

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

March 24, 2015

The meeting was called to order at 10:04 a.m.

PRESENT were Commissioners Derek Gamlin, Pete Rothschild, Trip Straub, Jim Dwyer 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 noted that he was in attendance at the previous meeting which should be corrected in the minutes and asked for a motion to approve the October 21st 2014 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

Review of Current Financials

Kate Haher provided an update on the current financial position. She stated that the CID received \$127,129.88 in sales and use tax for the months of January and February and that total revenues to date were \$542,613.80. She explained that the expenses to date were \$659,940.85 and noted that expenses for this period were lower than previous months because most of the large expenses fall in the 1st half of the fiscal year due the events.

Review of TIF Funds

Kate Haher explained that during the audit questions were raised regarding the TIF payments. Trip Straub explained to the Board, that he had spoken to Bill Kuehling about the payment options. Kate Haher explained that \$906,000 was currently due to the TIF which would leave a balance of approximately \$75,000 in the CID's reserve account. The Board asked for Kate to speak to David Richardson and determine how much was still due to the TIF and when it would expire.

MARKETING & EVENTS

Survey Results

Kate Haher reported that 30 individuals completed the CID stakeholder survey and that the overall results were positive. She noted a few results – stating that 96 percent of respondents are saying the CID is achieving its mission, 85 percent validated they would like to see more events in the neighborhood and that Marketing, Events and safety were the top three priorities for the stakeholders.

Pete Rothschild suggested that the CID should also create a customer survey and collect information from those visiting the area. Kate stated that the staff would begin working on a customer survey and report back to the Board with a strategy. Derek Gamlin noted that the cleaning efforts were only viewed as satisfactory and stated that this should be improved.

South CID Updates

Kate stated that she had met with Brooks Goedecker and Susan Anderson with Park Central Development to discuss possible ways to collaborate specifically on the marketing efforts. She explained that the newly formed South CID asked for a proposal from the North CID to incorporate the South CID on the website and into existing social media. The Board discussed the pros and cons of this and was not sure it was necessary at this time. Members of the Board felt that our funding should remain focused within our boundary. Derek Gamlin explained that he believed it was a good idea to join forces and work together rather than compete. Kate added that she felt the marketing efforts could be stronger if both entities worked together because those outside of the CID do not know the difference in the boundaries in the area and to some it is confusing that the entire neighborhood is not included on our website and in our efforts. Kate Haher further clarified that if any marketing partnership were created, the South CID would share in the funding and stated that she would continue the dialogue with Park Central. No final decision was made at the time.

Website Update

Kate Haher provided an update about the website, stating that the website is in its final stages of development and that staff are working to get all the edits completed by the end of April. She explained that once it goes live, she would ask the Board members to review the site before any announcements were made regarding its launch. Pete Rothschild suggested a copy edit on the splash page headline.

2015 Event Discussion

Kate Haher reviewed a summary of proposed events for 2015/2016, noting that she believed that the focus should be on both smaller programming and larger events. She discussed that an event committee would be meeting the following week to discuss future events and focus on the possibility of a book fair or literary event and a culinary event.

Landscape

Kate Haher explained that spring planting was scheduled to begin in the next week or two weather pending. Pete Rothschild suggested that the CID should invest in more shrubs and perennials in order to save on the overall cost of plantings overtime. Kate Haher stated that she was focusing on sustainable designs, using more shrubs and perennials but suggested that annuals continue to be significant in our designs as they provide the most color and variety. Derek Gamlin asked Kate if businesses could pay to have their pots planted and maintained so that they would be consistent. Kate stated that she would get pricing for this.

Miscellaneous

Pete Rothschild asked Kate Haher about the status of LINK Auction Galleries taxable revenue. She noted that she had attended the public hearing to review the change to the ordinance and that there were not concerns which would stop this from being finalized. She explained that it

was expected to be finalized in the coming weeks and that taxes from LINK would begin being collected in June.

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