to all of the businesses, there are sponsored social media posts, and information went out in a dedicated eblast to CWE Scene subscribers. Kate also stated that an email went out last week to all of the businesses, and business owners from both the NCID and SCID were excited about the programs.

Kate also mentioned that she is in talks with St. Louis Parking, and hopes to be able to provide two hours of free parking at the Euclid lot as well. She said their COO believes this could be a possibility, but that she doesn't have a final response yet. Chris Sommers stated that many of his employees at Pi use that lot to park, and that the employee rate needs to remain the same. Kate said she would discuss this request with St. Louis Parking, and would keep everyone updated on their response.

Derek Gamlin brought up concerns about valet parking in the CWE. He mentioned that valet company's simply can't operate in the CWE because they are running into problems about where to park vehicles, and because of that, business is down. Robel agreed with Derek, and said that businesses in the neighborhood have suffered without having valet services right outside their restaurants. Derek stated that the CID should consider buying and operating a parking garage. Jim noted the Bank of America garage is not utilized at night, and could potentially be used in some way. Chris also mentioned the Kindred lot as a possibility for the CID to use. Kate said she would investigate different options and keep everyone updated.

### **Small Business Saturday**

Jim mentioned that the "Shop Local" concept is very important to the community, as a whole. He suggested that the CID should explore working with other neighborhoods in St. Louis and orchestrate a co-op approach to promoting Small Business Saturday. Kate mentioned that the CID has been attending

meetings for the Coalition of Neighborhood Commercial Districts, and that she would bring up this idea at one of the meetings.

**Kiosks**

Kate stated that she is serving on the Advisory Task Force for city-wide information kiosks, and that they are rolling out a test of two different kiosks on Dec. 11 from 9-3. She encouraged the Commissioners to go down to the St. Louis Development Corp Offices to check them out. She said she would be emailing the Commissioners more information about the kiosks.

**ADJOURNMENT**

The meeting was adjourned at 11:26 a.m.

RESPECTFULLY SUBMITTED,

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JAMES DWYER, SECRETARY