

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

AUGUST 16, 2016

The meeting was called to order at 10:05 a.m. at Kingside Diner

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

Derek Gamlin moved to approve the July 19, 2016, minutes. Pete Rothschild seconded. The minutes were approved.

FINANCIAL REVIEW

Review of the July 2016 financials. Trip Straub began by noting that July had been a slower-than-expected month for sales tax collection within the NCID, in part due to several payments not yet being reported by the state, and that Kate is continuing to work with the state to figure out why their reporting is often so delayed.

Trip added that while revenue was down in July, expenses had also been lower, and so the NCID had shown a slight gain for the first month of its 2016/17 fiscal year.

Reserve fund. Trip updated the board on conversations with Eagle Bank about moving some of the NCID's funds to an account there. He stated that the president of Eagle Bank had recommended a few banking options that could yield slightly higher interest returns for the NCID than leaving all of the funds in multiple accounts at Pulaski Bank.

Derek Gamlin and Pete Rothschild indicated that they were in favor; Jim Dwyer said that he was also in agreement, in part because it would be a gesture of goodwill to Eagle Bank, which recently moved into the CWE and has been a strong sponsor of NCID events. He said that he would like the NCID to go back to Pulaski Bank and speak candidly about what Eagle Bank was offering, as well as their willingness to be a sponsor of events, and see if they made any counteroffers. Kate agreed that she would take the lead in the conversation with Pulaski Bank and update the board on what she learned.

MARKETING AND EVENTS

Review of survey feedback. Elisa provided an overview of two recent surveys conducted by the NCID. First, she reviewed the results of the business-focused survey provided to merchants earlier in August, noting that engagement had been quite low with only nine respondents. Elisa said that she and Kate would be speaking individually with business owners to get additional feedback.

Elisa then reviewed the consumer survey, which was distributed via the NCID's email list and social media, as well as the CWEA's email list, and received 420 responses about primary reasons for visiting the CWE, CWE events, general impressions of the CWE and suggestions for improving the area. She noted that responses were overwhelmingly positive, with the few negative responses focused on safety/security and parking.

She added that the consumer survey also collected email addresses for the NCID's mailing list as well as zip code information, with more than 50 percent of respondents living within the 63108 zip code. Other key areas included the DeBaliviere neighborhood and South City.

Pete asked that materials like the survey results be provided in advance of future meetings so that commissioners could review them and be prepared to discuss. Derek suggested that board members digest the information and take a few moments to discuss at September's meeting. He also reiterated that he would like to see Kate and Elisa putting in more face time with the businesses to boost merchant engagement.

Halloween Update. Kate provided a brief update on the planning process for Halloween, indicating that she had met with Dennis and Frances to begin confirming details and to update the participation application, which would be going out to NCID businesses within the next couple of weeks. She said that the creative was also underway and would be distributed for board members to review.

Kate said that she also had scheduled sponsorship meetings with old and new sponsors (including Purina). She said that the Anheuser-Busch sponsorship would now go through Shocktop, and that the planning committee would be working with AB to sort out changes to the sponsorship due to new enforcement around rules about liquor sponsorships (i.e., no tents branded with liquor logos).

Kate noted that the Halloween party, to be held Oct. 29, coincides with WUSTL's Parents' Weekend. Pete asked about plans to promote the event on campus and in WUSTL's Student Life publication; Kate indicated that WUSTL has always helped promote Halloween, and that the

NCID had budgeted for an ad in the Parents' Weekend edition of Student Life. Bill Derbins said that he would hang Halloween posters inside The Chase and would provide the specs to Elisa.

Window Walk Update. Kate said that planning for Window Walk was also underway, and that in addition to the traditional activities, she and Elisa were researching various new elements to fill three strong Saturdays (Dec. 3, 10 and 17), noting the possible addition of a holiday-themed run and/or a pub crawl. Kate said that businesses were given a deadline for participation during the most recent merchants meeting, and that St. Louis Homes & Lifestyles was working on securing window designers for the event.

PUBLIC REALM IMPROVEMENTS

Lighting RFP Update. Kate said that the lighting RFP yielded five responses, and that she would be meeting with three of those respondents over the next week and a half. She said that she was also planning to meet with St. Louis Development Corp to discuss grant opportunities.

Maintenance Staff Update. Kate said three individuals (one full-time, two part-time) had been hired and the transition to an in-house maintenance program was officially underway. She said that she would be monitoring any changes to equipment and/or material needs.

ADJOURN

The meeting was adjourned at 10:31 a.m. so that the commissioners could discuss proposed compensation for both Kate and Elisa.

Respectfully submitted,

James Dwyer
Secretary