

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

November 18, 2014

The meeting was called to order at 10:04 a.m.

PRESENT were Commissioners Derek Gamlin, Pete Rothschild, Trip Straub, Jim Dwyer and Jim Smith, in addition to Kate Haher, Executive Director of the CID and Eric Hamblett, Marketing & Communications Specialist.

MINUTES OF THE PREVIOUS MEETING:

Trip Straub moved to approve the meeting minutes from October 21, 2014 with an amendment that his attendance is noted. Derek Gamlin seconded the motion. All in favor. The minutes were approved.

FINANCIAL REPORTS & ADMINISTRATIVE BUSINESS

Review of November 2014 Financials

Trip Straub provided an update to the Board on a financial discussion that occurred between Kate, Pete Rothschild and himself. He explained that they had reviewed the past expenses in detail and that the group proposed additional procedures for approving expenditures that were not approved in the annual budget. These included: obtaining Board approval for expenditures over \$5,000, requiring two signatures on checks above a certain amount (TBD) and the creation of a Finance Committee.

Trip stated that regular monthly expenses and budget items approved in the annual budget would not require additional approval. He explained that he would continue to evaluate where the CID is spending money and look for opportunities to be better stewards of CID funds.

Kate advised that in January the CID would review mid-year financials and reallocate budgeted funds where appropriate. Pete Rothschild proposed that the Board meet in December and focus on: CID budget, committees, new projects and events. Jim Dwyer also suggested that the December meeting be held and that it focus on organizing processes for future committees and Commissioners. The Board agreed.

Pete Rothschild suggested a nominating committee and asked for clarification on process for appointing commissioners. Jim Smith explained that Alderman Lyda Krewson will lead that effort and explained the appointment process.

Kate Haher presented the current financials, stating that sales tax revenue for the previous month was \$52,093 and total sales tax revenue to date is \$227,734. She explained that in the fall and winter the CID experiences an increase in expenses due to Halloween and Window Walk and that in October the payment to the Maryland Plaza TIF was allocated, making a significant impact in total expenses.

Bank Account Status

Kate Haher explained that she had reached out to Pulaski Bank to discuss the current CID bank accounts and the possibility of spreading the CID funds into various accounts. She noted these would be managed by Pulaski in order to ensure that all of the CID funds were insured.

Pete Rothschild asked how much the CID typically leaves in the checking account. Kate noted that \$150,000 - \$200,000 is typically in the checking account and that the balance is currently in a money market account. Kate presented that the CID will have an opportunity to explore other banking options in 2015. Jim Dwyer explained that eventually interest rates will rise and the CID should not tie up funds unnecessarily.

Conflict of Interest Forms

Kate Haher introduced Conflict of Interest forms to Commissioners, created by Bill Keuhling, in an effort to protect commissioners. The CID does not currently have them on file, and Trip Straub asked that Kate determine to what extent they are necessary with Husch/Blackwell's guidance.

Website Discussion

Eric Hamblett introduced a website design developed by Creative Entourage and advised that two options were presented to the CID for consideration. Rothschild asked that this type of document be sent out before the meeting.

Eric explained that the new website will include seasonal photos and advised that a fall photo shoot was just completed. He showed how the top tool bar would be modified to have more robust features. Pete Rothschild suggested linking to available retail and residential space in the neighborhood and providing resources.

Eric also showed a custom built feature, 'MyCWE,' and its opportunity to help visitors be directed to content in a custom fashion. The group questioned who would use this function and needed more explanation. Kate remarked this function cost a total of \$2,500 and Pete Rothschild and Trip Straub opened a discussion to clarify what features Creative Entourage is including. Kate Haher noted that the agency had benchmarked other cities and Improvement District websites to determine our best course of action.

Jim Dwyer recommended that parking is an important topic on the website, with details on meters and lot availability. Pete Rothschild asked about the today's event section and how that content would remain fresh. The board discussed the importance of this content remaining fresh. She also explained that part of the strategy will be to have the social media feeds from businesses pulled directly into the website and Profile pages.

Halloween

Kate Haher reviewed the expenditures for the 2014 Halloween festivities. She noted that the children's parade was popular, and that the crowd appeared twice as big as last year's. In addition, she reported that the evening activities were very successful, and that a total of 54 contestants entered the costume competition.

Pete recommended that the Board consider: soliciting more corporate sponsors in the future, possibly purchasing sound and lighting equipment for future years, and alternating the venue between Maryland and McPherson. Kate Haher noted that the Halloween committee for 2015 could be diversified to discuss these topics. Jim Smith recommended this topic be placed on the upcoming Committee discussion to be held in December.

Window Walk

Kate Haher advised that 17 interior designers have been organized by STL Homes & Lifestyles to assist with window designs for the Window Walk. She discussed programming for the kick-off event on December 6, and additional activities planned for Saturdays in December. She noted proposed additional elements including a complimentary gift-wrapping station at 449 N. Euclid, complimentary CWE ornaments, and a retailer's Holiday Shopping Guide. Kate also provided a decor and lighting update, highlighting new tree lighting installed on McPherson and electrical outlets added to Griffin Lights. Kate added that the CID executive committee had approved co-funding the purchase of a new tree for Maryland Plaza, to be paid in three annual installments.

Logo

Kate explained that a meeting with the Central West End Association has been scheduled to discuss branding and the evolution of a new CID logo.

CWE Valet Parking Update

Kate stated that she, Pete Rothschild and Derek Gamlin had met with Alderman Lyda Krewson to discuss the proposed parking plan. Lyda posed strong questions including the overall cost to the CID, pricing for consumers, locations, monitoring and neighborhood consensus. She recommended continuing to explore other options, possibly two hours free on special days and that the key would be marketing. Jim Dwyer mentioned that the Treasurer's office will be introducing aggressive parking violation policies, and reiterated the urgency for a plan of action.

Parking & Signage

Kate Haher re-introduced parking signage designed by Heather Testa (Ten8 Group). Based on feedback, Heather Testa had increased the type size and spacing. She recommended illuminating all the parking signs in the neighborhood and layering the large 'P' with a wash of light inside and around the ring. Kate reiterated the lighting mechanism would not be flashing or moving, but rather a subtle movement. Pete Rothschild proposed viewing more color variations. Kate explained that these colors were recommended by Heather because they are the current colors used in the CWE brand.

Safety Updates

Kate Haher explained that she has compiled a list of cell phone numbers of merchants in the neighborhood to use in case of emergency and that a number of e-mails related to safety and security had been sent to the businesses. She also noted that she and Jim Whyte will conduct quarterly merchant Safety & Security meetings to address current issues and for owners to voice concerns, comments and questions. The first one will be hosted in two weeks. Pete Rothschild recommended the possibility of including South CID businesses. In addition, Kate discussed adding businesses located in the CID Boundary that do not contribute to the CID funding. Jim Dwyer provided a brief update on preparations for the Grand Jury announcement.

Miscellaneous

Jim Dwyer presented a formal resolution prepared by Husch Blackwell for Jim Smith to sign authorizing the extension of the CID boundary to include 5000 Washington Place. He also posed the question of whether the CID should purchase directory signs for North of Lindell. Kate Haher noted she would reach out to Heather Testa for a proposal on the design of directory signage for the neighborhood.

Jim Dwyer moved to adjourn the meeting, Trip Straub seconded.

ADJOURN

Meeting adjourned at 11:50 a.m.

The CWE BUSINESS COMMUNITY
IMPROVEMENT DISTRICT

James Dwyer, Secretary