

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

October 21, 2014

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

PRESENT were Commissioners Aaron Teitelbaum, Derek Gamlin, Pete Rothschild, 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:

Jim Smith moved to approve the meeting minutes from August 26, 2014. Aaron Teitelbaum seconded the motion. All in favor. The minutes were approved.

FINANCIAL REPORTS

Review of August and Sept 2014 Financials

Kate Haher provided an update on the current financials stating the tax revenue for September was \$75,165 which brings the total for this fiscal year to \$210,855, and that the monthly expenditures for September were \$63,005. Kate noted that she added the 2013/2014 year end financials in the far right column on the financial report for reference, however because the data was not previously reconciled in QuickBooks and budgeted as it is now, the numbers do not align perfectly.

Pete Rothschild referenced an email he had sent prior to the meeting requesting more detail on the budget. Kate noted that she reviewed a detailed budget in previous meetings and that she would be happy to review the detail again. Pete requested financials be sent 7-10 days in advance of board meetings and that reconciliation reports be sent as well. Jim Smith noted that the Executive Committee had worked with Kate on the detailed budget and it had been sent to all commissioners and reviewed at multiple meetings.

Additionally, Pete recommended that the CID form more committees to review and discuss projects and programs in more detail and suggested that the check signing process be evaluated so that multiple signatures were required for some expenditures. Jim Smith noted that it had been a challenge to get people to attend the meetings and that adding more committees could be difficult but that it was a good idea to consider.

Maryland Plaza South TIF

Kate Haher provided an update on the Maryland Plaza South TIF stating that she and Bill Kuehling had been working with Scott Riley, the attorney for the Koplars, to finalize the total amount of back payments due. She stated that they had agreed that \$131,346.89 was the total through August 2014 and that she was working towards making this payment. Kate reviewed a letter that was drafted by Bill Kuehling stating that

back payments were made and would continue on a regular schedule moving forward. The board reviewed the letter and approved with minor suggestions.

MARKETING & EVENTS

Annual Report

Kate Haher presented the board with an updated Annual Report and noted that she would like to see some changes with some more images reflecting all that the CID does. Pete Rothschild asked if this report could be made in house in future years and Kate noted that this template, created by Dovetail, could be used in future years.

Pete also asked about the reference to the Board seats that were secured and suggested that possibly a Board member sit on the NSI Board rather than staff. Jim Smith noted that this was discussed a few months back and that the recommendation was that Kate should sit on the Board. Jim Dwyer added that Kate's participation on the Board allowed for great collaboration between the NSI and CID.

Website Update

Kate provided an update on the website project and explained how the process is moving forward. Creative Entourage has presented a content map and is now preparing a wireframe to be presented to the Marketing Committee. The total website process is expected to be completed within 14 weeks.

Halloween Update

Kate Haher provided an update on the Halloween festivities and noted \$42,000 was budgeted for the annual event. She added that due to the Cardinals not being in the World Series, a large turnout is expected. She reviewed changes for this year, noting a new time, new production set up and additional programming. She explained that a number of expenses had increased this year and that the CID may need to expect an increase in costs for 2015.

Pete Rothschild discussed the prize money and proposed increasing cash prizes for the following year. Additionally, he suggested that sponsorships be a priority for next year and noted that the CID will need to work hard in future years since we will be met with competition from The Grove and Ballpark Village (Fright Night), which has a \$5,000 prize. Pete also mentioned that the CID could have some leverage in co-promoting with The Grove. Aaron Teitelbaum and Derek Gamlin both noted that Halloween brings in the most revenue of the year for them on a single day/night.

Aaron Teitelbaum noted that connecting both ends of the CID District should be a focus during Halloween. He asked if there is an opportunity for more programming at McPherson/Euclid. Pete Rothschild suggested pursuing other events that fit with our demographic, i.e. a Book Fair and suggested a sub-committee be considered for each event.

Window Walk Update

Kate Hafer stated that Window Walk planning was underway and that the retailers are excited about the event. She explained the CID would be coordinating marketing support via print advertising, Social Media and e-mail campaigns. This year St. Louis Homes & Lifestyles has provided the CID with 16 designers, which is an increase in the number from last year, and that overall participation was up. She explained that the Dec. 6th festivities were in line with last year's events, with carolers, street performers, carriage rides and live entertainment. Derek Gamlin noted that the day of the event was very successful and recommended that more programming take place throughout the month.

Aaron Teitelbaum made a suggestion that the CID conduct a retail survey inquiring about revenue earned during the Window Walk campaign period. Jim Dwyer reiterated his enthusiasm for a merchant questionnaire, proposing the CID measure sales from November until New Year's. Kate noted that she had pulled the sales tax data from the month of December in previous years and that approximately 9.5% of the annual revenues are segmented in December.

CID Logo

Derek Gamlin shared a possible logo design with the commissioners and stated that he believed we needed to rethink the direction we had gone with Dovetail. He added that with the creation of the South CID he believed we needed to get out ahead of this and create some unity and a strong identity for the CID.

PUBLIC REALM ENHANCEMENTS

Landscape Maintenance Contract Update

Kate Hafer advised the Board that the new maintenance contract with Brickman had been implemented through June 30, 2015. In comparing the maintenance proposals of Brickman vs. Top Care, Brickman had better quality of work and competitive pricing. She noted that Brickman will focus on maintenance and Fall/Winter plantings and that she plans to continue to evaluate options for design and installation of the beds and pots for next summer. She stated that she was pleased with Brickman's communication and service to date and was confident that we would see improvements.

Parking Signage Discussion

Kate introduced Heather Testa from the Ten8 Group, and added that back in July, through email, a decision was made to pursue parking signage in the CID. Heather reviewed the signage and parking plans, explaining the process and design suggestions.

Pete Rothschild complimented Heather on the work and noted that he does not see the value in naming lots individually, however would like to see better lighting, and well-designed signs. Heather explained why she recommended naming the signs. Aaron

wishes to see the lighting incorporated into the signage for the lots. Jim Smith noted that the Forest Park signs are done tastefully and should be a model to follow.

Overall, everyone liked the design concept and the board asked Heather to add more detail and sophistication to the lighting concepts. Heather Testa's next step will be to work on a final design mock up, and then possibly a prototype.

CWE Valet Parking Discussion

Kate Haheer provided an update on the valet parking, explaining that she and Derek Gamlin had met and determined that Clayton Valet is the preferred vendor for the new CWE Valet Program. Kate explained that this is a difficult program to create a budget for because the number of parked cars and staffing needs to be taken into account and are hard to predict. She presented possible budget scenarios explaining that the CID could be looking at an expense of approximately \$100,000 annually.

She stated next steps would involve engaging businesses currently using a valet program and rallying their support for a full implementation. Jim Dwyer noted that before the Board engages businesses, it should meet with Lyda to discuss the program and seek her advice. Aaron Teitelbaum asked that businesses with existing valet be given priority when determining locations for stands.

Derek added that he had spoken to Sam Koplak about parking and Sam was excited that we were moving forward. Sam Koplak suggested providing two hours of free parking during the day in place of valet, which could reduce the overall valet costs and still provide a benefit to the neighborhood. Kate and Derek plan to regroup and finalize next steps.

ADJOURN

Meeting adjourned at 11:50 a.m.

THE CWE BUSINESS COMMUNITY
IMPROVEMENT DISTRICT

James Dwyer, Secretary