

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

May 17, 2013

The meeting was called to order at 10:07 a.m. by chairman Smith.

Present were Commissioners Jim Smith, Pete Rothschild, Trip Straub and Jim Dwyer. Jenna Green and Scott Leisler were also in attendance representing Dovetail.

ADVERTISING & MARKETING: Jenna Green presented prototypes of business cards, an information packet intended for distribution to new merchants describing resources, activities, events and programs of the CID, and a concierge guide for selective distribution to concierges, meeting planners and food& beverage staff. She proposed creating 40 to 50 guides in three ring binders at a projected cost of \$2000 for production. That request was approved. She also reported on the success of the Local Social events held on four Friday nights in June through September.

FINANCIAL REPORTS: Due to timing issues and the absence of Trip Straub and Kristin Gounis, there was no financial report.

OTHER BUSINESS: Jim Dwyer reported on progress of tree trimming in the commercial district, the status of planning for Halloween festivities, an update on the Art Project further enhance the business district. Ideas suggested included a "Festival of Lights", and renewed discussion of the possibility of architectural lighting on the buildings in the district. There was also discussion regarding the merits of introducing a trolley to facilitate movement along the Euclid corridor. Aaron Teitelbaum will undertake to determine the feasibility of a trolley. It was also proposed, discussed and agreed that the CID will:

1. Join the CVC.
2. Contribute \$1000 toward the cost of updating the four Wayfinder maps located along Euclid Ave. south of Lindell Blvd.
3. Underwrite the cost of updated folding maps/brochures to be distributed via the CVC, Forest Park Visitor's Center, and other similar outlets.
4. Negotiate a six-month consulting agreement with E'Little Communications to provide public relations services to the CID and to the NSI.
5. Develop graphics for event-related traffic signage and barricade jackets.

ADJOURNMENT: There being no further business to come before the Commission, the meeting was adjourned at 11:37 a.m. The next meeting will be Tuesday, June 18, 2013.

James Dwyer, Secretary