

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT  
MINUTES OF THE MEETING OF THE COMMISSION  
APRIL 2, 2019**

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

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

**MINUTES**

Peter Cassel moved to approve the January 15, 2019 meeting minutes. Derek Gamlin seconded. Motion approved.

**ADMINISTRATIVE ITEMS**

**Review of February 2019 Financials**

Trip Straub reviewed the monthly financial statement. He noted February sales tax revenue was right in line with budget, and that YTD total revenue for the CID is slightly higher than projected (\$551,074 vs \$548,000).

Ken Fowler asked why the CID is under budget for the dedicated patrols line item. Kate stated that the program took a little while to fully staff up at the outset, and that inclement weather impacted some shifts. She noted that this issue has been addressed, and that TCF vehicles will be used in the future to adapt to weather issues.

**Review of 2019/2020 Budget**

Kate presented the proposed budget for FY 2019/2020, and asked Commissioners to review it before the next Commission meeting on May 21. She noted that most line items are consistent with the previous budget, however the CID is projecting a decrease in sales and tax revenue, due to recent business closings in the neighborhood. The final budget for the upcoming fiscal year 2019-20 will be reviewed in detail and adopted at the next meeting of the Commission.

**PUBLIC REALM**

**Public Realm Inventory and Assessment Review and Discussion**

Kate provided the Commissioners with a brief overview of Cohen-Hilberry's report on the CID's "Public Realm Inventory and Assessment." She reported that Clancy Olsen (Cohen-Hilberry Architects) has inspected every area in the CID's public realm, and has documented which areas need improvements. Peter Cassel asked if the findings could be compiled into a list, and categorized by geographical locations or project conditions. Kate said that she would work with Clancy to reorganize the report.

Kate provided a list of four projects to consider, two of which are in process, and noted that the CID has funds in reserve that could be used to fund a design project, such as a streetscape plan for one full block, and the entire intersection of Maryland and Euclid. She said she would contact 2-3 firms for design proposals and present to the Board to review at its next meeting.

**Retail and Development Plan**

Kate mentioned that the CID is currently in conversation with H3 Studio, a local architectural and urban design firm, about creating a strategic retail and development plan for the neighborhood. She noted that

the CID has not had a strategic plan in the past, and this could help guide the evolution of the CID going forward. She said she would keep the Commissioners updated on the process.

## **MARKETING, COMMUNICATION & EVENTS**

### **Marketing Recommendations Discussion**

Erica Lembo provided a brief overview of Novella's marketing recommendations for the CID. She explained that Novella had provided an in-depth report on ways to strengthen and grow the CID's marketing efforts. She mentioned some key takeaways from the report, including the creation of a content calendar, the importance of having unified messaging across all digital platforms, and some small website tweaks. She noted that the CID Marketing Committee will focus on the recommendations in the coming weeks and that CID staff would begin implementing recommendations.

### **Event Updates**

Kate provided a brief update on the CID's upcoming events and reported that everything is currently in motion for another successful year. She said planning for Cocktail Party has begun. She stated that she met with 4 Hands Brewery yesterday, and that they are interested in being the presenting sponsor again this year. She mentioned that Dustin Pares will be back to run the cocktail competition, and that the CID will continue to look at opportunities for more entertainment and activation throughout the event.

She mentioned that CID staff has already met with representatives from Make Music Day, and that these representatives are working with Jackson Pianos to put together an art installation throughout the city. She explained that the installation would feature internal pieces from old pianos. Kate said there is a possibility that a couple of the pieces could be displayed in the CWE, but she is waiting for more information.

Kate mentioned that she has had multiple meetings with St. Louis Homes and Lifestyles Magazine about how to take Window Walk to the next level for the 10<sup>th</sup> Anniversary. She noted that two designers who have participated in Window Walk from the very beginning are interested in leading two separate design teams. She explained that this would help keep design quality consistent throughout the entire neighborhood. She also noted that there will be a "theme" this year to all the windows.

## **ADJOURNMENT**

The meeting was adjourned at 11:17 a.m.

RESPECTFULLY SUBMITTED,

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JAMES DWYER, SECRETARY