

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

April 21st, 2015

The meeting was called to order at 10:00 a.m.

PRESENT were Commissioners Derek Gamlin, Pete Rothschild, Trip Straub, Jim Dwyer, Aaron Teitelbaum and Bill Derbins, in addition to Kate Haher, Executive Director of the CID and Eric Hamblett, Marketing & Communications Specialist.

MINUTES OF THE PREVIOUS MEETING:

Trip Straub asked for a motion to approve the March 24th 2015 meeting minutes. Derek Gamlin moved to approve the minutes. Pete Rothschild seconded the motion. All in favor. The minutes were approved.

FINANCIAL REPORTS & ADMINISTRATIVE BUSINESS

Audit Report

Eric Stopp, from Nichols, Stopp and Vanhoy was present to present the 2013/2014 Audit report. He explained that overall it was a good audit and stated that there were just a few notes that he would like to review.

1. The TIF funds that the CID is now paying to the Maryland Plaza South TIF and the Argyle TIF payments should be noted on the books as a liability which he did and adjusted the balance.
2. At the beginning of the 2013 fiscal year, the excess funds were not all insured because they were all held at Pulaski Bank. He noted that this was concerning but acknowledged that the funds have currently been spread to different accounts and are now FDIC insured.
3. He noted that the CID had not filed an initial budget with the City and State for the 2013/2014 fiscal year and noted that this is necessary in the future.
4. He stated that the accounting controls need to be documented and noted that Kate Haher has created documentation and the board has adopted certain policies relating to the accounting since the audited fiscal year.
5. Eric also recommended continuing to work with an outside accountant periodically throughout the year and at the year end to check the books.

Review of Current Financials

Kate Haher provided a brief review of the current financials noting that the CID had collected \$64,453 in sales and use tax for the month of March bringing the total for the year to \$607,067.

Review of TIF Funds

Trip noted that there was still question about the TIF funds but that these moneys are owed and we are working to determine what the balance of the TIF currently is.

MARKETING & EVENTS

Review of the Proposed Logo

Elizabeth Arway from Creative Entourage presented logo concepts for the Board to review. She noted that she reviewed the existing neighborhood signage, the CWEA's logo and the CWE NCID current brand elements and worked to create a logo that tied to the existing CWE wide brand. She reviewed past logos and color pallets and proposed three concepts for the Board to review. The Board provided feedback on the concepts to Elizabeth, noting that concept A was most preferred with some modification. Elizabeth noted the recommendations and would follow up with modified recommendations.

Event Committee Recap

Kate reported that she had met with a group of business owners in the neighborhood to discuss existing events and possible future events. She noted that there was a good deal of support for the continuation of Local Social and that the group was overall in support of seeing more events in the neighborhood.

PUBLIC REALM ENHANCEMENTS

Parking Signage

Kate provided updated design concepts for the parking signage, reviewed the location plan and discussed costs. She explained that she, Jim Dwyer and Heather Testa from Ten8 Group had looked at sign mock ups and spent time in the neighborhood reviewing each location noting that the original plan had nearly double the number of signs. She further explained that the messaging had been discussed in detail as they were working to determine the best messaging for the signs. The Board suggested that the signs say "Public Parking" in place of the exact names of parking lots and that the swirl behind the "P" be eliminated. Kate explained the range of pricing for the signage noting one reason for eliminating some of the other design elements such as lighting was the overall cost of illuminated signage.

Kingshighway Project Update

Kate explained that the plans for the Kingshighway project were just about complete and that they would soon be submitted to the City for review. She noted that a few of the design elements were still in discussion but that approvals from the City could move forward without this detail.

Landscape Update

Kate explained that the spring plantings were behind schedule which was disappointing. She noted that late cold temperatures and weather was the reason she was given. She noted that she was working with the contractor to ensure this does not happen again and that the summer plantings were on schedule and high quality.

Trip Straub moved to adjourn meeting, Jim Dwyer seconded. The meeting was adjourned.

ADJOURN

Meeting adjourned at 11:30 a.m.

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James Dwyer, Secretary