

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

JANUARY 22, 2013

The meeting was called to order at 10:05am.

PRESENT were Commissioners Trip Straub, Pete Rothschild, Jim Dwyer, Derek Gamlin, Philip Slein and Jim Smith, along with his assistant Kristin Gounis. Susan Weissman and Jenna Green were also present representing Dovetail.

MARKETING:

Dovetail distributed the Media Plan and Strategic Overview for 2013. They have hired Frances Thompson to assist with the media buy for the CID. The media selected to address the local market include: Sauce Magazine, St. Louis Magazine, At Home (eblasts), St. Louis Homes & Lifestyles, Nicki's Central West End Guide, The Muny and Cathedral Concerts programs. Media chosen to address the visitor market include: Where Magazine, including the Magazine, Dining Guide Map, Website, Social Media, and Concierge Event. It was suggested that Dovetail make sure they are negotiating best rates for the media buys as many of the CID businesses are utilizing the same publications (i.e. Sub Zero, Herbies, Straubs, The Chase, etc). There should be some leverage there to obtain better pricing.

There was some concern expressed regarding the Where Magazine recommendation, and whether it is the best way to reach the visitor market. Do they really offer value for the cost?

Dovetail is looking for ideas to "ramp up" business Mondays thru Wednesdays, when traffic is slower. Dovetail discussed making an effort to encourage retailers in the CID to open a bit later and remain open later – e.g., 10 Denza is open from 12pm – 8pm. There was also discussion of offering the CID merchants an opportunity to partner with the CID on advertising and split the cost.

It was agreed that Dovetail is authorized to proceed with the proposed media schedule for the first 6th months of the media plan. Motion to approve by Trip Straub. All in favor. Motion approved.

APPROVAL OF MINUTES:

The Minutes from the November 2012 Meeting were distributed. Jim Smith asked for a Resolution to approve the minutes. Motion to approve November minutes passed unanimously.

FINANCIAL REPORT:

Jim Smith provided an update on his conversations with Bill Kuehling regarding the allocation TIF funds. At this point we are waiting for a formal document from the City. It was agreed that

the CID Commission has a great responsibility to ensure that the TIF funds are utilized appropriately.

Trip Straub distributed the November 30, 2012 and December 31, 2012 Financial Statements. The current Fund Surplus is at \$321,236.96. The board was asked to develop a list of projects throughout the neighborhood that should be considered for CID funding.

Kristin Gounis distributed the Monthly Tax Distribution Detail report, showing funds received through the December payment.

OTHER BUSINESS:

The Central West End Association has requested the CID's assistance in underwriting a Strategic Planning study, at a cost of \$7,500. Their main agenda is to determine the Association's role in being a prominent player within the CWE – a voice for the neighborhood. Jim Smith moved approval of the funding request. Trip Straub seconded. All in favor. Motion approved.

A discussion was had on whether the CID should hire an Executive Director. All commissioners were asked to provide their ideas for a job description for this position.

Matt Schindler with Downtown Partnership would like to attend the February meeting to present his Streetcar Feasibility Study. All in favor.

Jim Dwyer proposed that the CID underwrite the funding of special recognition awards to TCF officers (supplemental security patrols funded by the CWE North SBD and managed by the Neighborhood Security Initiative) who performed extraordinary work in 2012. He requested approval for up to ten awards of \$100 each in West End Bucks, for a total of \$1,000. Jim Smith moved approval. Pete Rothschild seconded the motion. All in favor. Motion approved.

ADJOURNMENT: There being no further business to come before the Commission, the meeting was adjourned at 11:45am. The next meeting is scheduled for Tuesday, February 19th at 10:00am.

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James Dwyer, Secretary