

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

August 26, 2014

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

PRESENT were Commissioners Jim Dwyer, Derek Gamlin, Pete Rothschild, Jim Smith, Aaron Teitelbaum and Kate Haher, Executive Director and Eric Hamblett, Marketing and Communications Specialist.

MINUTES OF THE PREVIOUS MEETING

Pete Rothschild moved to approve the meeting minutes from June 17, 2014. Jim Dwyer seconded the motion. All in favor. The minutes were approved.

INTRODUCTION

Eric Hamblett was introduced by Kate Haher as the new Marketing and Communications Specialist for the CID. Kate noted that Eric would be focused primarily on social media and website updates and would be working on new projects such as the CID Annual Report and a monthly newsletter in addition to other marketing opportunities.

FINANCIAL REPORTS

Review of 2013/2014 Year End Financials

Kate Haher reviewed the 2013 / 2014 year-end financials stating that the revenue to date was \$821,809.88 and total expenditures were \$759,852.78, leaving a surplus of \$61,957.10 for the year. She explained that recent tax revenue was significantly higher than in previous months resulting in a higher overall revenue than she originally projected. She reviewed expenditures explaining that some categories such as landscape maintenance were slightly higher because of a change in the accounting process. She noted that in some categories, 13 months of expenses were accounted for because she is now operating on an accrual basis. Kate added that the total fund balance at the end of June 2014 was \$1,072,262.07.

Review of July 2014 Financials

Kate Haher provided an update on the July 2014 financials, stating that July 2014 revenue was \$42,845.23 and expenditures to date were \$35,777.41. She reviewed the new report format that would be used going forward, explaining that the Commissioners would now be able to review the detailed line items and compare actual expenses against the approved budget.

Pete Rothschild asked that the financials be distributed one week prior to each Commission meeting and that the detail be broken out in each report. The Commissioners also requested to see the detailed breakdown of the previous year's Halloween expenses. Kate explained that since the prior meeting, Bowood had notified the CID that they were no longer interested in providing landscape services for the CID

as they will be focusing on other aspects of their business. Kate stated that she had issued an RFP in order to find a new vendor quickly and that the RFP had been sent to approximately 10 companies.

Pete requested that the RFP be sent to the Commissioners for review and requested to be more involved in the Marketing Committee and/or in the landscape discussions as they move forward. He requested that a process be put in place for issuing RFP's, hiring staff and moving projects forward.

Aaron Teitelbaum suggested that we begin spending some of the reserves and that we should look at more improvements for the neighborhood. Kate noted that she had begun to look at these items and that these types of projects were absolutely something that if agreed to can move forward.

Maryland Plaza South TIF

Jim Smith explained that Koplars Properties has requested payments from the CID, from the sales tax generated by businesses located in the Maryland Plaza South TIF area. Jim explained that this was the first time the request was made and that the CID was unaware that these funds should be paid to the Maryland Plaza South TIF. He noted that he, Jim Dwyer and Kate had been in contact with Bill Kuehling to discuss the situation and that Bill had reached out to Koplars Properties to discuss. It was suggested that the Koplars consider working with the CID on a project to make up for the funds not paid to date rather than the CID paying in one lump sum. The estimated amount owed to date is approximately \$135,000. The CID is waiting to hear back from Bill Kuehling.

MARKETING & EVENTS

Website Proposal

Kate Hafer provided an update on the website, stating that her recommendation would be to work with Creative Entourage and to create a new website. She explained that the original intent was not to create a new site, but that after further discussion with the Marketing Committee and Creative Entourage it was agreed that this would be the best course of action. Kate explained that the total cost of the project would be approximately \$28,000. Aaron Teitelbaum moved to approve the website proposal submitted by Creative Entourage. Derek Gamlin seconded the motion. The motion passed unanimously.

Halloween

Kate Hafer provided an update on the planning for Halloween. She discussed the recent meeting held at Anheuser Busch with participating Halloween businesses, stating that the spirit of the meeting was positive, with much collaboration and positive feedback. The businesses suggested that the contest end earlier in order to allow for more selling time, which the event team agreed to and that the event go until 1:00. However, for safety and security reasons, it was concluded that the event would end at 12 pm as in previous years. Jim Dwyer noted that this timing has worked well in the past and that those who want to continue to have fun could go into the businesses.

Window Walk 2014

Kate Hafer stated that planning for Window Walk was in process and that she was trying

to get this started a little earlier this year with the goal to encourage more participation. She discussed the CID's renewed partnership with St. Louis Homes & Lifestyles Magazine and noted that they had begun reaching out to designers for help with this year's event.

Kate Hafer noted that she had received a proposal for expanded holiday lighting and décor from Jim Espy and that the goal is to have the CID shine brightly during the winter months and use décor and lighting to create a holiday destination. Pete Rothschild noted that it is hard to compete around the holidays and asked if spending funds to drive traffic to retail during the holidays was an appropriate way to spend CID funds.

Jim Dwyer suggested that a survey be sent to the CID businesses asking about their sales from Thanksgiving to New Year's so that we could determine the significance of this time of year and how CID funds should be allocated. Kate noted that the goal was to create a holiday destination and kick off the event with the Window Walk on Dec. 6th and to continue programming throughout the month similar to Local Social.

Dovetail Contract

Kate Hafer presented a contract from Dovetail for approval. She noted this was based off the budget that was approved at the previous meeting. She explained that the contract could be terminated with 90 days' notice. The Commissioners discussed the overall marketing expenses and requested that the marketing program continue to be evaluated as it is a significant portion of the budget.

Jim Dwyer moved to approve the contract. Aaron Teitelbaum seconded the motion. The motion passed unanimously.

NEW Business

Expansion of CID Boundary

Jim Dwyer explained that he had spoken to David Richardson at Husch Blackwell about the expansion of the CID Boundary to include the Link Auction Gallery and that in total he expected the process to cost approximately \$5000. He asked for a motion to approve the recommendation. Jim Smith made a motion to approve moving forward with the expansion of the CID Boundary. Aaron seconded the motion. The motion was passed unanimously.

Argyle Garage Parking

Jim Smith excused himself from the meeting to avoid a conflict of interest. Jim Dwyer explained that Jim Smith owned a license to control 230 parking spaces in the Argyle Garage that he intends to sell and that this could be a good opportunity for the CID. He explained that the CID could purchase the rights to the spaces for \$500,000 for 35 years and that it would give us control over the spots. He noted that there would still be a daily cost to use the spaces as recited in the License Agreement. Pete Rothschild added that the Roberts Brothers were selling the lot at Euclid and Delmar and that maybe that was something for the CID to consider as well. It was agreed that having access to the parking spots would help further to conversation about valet and employee parking. The Commissioners agreed to meet within the week to continue the conversation. Kate would be in touch to set up the meeting.

OTHER BUSINESS

CWEA Progress Report

Kate Haher noted that the CWEA had provided a progress report as requested by the CID. Commissioners asked if the CWEA would be able to generate financial resources to support itself going forward. Jim Dwyer noted that the CWEA was focusing on memberships and that he believed that membership revenue could make a difference. Aaron suggested that they approach businesses for memberships and noted that he had not been approached as a neighborhood business.

Streetscape & Maintenance Updates

Kate Haher explained that, as requested after the previous meeting, she had begun working with Heather Testa at Ten8 Group on parking signage plans for the neighborhood. She noted that these plans would be reviewed at a future meeting.

ADJOURNNMENT: There being no further business the meeting was adjourned at 12:10 pm.

THE CWE BUSINESS COMMUNITY
IMPROVEMENT DISTRICT

James Dwyer, Secretary