

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT  
MINUTES OF THE MEETING OF THE COMMISSION  
AUGUST 21, 2018**

The meeting was called to order at 10:05 a.m. at the Chase Park Plaza.

PRESENT were Commissioners Peter Cassel (via phone), Ken Fowler, Derek Gamlin, David Kohlasch, Chris Sommers and Trip Straub; Kate Haher, Executive Director of the CWE North Community Improvement District; Erica Lembo, Marketing and Communications Coordinator for the CID; and Luke Henson, Project Manager at Washington University Medical Center.

**MINUTES**

Ken Fowler moved to approve the June 19, 2018 minutes. Derek Gamlin seconded the motion. The minutes were approved.

**FINANCIAL REVIEW & ADMINISTRATIVE ITEMS**

**Review of 2017/2018 Year End Financials**

Kate Haher provided a brief overview of the Year End Financials for FY 2017/2018. She stated that the CID had ended the year above its projected revenue totals. Kate explained that there had been an unusually large amount of use tax collected, but that sales tax had been right on budget for the year. She also noted that the CID has a total of \$321,806 in its cash reserves.

David Kohlasch asked for clarification on the Public Realm- Special Project line item. Kate stated that a significant amount of that line item was the \$30,000 payment for the Racquet Club improvements, and that the CID's Parking Study and design work on York Avenue were included in that line item.

**Review of July 2018 Financials**

Kate also provided a brief overview of the July 2018 Financials. She noted that July was a fairly quiet month for expenses, but that the CID will start seeing a lot of its expenses pick up in the coming months due to events.

**CID Board Positions**

**Expired Terms**

Kate mentioned that the CID has three Board Members up for renewal: Ken Fowler, Derek Gamlin and Chris Sommers. Trip Straub asked all three Commissioners if they would like to continue serving on the board. Ken, Derek and Chris all agreed that they would like to continue their service and have their appointments reinstated. Kate noted that she would work with Alderwoman Heather Navarro to help move the process along.

**MARKETING & EVENTS**

**Marketing Proposals**

Kate mentioned that the CID has received three proposals in response to its Marketing RFP issued. She stated that the CID Marketing Committee has narrowed it down to two firms, and had conducted interviews with both firms last week. She mentioned that she would like to table this discussion for a later time. She explained that references still need to be checked, and that the Marketing Committee needs to regroup before making a final recommendation. Kate said she would send the Commissioners an email with the Marketing Committee's recommendation after the group meets.

### **Euclid South CID**

Kate provided an update on the Euclid South CID Marketing Proposal. She mentioned that the CID Marketing Committee recently sat down with Board Members from the Euclid South CID, and that they are interested in collaborating on marketing efforts. She mentioned that the South CID is also interested in having the NCID help manage their events. Kate stated that she had sent the South CID a Marketing Proposal, and had just received an email from Lucas Gamlin that the South CID Board has approved it. Kate said she will start working on a formal contract to move things forward.

### **BookFest St. Louis**

Kate mentioned that the CID is moving full steam ahead with all upcoming events. She said BookFest St. Louis is just a month away, and that everything is shaping up great. She mentioned that there will be 20 organizations and 10 artisans participating in this year's event. She also stated that there will be two stages this year. The main stage will be on McPherson (close to Centro) and the second stage will be on Euclid, facing north. She mentioned that there will also be events at Dressel's and the Improv Shop throughout the day.

### **Halloween**

Kate mentioned that the CID has secured \$10,000 in sponsorships for Halloween from Anheuser-Busch. She mentioned that the CID will be looking at ways to promote this event as an "All Day Festival" this year, explaining that the goal is to get people to spend the day in the CWE, and to keep energy in the neighborhood throughout the afternoon.

### **Holiday**

#### **Small Business Saturday**

Kate mentioned that Holiday Programming will kick off on Saturday, November 24 with Small Business Saturday. She said activities similar to Window Walk would be scheduled.

#### **Window Walk**

Kate stated that the CID will once again produce four Window Walk days in December (1,8,15,22). She explained that this year, she would like the CID to highlight a signature activity during each week to drive more traffic. She mentioned the first Saturday would focus on the Maryland Plaza Tree Lighting. She said the second Saturday could feature a holiday market behind Scape, and the third Saturday could feature a holiday parade throughout the neighborhood. She explained that all other Window Walk programming would be similar to years past, this would just be an extra activity that the CID would promote to help draw more people to the neighborhood.

Kate also noted that she met with Jim Espy to discuss holiday décor. She mentioned that several deer need to be replaced. She also mentioned that the CID is looking at some large LED spheres that can be hung up in the trees. She noted that these spheres would be easier to hang and install, rather than wrapping the trees in lights.

### **OTHER BUSINESS**

#### **Retail Plan**

Kate noted that she recently sat down with Kate Walter, Board Chair of The Central West End Association and Alderwoman Heather Navarro. She said that Alderwoman Navarro had expressed interest in seeing a Retail Plan for the neighborhood. Kate explained that she had told Alderwoman Navarro that this topic had been discussed in the CID's strategic planning meeting earlier this year. Chris Sommers noted that it's difficult for the CID to attract retailers because of high rent, and that the CID does not have any control over rent or retailers. Peter Cassel suggested pop-up shops, kiosks and container stores as a possible way to attract retailers to the neighborhood, with a lower cost of entry than a traditional storefront. Kate mentioned that she would research some other markets for ideas.

**Event Review Process**

Kate also mentioned that the CID will be working with the Central West End Association to draft an Event Review Process for the neighborhood. She explained that this will help ensure consistency among events, and will provide outside organizations important information about the neighborhood. She noted that Alderwoman Navarro is behind this initiative.

**ADJOURNMENT**

The meeting was adjourned at 10:44 a.m.

RESPECTFULLY SUBMITTED,

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JIM DWYER, SECRETARY