

# **THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT**

## **MINUTES OF THE MEETING OF THE COMMISSION**

**OCTOBER 15, 2013**

The meeting was called to order at 10:11am.

PRESENT were Commissioners Aaron Teitelbaum, Jim Dwyer, Trip Straub, Philip Slein and Jim Smith and his assistant Kristin Gounis. Also present were Jenna Green and Scott Leisler representing Dovetail.

### **MARKETING & EVENTS:**

Dovetail presented the print collateral and social media programs for Halloween and Window Walk. Dovetail is currently putting together the final touches on the Concierge Guide. They will develop a list of proposed recipients and anticipate a need to expand the quantity to 40+ copies. They expect to distribute before Thanksgiving.

Halloween: Jim Dwyer gave an update on the Halloween event. Highlights of his report included the decision to abandon the notion of live video feed into businesses and VIP area. Bud Select will be the sole alcohol sponsor for the event. Their sponsorship support exceeds that of past sponsors collectively. Signage for traffic control is in production and will be delivered in time for the event, as well as CWE branded jackets for the barricades. Working with Johnny Little and PR team to promote event. Frances and Dennis Gorg to distribute event posters to merchants.

Window Walk: Frances Thompson working with Johnny Little and PR Team. St. Louis Homes & Lifestyles has offered to provide designers to assist merchants with decorating their windows. There will be three judging categories this year....retail establishments, restaurants, and designer-assisted windows. The designers will be competing against each other as well. Dovetail is hoping to engage local celebrities to judge windows.

An opportunity arose to purchase the back cover of the Sheldon Concert Hall program for advertisement. The marketing team and committee determined this would be a great use of the "opportunity fund" established to take advantage of unanticipated opportunities.

Dovetail presented pricing and proposed location for an additional billboard for the Window Walk. Discussion ensued with final decision to be made by Marketing Committee.

Philip Slein, Frances Thompson (event coordinator) and a small committee are collaborating on the Art Places event planned for Friday, November 15<sup>th</sup>. The event is intended to celebrate the recognition by Art Place America of the CWE as one of 33 art-friendly neighborhoods in the U.S. Festivities will commence in Philip's gallery with comments on the significance of the Art Places award from Jill McGuire (RAC), Lyda Krewson and others, and will include a champagne dedication of the Trova sculpture "GOX A" on loan from St. Louis County Parks Dept. and installed on McPherson next to Left Bank Books. Attendees will also be offered discounted tickets to the exhibition "A Queen Within" at the World Chess Hall of Fame. Refreshments and light fare will be served at the Slein Gallery, Duane Reed Gallery and the Houska Gallery.

#### FINANCIAL REPORTS:

Trip Straub distributed financial reports for month ending September, 2013.

Kristin Gounis discussed the current Monthly Sales & Use Tax Distribution report. Jim Smith will follow-up with Sarah Davis at Husch Blackwell for guidance regarding the concern that Lester's is under-reporting.

Jim Smith is waiting to hear back from Bill Kuehling on the status of the TIF agreement.

As discussed in the previous meeting, the CID has agreed to provide assistance of \$25,000 to the Central West End Association to help shore up their budget for the year 2013. This is a one-time commitment. Additional assistance will be considered and voted on if requested.

#### EXECUTIVE DIRECTOR:

Christie Maxfield has posted the position for the Executive Director, has reviewed submissions and has narrowed the search to three to four finalists. Jim Dwyer and Jim Smith will interview each candidate within the next couple weeks and make a decision quickly. Other commissioners are welcome to join in the interviews.

#### OTHER BUSINESS:

Jim Dwyer requested that additional funds to be allocated for tree trimming throughout the district. Philip Slein mentioned that the trees along McPherson near the gallery drop large amounts of debris onto the street. Jim Dwyer will look into additional cleaning along this area.

ADJOURNMENT: There being no further business to come before the Commission, the meeting was adjourned at 11:12am. The next meeting is scheduled for Tuesday, November 19 at 10:00am.

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James Dwyer, Secretary