

# **THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT**

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

**June 17th 2014**

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

PRESENT were Commissioners Jim Dwyer, Derek Gamlin, Pete Rothschild, Jim Smith, Trip Straub, Aaron Teitelbaum and Executive Director, Kate Hafer.

### **MINUTES OF THE PREVIOUS MEETING**

Derek Gamlin moved to approve the meeting minutes from April 14, 2014. Aaron Teitelbaum seconded the motion. All in favor. The minutes were approved.

### **FINANCIAL REPORTS**

Kate Hafer provided an update on the current financials stating that the revenue to date was \$716,640 and total expenditures to date were \$670,766. She explained that the revenue was slightly lower than what she had originally projected but that expenditures were within budget. Derek Gamlin expressed concern about the total amount being spent on the employee parking program because of the limited number of businesses that were able to take advantage of the program. The Board discussed the importance of a neighborhood wide parking strategy which would address this issue. Kate noted that responses to the RFP for a neighborhood wide program were due back at the end of the week and that once the information was in hand they could begin to discuss various options. The Board set a 90 day goal for a recommendation on a parking strategy.

### **WORK PLAN AND BUDGET**

Kate presented the final draft of the 2014/2015 Work Plan and Budget noting minor changes from previous drafts and highlighting the objectives for the coming year. She explained that due to lower tax collections for the previous few months, she had reduced the overall projected revenues to \$800,400 from \$835,400. She noted an overall reduction in the contract marketing expenses from \$104,000 to \$85,000 and explained that she had spent a significant amount of time evaluating this contract and working with the contractor to reduce this scope. She stated that the reduction in price was a result of bringing social media and web related items in-house and added that the in-house person would also be able to work on communications and marketing items that we are not currently focusing on such as an annual report and monthly newsletter. Pete Rothschild asked about the current status with the landscape contract and the overall cost. Kate stated that she had been working closely with the contractor on the overall scope and performance and that she would be proposing to move from a time and materials contract to a performance based contract.

Trip Straub moved to approve the proposed 2014/2015 Work Plan and Budget. Aaron Tietelbaum seconded the motion. The motion passed unanimously.

Pete Rothschild added that he liked the neighborhood signage that The Grove installed and suggested that the CID begin looking at signage for the District. He added that there was a need for improved parking signage and directional signage and would like to see this move forward.

### **MARKETING AND EVENTS**

Kate provided an update on the status of Local Social stating that both the first and second months of the event were very successful. She added that the art galleries were planning a coordinated art opening in

September on the second Friday which is the night that Local Social typically falls on and that they would be adding an additional month of Local Social / Sip n Stroll. The Board suggested that Local Social be a year round event.

Kate presented an idea for a culinary event that the Marketing Committee had been working on stating that the goal was to have an event in September. She explained that the event would consist of a community dinner prepared by a number of chefs in the neighborhood and a day of classes with a culinary / mixology theme. The event is modeled after two large events in other cities – Tales of the Cocktail and Paris on the Plains along with the popular farm to table concepts. She noted that she had heard from a number of merchants in the neighborhood a desire to have more events and to have a culinary focused event.

Kate reported that the RFP for the revamp of the website had been issued and that responses were due at the end of the following week. She would review with the Marketing Committee and provide a recommendation at the next meeting.

**OTHER BUSINESS:**

Kate stated that there was a delay with the CWEA progress report and that the report would be sent to the Board by the end of the month.

Jim Smith stated that St. Louis Cathedral Concerts has requested that the CID sponsor the 2014/2015 concert series for \$2500. The Board voted in favor of sponsoring the concert series.

Kate stated that due to vacation she would not be available for the July meeting and requested moving for cancelling the meeting. The July meeting was cancelled.

**ADJOURNMENT:** There being no further business to come before the Commission, the meeting was adjourned at 11:18.

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James Dwyer, Secretary