

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
AUGUST 20, 2019**

The meeting was called to order at 10:06 at The Chase Park Plaza.

PRESENT were Commissioners Kyle Bozoian, Jim Dwyer, Chris Sommers, Trip Straub and Paul Filla; 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

Chris Sommers moved to approve the June 18, 2019 meeting minutes. Paul Filla seconded. Motion approved.

ADMINISTRATIVE ITEMS

Review of 2018/2019 Year End Financials

Trip Straub provided a brief overview of the Year End Financials for FY 2018/2019. He stated that the CID ended the year above its projected revenue totals, with sales tax revenue coming in much higher than projected. He also noted that the CID had managed expenses and ended the FY below budget.

Review of July 2019 Financials

Trip also provided an overview of the July 2019 Financials. He noted that the CID had started its new fiscal year right on budget and that there were no irregularities to report.

MARKETING & EVENTS

Gallery Night- Sept. 13

Erica Lembo advised that three art galleries on McPherson (Duane Reed, Houska, and Philip Slein) are hosting Opening Receptions on Friday, September 13, and that the CID will promote the evening as a "Gallery Night in the CWE." She noted that when the galleries coordinate their openings to fall on the same night, it provides an opportunity for the CID to promote an "evening of art" to residents and visitors. She also mentioned that there will be live music at the intersection of McPherson and Euclid, as this event falls on the same evening as the CID's Summer Music Series. Chris Sommers asked if there would be any activities for children, like face painting or chalk art. Kate Haher stated that while there aren't any children's activities planned at the moment, she would look into a few options before the event.

BookFest St. Louis- Sept. 21

Erica reported that the CID is moving full steam ahead with all upcoming events. She said marketing efforts are currently underway for BookFest St. Louis. She said there are 18 confirmed authors, and that the BookFest website has been updated with the most current information. She also noted that a "Save the Date" eblast was sent out to all CWEScene subscribers last week, and that she's started to push the event on all of the CID's social media channels. She mentioned that Novella is working with the CID on a "PR Plan" for BookFest, and that they will help coordinate media coverage of the event.

Left Bank Books Request

Kate explained that Left Bank Books has been the CID's partner in this event from the very beginning, and that they contribute a level of expertise that is necessary to ensure the event's success. She said Left Bank Book's Co-Owner Kris Kleindienst had recently asked if the CID could provide funding to help pay for some of their staff time that goes into BookFest. Kate noted that the CID has the funds to allocate \$10,000 to LBB as a management fee. She explained that this would be funded through a portion of the

RAC grant that the CID & LBB had received for BookFest, and also through part of the Left Bank Books Foundation sponsorship. Kate stated that it was her recommendation to support Kris' request for funding. She noted that in the future, she would like the CID and LBB to work on securing additional partners for BookFest. She explained this would help create new programs, expand the event, and take some of the pressure off LBB.

Paul Filla asked if Left Bank Books could provide a detailed breakdown of their staff time that goes into BookFest. Kate said she would request a scope of work from Kris.

Jim Dwyer moved to approve the \$10,000 management fee to Left Bank Books. Paul Filla seconded. Motion approved.

Halloween- Oct. 26

Erica reported that the Halloween lineup would be the same as in previous years. She said that the CID will continue to promote this event as an "All Day Festival," 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. She mentioned that Novella is already working on the creative elements for this year's event. Kate noted that Kennedy Holmes (from The Voice) will be this year's grand marshal for the kids parade.

Holiday

Small Business Saturday- Nov. 30

Erica mentioned that holiday programming will kick off on Saturday, November 30 with Small Business Saturday. She said activities similar to Window Walk would be scheduled.

Window Walk- Dec. 7, 14, 21

Erica stated that the CID will produce three Window Walk days in December (7,14,21). She said programming will be very similar to last year, with carolers, ice carvings, carriage rides, smores, etc. She noted that the CID is working with St. Louis Homes and Lifestyles Magazine and two lead designers to elevate the window designs for the 10th Anniversary. She also mentioned that there will be another holiday market this year on December 14, featuring local vendors and artisans.

PUBLIC REALM ITEMS

City of St. Louis Digital Information Kiosks

Kate provided a brief update on the City of St. Louis' digital information kiosks. She said that the City has partnered with IKE Smart City and will begin deploying the interactive digital kiosks this fall. She noted that this is the first round of production, and that the CWE is not included in this initial round. She explained that the City is focusing on Downtown and North St. Louis first, however, she's already identified potential intersections in the CWE that would be ideal for a kiosk. (She noted that she had consulted with Jim Whyte from the NSI and Ashley Johnson from Park Central Development about these intersections). Kate stated that once IKE Smart City has made their recommendations for locations in the CWE, she would share it with Commissioners.

Euclid Shuffle

Kate reported the Euclid SCID had voted in favor of co-funding the Euclid Shuffle with the NCID on Fridays, Saturdays, and Sundays. She noted that the shuttle would run along Euclid between Forest Park Ave. and Washington. She mentioned that the NCID and SCID would need to sell advertising on the vehicle doors to offset part of the cost. She said she hopes the Euclid Shuffle will be up and running by mid-September.

Chris asked how the CID will measure success for the Euclid Shuffle. Kate replied that the CID will be able to track the number of riders each weekend and will be able to evaluate the program using the data

that's collected. Kate also noted that the CID had received positive feedback from businesses during the pilot launch in December and CID staff will continue to talk to businesses about the impact of the shuffle.

Lyft Program

Kate said that she's been working with Lyft to launch the CID's trial program and advised that the discount will only apply to rides coming into the CWE. She explained that Lyft will be able to geofence the area and the discount will be capped to the first 100 riders on Friday and Saturday nights (between 5 and 10 p.m). Kate also noted that Lyft suggested the discount be \$10 in order to make the offer more appealing to potential riders. She said that the CID will be able to track ridership throughout the program.

Safety Training- Sept. 4

Kate reported that the CID, along with CWE Neighborhood Security Initiative, will be hosting a safety training for neighborhood business employees on Wednesday, September 4 at 2 p.m. She explained that employees had expressed interest in this training during two of the CID's previous safety meetings. She mentioned that Officer Gwen Patton with the Washington University Police Department will be leading the training, and will provide employees safety tips for working in an urban environment.

CID Boundary Expansion Discussion

Kate stated that, as developments continue along the Delmar corridor, the CID has an opportunity to consider possible boundary expansion. Kate asked Commissioners if they are interested in moving this project forward. Commissioners agreed that the CID should start looking at the boundary and what possible expansion could look like.

Chris questioned if the CID boundary stops at Delmar, does that further enhance the Delmar divide? Commissioners agreed that's something to consider.

Kindred Hospital

Kate mentioned that she recently met with Kindred Hospital CEO, Kevin Shrake, to discuss possible parking opportunities in their lot at Lindell and Euclid. She said unfortunately, there are not any long-term opportunities available to the CID. She explained that their leasing company will not let the hospital lease out spaces or subdivide the lot. However, she mentioned that the hospital is willing to donate use of the lot to the CID during a special event, as long as the CID agrees to manage and staff the lot. She noted this could be useful during Halloween or Window Walk.

Kate also said that Kevin asked if the CID or any of the businesses within the District would be interested in supporting their backpack initiative. She mentioned that the hospital is trying to stuff backpacks with supplies for kids in need. Kate said she would be sending out an email to businesses with information about the initiative.

Street Improvements

Kate said that Clancy Olsen from Cohen Hilberry Architects had finalized the drawings to submit to the Alderman, highlighting parking barriers at alley ways. She said that he had identified areas up and down Euclid where people are parking illegally, and noted where planters or bollards could be used to address the issue. He also identified 5 areas on Euclid that could be utilized for designated scooter parking. Kate mentioned that she would be showing these drawings to both of the CID's streetscape design firms, and that she will continue to move this project forward with the City.

ADJOURNMENT

The meeting was adjourned at 11:13 a.m.

RESPECTFULLY SUBMITTED,

JAMES DWYER, SECRETARY