

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

NOVEMBER 15, 2016

The meeting was called to order at 10:04 a.m. at the Chase Park Plaza.

PRESENT were Commissioners Bill Derbins, Jim Dwyer, Chris Lanter, Pete Rothschild and Trip Straub; Kate Haher, Executive Director of the CWE North Community Improvement District and Elisa Essner, Marketing & Communications Coordinator for the CID.

Chris Lanter moved to approve the Oct. 18, 2016, minutes; Bill Derbins seconded the motion. The minutes were approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Review of October 2016 Financials. Trip Straub began by reviewing the October financials, noting that it had been another quiet month in the CID due to a lower-than-projected revenue check from the state. He said that while this is unusual, he anticipated a large sales tax deposit in November when the state catches up on its reporting, and added that October was still a strong month overall and that the CID was still right on track for its YTD budget because expenses were in check.

Trip updated the board about ongoing negotiations with two neighborhood banks – Pulaski/Busey Bank and Eagle Bank. He said that both banks had been asked to make bids for the CID's dedicated reserve account, and that while Eagle's bid offered the best return, Pulaski/Busey had expressed an interest in re-bidding to avoid losing the CID's business. Kate Haher said she was working to schedule a meeting with Ross of Pulaski/Busey by the end of the week and would report back to the board on her conversations there. Pete Rothschild encouraged her to try to get something in writing to circulate among board members (and potentially forgo a meeting) since the decision would ultimately lie with them. Kate indicated that she was eager for a decision to be made sooner rather than later so that negotiations would not impact potential Window Walk sponsorships.

Pete said he would like to see the CID request annual bids from banks to make sure the fund is consistently performing to the best of its ability.

SAFETY & SECURITY UPDATE

Kate Haher said that due to an increasing number of calls about panhandling in the neighborhood, November's regularly scheduled safety and security meeting would focus on discussing strategies with CID businesses about specific ways to address this activity. She said she would also like to open the dialogue with the NSI and a committee of CID merchants about what can be done big picture to deter panhandlers in the neighborhood. Kate said that there were various paths the neighborhood could take, including some of steps already in use by the NSI (camera monitoring, issues neighborhood orders of

protection, etc.) and that she also thought it would be beneficial to examine best practices from other urban areas in St. Louis and around the country.

Jim Dwyer said he thinks it has to be a multi-prong strategy that relies on police presence and engages the businesses by encouraging them to be alert and providing them with a specific course of action to pursue. Jim said that the NSI has approved funding for a full-time staff member to monitor cameras in the neighborhood, which has already been very effective.

Bill Derbins asked if it was possible for the NSI to share images of the individuals with NOPs; Kate said this information is provided during the quarterly safety and security meetings, but that she would work with the NSI to disseminate that information digitally as well. Pete said he would like to see CID and NSI staff sending out ordinance information about panhandlers bimonthly and making regular visits into the businesses to remind them of steps they need to take to deter these individuals.

Chris Lanter noted that he does not notice Jim Whyte walking in and out businesses as frequently as he has in the past, and thought increased visibility of the NSI would be a good way to engage merchants on safety issues in the neighborhood. Jim Dwyer indicated that new hires at the NSI offices would hopefully free Jim Whyte up to do more of this going forward.

MARKETING & EVENTS

Halloween. Kate Haher quickly recapped 2016's Halloween festivities, noting that it was a great success with lots of activity in the neighborhood all day long. She said that while costs had risen due to new expenses (in particular, tents, which had previously been provided by Anheuser Busch), sponsorship revenue had also increased and so the event had still come in ahead of budget without having to raise costs for participating businesses. Kate indicated that a number of new CID businesses had participated this year, including several food trucks, Red Brick Properties and Paul Mitchell The School.

The board agreed that Francis and Dennis had once again done a great job with the event's production, and Pete said he had heard from many of his young staff and tenants that it was the best year yet for the event. He said that he would like the board to consider moving the evening portion of Halloween to the Euclid & McPherson intersection to better engage the north end of the neighborhood.

Window Walk. Kate said that planning for Window Walk was well underway and that the window designers were already working with selected businesses in order to have designs in place before the end of the month. She said that other businesses had been asked to confirm their participation by Friday and that she and Elisa were continuing to encourage them to each come up with a unique activation to help enhance programming on Dec. 3, 10 and 17. Kate said that in addition to the regular line up of carriage rides, carolers, ice carvings, etc., she had also arranged for photos with Santa inside of Herbie's (12/10 and 12/17), and that guest would once again be encouraged to explore the neighborhood by participating in a game that involves searching for a small ornament hidden within window displays for a chance to win neighborhood prizes.

Kate said that she was traveling to Jim Espy's warehouse on Friday to pick up various holiday decor items he is donating.

Kate said that she and Elisa are also working on the holiday pub crawl (12/7) and Small Business Saturday (11/26), and would be circulating promotional materials to CID businesses over the next few days. Pete said he would like to see a charity component of the pub crawl, and suggested Friends of Wings as a potential partner. Kate said she had also been approached by the Biome School, and would circle back on that to see what possibilities there were on short notice.

Book Festival Update. Kate said that a small group met the previous week to begin committee discussions for the book festival, which had been scheduled for June 24, 2017. She indicated that Left Bank Books had confirmed their \$10,000 donation and would be the event's presenting sponsor.

2017 Events Schedule. Kate outlined other events already scheduled for June 2017, noting that it would be a very busy month that she hoped would help create momentum for a great summer in the CWE. She said the CWE Cocktail Party had been scheduled for June 3 and the CWEA House Tour for June 9-11.

She indicated that while the CWEA had originally planned to also hold its run in June, due to a conflict with downtown's Susan G. Komen race, the event was likely to be rescheduled for sometime in May.

OTHER BUSINESS

Kate Haher said that the auditor would be working in the CID offices on Thursday.

Jim Dwyer complimented Kate on the placement of the directory signage at Euclid and McPherson, noting that he saw many people stopping to look at that one particularly. He added that he was glad to see the Window Walk creative already placed in the backs of the directory signs and H-frames, as he felt that was a great opportunity for promoting CID events.

Pete Rothschild asked where the CID was at with securing a new board member; Kate said she would follow up with Alderwoman Lyda Krewson.

ADJOURN

The meeting was adjourned at 10:46 a.m.

RESPECTFULLY SUBMITTED,

JAMES DWYER, SECRETARY