

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
JANUARY 15, 2019**

The meeting was called to order at 10:02 a.m. at the Chase Park Plaza.

PRESENT were Commissioners Peter Cassel, Jim Dwyer, Ken Fowler, Derek Gamlin and Trip Straub; Kate Haher, Executive Director and Erica Lembo, Marketing and Communications Coordinator for the CID; and Jes Stevens, Community Development Manager for Washington University Medical Center Redevelopment Corporation.

MINUTES

Trip Straub moved to approve the November 27, 2018 meeting minutes. Peter Cassel seconded. Motion approved.

ADMINISTRATIVE ITEMS

Review of December 2018 Financials

Kate Haher presented the December 2018 Financial Report. Trip Straub noted that sales tax from December was slightly lower than budget, but that overall, budget was still on track for the year. Kate explained that the district is still missing payments from a few businesses.

Kate noted that expenses were over budget in the Window Walk category. However, she stated that the North CID collaborated with the South CID for the first two weeks of Window Walk, and that revenue would be received to offset the overage.

Kate also mentioned that she had received an email from Alderwoman Heather Navarro about pending legislation regarding the Argyle TIF. Kate stated that the Aldermanic Ways and Means Committee will be discussing the issue of redistributing surplus funds from the Argyle TIF on January 24. Kate said she will keep commissioners updated on the resolution.

Review of Accounting Policies & Risk Assessment

Trip reviewed the CID's Accounting Policies and Risk Assessment, noting that these documents are reviewed annually and modified as necessary. Kate noted that during the CID's last audit, Eric Stopp, CPA, had recommended that the CID modify their system for approval of disbursements. She advised that his recommendations have been incorporated into the Accounting Policies and implemented, and that no other changes were made.

Kate also noted one change on the Risk Assessment. She stated that CID events have previously been covered by MOPERM (Missouri Public Entity liability pool insurance). However they will no longer be covering events. Kate advised that she is working with an insurance broker and is expecting a couple of quotes on general liability insurance in the next week. Peter Cassel recommended getting quotes from two different carriers. Kate said she will circulate quotes to the Commissioners for review.

Peter Cassel moved to approve the Accounting Policies and Risk Assessment. Jim Dwyer seconded. Motion approved.

Business Update

Kate presented an update on business vacancies in the Central West End. She identified eight businesses that have closed in the past 12 months, as well as three businesses that have opened. She also mentioned three businesses that are slated to open in 2019: Cucina Latina, Up Down, and a Studio/Gallery at 429 N

Euclid. She also noted five spaces that are available for purchase, and said that the CID will circulate an E-Blast communicating all available spaces in the CWE, with pricing info and square footage.

MARKETING, COMMUNICATION & EVENTS

Public Relations Consultant

Kate stated that the CID is partnering with the CWE Neighborhood Security Initiative to co-fund the services of a PR consultant for the neighborhood. She mentioned that the CID issued an RFP for public relations services in November and has received two proposals. She said the CID Marketing Committee has reviewed both proposals and recommends Novella. She explained that Novella is currently working with the CID on its Marketing and Brand Analysis, which they will be sending to the CID by the end of the month. Commissioners will be able to review Novella's recommendations at the next Board Meeting.

SCID Collaboration Update

Kate mentioned that she had met with the CWE South CID Board before the holidays to discuss the NCID's marketing proposal. She said while there is interest in collaborating on marketing efforts, SCID Board Members would like her to further break down the numbers in the proposal to see more of an "apples to apples" comparison regarding marketing budgets for each entity. Kate noted that she has put together an updated proposal as requested, and that she believes the SCID will enter into a contract with the NCID at the beginning of the next fiscal year, which starts July 1, 2019.

Window Walk Recap

Erica Lembo provided a recap on Window Walk. She reported that 15 designers assisted with decorating business windows throughout the neighborhood, and about 10 businesses decorated their own windows. She said there was similar event programming to years past, including carolers, complimentary carriage rides, free s'mores and kettle corn, ice carvings, pictures with Santa and live entertainment. She also noted a few new programming elements this year, including a holiday market, holiday parade, dance performances, and stories around the fountain with Mrs. Claus.

Kate noted that weather during Window Walk weekends was good and contributed to high levels of foot traffic. She also mentioned that she had spoken with some of the retailers and that they reported strong sales during the event. Derek Gamlin added that the elf ornament hunt was a great way to keep children entertained and engaged.

Kate noted that she thinks the window decorations were not up to par this year. She stated that next year will be the 10th anniversary of Window Walk, and that the CID will need to figure out how to re-energize the "Window Walk" portion of the event. Derek said that he believes it is harder for restaurants to decorate their windows due to space restrictions. He said designers could focus more on outside décor and lighting if they are paired with a restaurant. Kate said the CID will work on gathering more feedback and suggestions from business owners, St. Louis Homes and Lifestyles Magazine, and the designers who participated. Jim noted that the CID could also work with Novella on ways to strengthen and promote the event.

Trip asked if the name of the event should be changed. He said he's unsure if "Window Walk" conveys the scope of the event to people outside the CWE, and that a "Holiday Walk" may be more appropriate to garner more interest. Derek noted that it could be hard to change branding after 10 years. Kate said it is something that the Commissioners should continue to think about, and that more discussion about the name could be addressed at a later time.

InSidewalk Sale

Erica explained that the CID is promoting a brand-new event on Saturday, January 26. The CWE InSidewalk Sale will take place from 10 a.m. to 2 p.m., and more than 15 CWE businesses are

participating by offering some sort of special or promotion. Erica stated that January is typically a slow month for businesses, and that the CID wanted to put together an event that would help drive traffic into local businesses. She said that this event is being promoted on the CWEScene website, as well as social media pages. Kate also mentioned that the CID will be printing posters and signs for the neighborhood directories, and that balloons will be given to businesses on the day of the event. Trip asked if individual businesses could receive a sign to put in their own frame outside of their business. Kate mentioned that she would bring it up at the Merchant Meeting, to see if there is a standard size that businesses could utilize.

Dine Out for Charity

Erica stated that Dine Out for Charity will occur on Wednesday, February 27. She explained that participating retailers and restaurants can either contribute a designated dollar amount or a percentage of the day's sales to Shriners Hospitals for Children. She mentioned that she would be reaching out to businesses after the InSidewalk Sale to see who would be participating. She said she will be adding this information to the CWEScene website and to social media pages. Kate noted that this is the 3rd year the CID has done this event, and that these smaller events are a great way to drive traffic to the neighborhood during slower months. She stated that Shriners continues to be a terrific partner of the CID, providing clowns and the YOMO patrol at Halloween and Window Walk festivities, which is why the CID continues to partner with them for this event.

Fat Tuesday Parade

Kate mentioned that the CID is working on a new event that will take place on Fat Tuesday. She explained that Derek's team had hosted a Fat Tuesday parade at all three of his restaurants last year, and that the CID would like to collaborate this year and make it a bigger event throughout the neighborhood. She noted that she has had some discussions with the Saint Boogie Brass Band about possibly doing a "Battle of the Bands" competition, featuring four local high school bands. She explained that high school band members are not able to participate in Soulard's Fat Tuesday celebrations due to age restrictions, so this would be a great way to get them involved in a different event. She said the event would take place in the late afternoon or early evening, and that the bands would parade through the neighborhood, starting at Washington and making their way down Euclid to the South CID.

PUBLIC REALM

Parking and Shuttle Program Update

Kate provided an update on the CID's holiday parking pilot programs and said that the CID had received a lot of positive feedback regarding both the free two-hour parking and The Euclid Shuffle eCAB. She noted that the CID had parked more than 4,000 cars between Nov 23-Dec 31 and that it cost the CID \$2 per car, or \$8,000 total for the program. She also stated that more than 1,400 people had ridden on The Euclid Shuffle. She explained that the NCID had split the cost of the eCAB program with the SCID, and that the NCID had paid \$6,000. She noted that the CID had received positive feedback about the services via social media and an electronic survey that was sent out to CWEScene subscribers. Jim mentioned that while statistics are important, it's not the only thing to consider when evaluating the effectiveness of the programs. He stated that the CID helped address a parking issue that has been on people's minds for decades, and that more people may be willing to park inside a garage now after being introduced to the experience.

Valet Parking Updates

Kate explained that she is still exploring valet options for the neighborhood. She mentioned that she had contacted St. Louis Parking about possibly utilizing the Bank of America garage. She said that they are currently leasing spaces to residents in the neighborhood, and that this has caused conflicts to arise. She also noted that Bank of America requires the garage to close at 8 p.m.

Derek mentioned that the BJC Laclede garage is empty after 5 p.m., and that they would charge \$1 per car after 5 p.m. He suggested that CWE businesses require employees to park in that lot, and that the CID could pay for a shuttle to transport employees throughout the evening.

Kate noted that she has asked Robel Johannes from Bar Italia to participate in these valet parking discussions. She said the CID will continue to evaluate possible options.

Business Owner Survey and Subscriber Survey from Novella

Kate stated that results were in from the two marketing surveys that Novella had sent out. One survey went to CWE business owners and the other to the CWEScene subscriber list. She noted that Erica had summarized the data in both surveys, and she suggested the Commissioners review the results in the packet. She mentioned that Novella will be sending the CID its marketing recommendations by the end of the month, and that the Commissioners will have an opportunity to review their findings at the next board meeting.

Public Realm Assessment

Peter Cassel suggested revising the order of the CID's meeting agenda moving forward. He stated that while Marketing and Events are important for the CID, Commissioners should really be focusing on how to spend money on capital improvements that make a lasting difference in the neighborhood. He stated that "Public Realm" discussions should precede "Marketing, Communications & Events" on the agenda, so that more time can be devoted to the topic.

He also recommended that the CID complete a full assessment of conditions in the public realm. He stated that this would provide the CID with a list of potential projects, and that budgeting and priorities could be decided based on that list. Jim recommended engaging Cohen Hilberry- a CWE-based architectural firm. He noted that they have performed similar assessments and already have base maps of the CID. Kate said she would get this moving and provide the Board with a proposal to complete the work.

ADJOURNMENT

The meeting was adjourned at 11:20 a.m.

RESPECTFULLY SUBMITTED,

JAMES DWYER, SECRETARY