

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT  
MINUTES OF THE MEETING OF THE COMMISSION  
JUNE 18, 2019**

The meeting was called to order at 10:01 at the Chase Park Plaza.

PRESENT were Commissioners Jim Dwyer, Ken Fowler, Derek Gamlin, Chris Sommers, Trip Straub and Paul Filla; Peter Cassel and Kyle Bozoian; and Kate Haher, Executive Director and Erica Lembo, Marketing and Communications Coordinator for the CID.

**MINUTES**

Paul Filla moved to approve the May 21, 2019 meeting minutes. Derek Gamlin seconded. Motion approved.

**ADMINISTRATIVE ITEMS**

**Review of May 2019 Financials**

Trip Straub reviewed the monthly financial statement. He noted sales tax revenue for May was very strong and that the CID would finish its fiscal year ahead of budget. Kate Haher noted that there had been a significant amount of use tax collected. She said that the CID has seen this annual bump in use tax for the past few years.

Kate stated that overall the budget was on track but noted that the miscellaneous marketing line item was slightly higher than budget due to a few extra events that the CID had produced, including the Fat Tuesday Celebration and Insidewalk Sale.

Trip 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.

Kate stated that there will be a full review of the CID's June financials at the next Board meeting in August.

**PUBLIC REALM**

**Special Projects Update and Discussion**

Kate provided a brief update on the CID's Special Projects.

**1. Streetscape Design**

Kate stated that the CID had received three design proposals for one block in the Central West End and the entire intersection of Maryland and Euclid. She mentioned that while all three design firms were very qualified (SWT Design, H3 Studio, DTLs), the recommendation is to move forward with DTLs. She explained that the firm had come highly recommended by Cohen Hilberry Architects, and that she and Jim were impressed after meeting them in person. She also noted that the firm has familiarity with the neighborhood, having completed projects for BJC, Cortex and WashU.

Jim Dwyer mentioned that the CID already has a relationship with John Hoal of H3 Studio, whose proposal included an extensive research component, which would involve interviews with property owners and a significant amount of data gathering. Jim explained that's why H3's proposal was more expensive than the other two firms.

Paul Filla suggested that the CID hire both DTLs and H3 Studio to complete a streetscape design. He noted that the CID has the funds to hire both firms, and this will help provide more options for

implementing the best streetscape design moving forward. Commissioners agreed with Paul's suggestion and Kate said she would let both firms know they've been selected.

Peter Cassel mentioned that he would like both firms to start working as soon as possible, so the CID could have designs to review by the end of September. He said he would like to see the streetscape designs implemented by next Spring and noted that he was prepared to fund the work 50/50 with the CID.

## **2. Retail Development Plan**

Kate mentioned that she had received an email from John Hoal with prior project case studies for Commissioners to review. She reminded the Board that they had asked to see a "practical application" of the firm's plan put in action in a different district. Kate stated she would forward this email to the Commissioners for review.

## **3. Parking barriers at alley ways**

Kate stated that this project — funding parking barriers at alley ways — needs to go through the City, and that she is currently working with Clancy Olsen from Cohen Hilberry to finalize the drawings to submit to the Alderman.

## **4. Outreach Worker**

Kate mentioned that she and Jim Whyte from the CWE Neighborhood Security Initiative recently met with representatives from St. Patrick Center to discuss homeless issues and aggressive panhandling in the neighborhood, and the possibility of funding an outreach worker to service the CWE. She noted that St. Patrick Center receives most of its funding through grants, and the NCID could partner with the SCID and NSI to co-fund a grant that would provide outreach services in the CWE. Kate mentioned that she will reach out to Missy Kelley with Downtown STL to learn how effective their programs have been in addressing these issues and that she would be meeting with the NSI and SCID to continue the conversation.

## **5. Weekend Shuttle Service**

Kate mentioned that she has reached out to the SCID about co-funding a weekend shuttle service along Euclid between Forest Park Ave. and Washington. She said that she is waiting for their response and will keep Commissioners updated.

## **6. South Side of McPherson at Walton Streetscape**

Kate mentioned that a design has been completed for sidewalk improvements across from The McPherson in collaboration with the property owner, and that Clancy Olsen (Cohen Hilberry) will submit this to the City for an initial review and begin determining costs. She noted this is an opportunity for the CID to leverage funds in collaboration with a property owner and make additional improvements to the CWE.

## **7. Lyft Program**

Kate stated that she recently spoke with representatives from Lyft to discuss funding a summer trial program. She said Lyft suggested the discount be \$10 in order to make the offer more appealing to potential riders. Kate said this would still be within the CID's budget, and Lyft could geofence the area to ensure riders are only being brought into the CID neighborhood. She noted Lyft would be able to track the number of users, but wouldn't be able to provide details on riders' zip codes.

## **MARKETING, COMMUNICATIONS & EVENTS**

### **Cocktail Party Recap**

Kate provided a brief recap of the CWE Cocktail Party, noting an overall success. She said that it was a fantastic evening in the neighborhood, and noted attendance seemed to be higher than in previous years. She said she received positive feedback from many of the businesses that participated, and many had

reported strong sales from the evening. She also mentioned that representatives from 4 Hands Brewing Company, the presenting sponsor, had participated as judges in the Cocktail Competition and were very pleased with the event.

### **BookFest Update**

Kate also provided a brief update on BookFest, noting that the CID had received a \$4,600 grant from the Regional Arts Commission. Kate noted that Left Bank Books has had a little more difficulty securing non-local authors this year, because many are requesting financial assistance for travel arrangements. She mentioned that Left Bank Books recently lost their Event Coordinator and Marketing Manager, and that Kris Kleindienst is currently taking the lead on BookFest efforts. Kate also mentioned that this year's event may not have a keynote speaker on Friday, however, she doesn't think that will negatively affect attendance during Saturday's festivities.

### **Make Music Day**

Kate reported that Make Music Day is taking place this Friday in the CWE. She noted there will be live music at eight different businesses throughout the neighborhood. She also said there will be three free events for people to participate in: a harmonica group jam at the Maryland Plaza Fountain, a drum circle at the corner of Maryland and Euclid, and a second line procession throughout the CWE (led by Saint Boogie Brass Band).

### **ADJOURNMENT**

The meeting was adjourned at 10:55 a.m.

RESPECTFULLY SUBMITTED,

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JAMES DWYER, SECRETARY