

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
FEBRUARY 18, 2020**

The meeting was called to order at 10:03 a.m. at The Chase Park Plaza.

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

MINUTES

Paul Filla moved to approve the January 21, 2020 meeting minutes. Ken Fowler seconded. Motion approved.

ADMINISTRATIVE ITEMS

Review of January 2020 Financials

Trip Straub reviewed the monthly financial statement for January, noting that revenue generated from sales and use tax was decent. He stated that total income is currently tracking ahead of year-to-date budget.

Kate Haher stated that January was a quieter month for expenses, since the CID's major events for 2019 have passed. She is still waiting on a few invoices for holiday décor and landscaping.

Peter Cassel suggested that since the CID is currently in an operating surplus, money should be spent on additional projects for the neighborhood. He asked about a time frame for new projects and when decisions could be made. Trip stated that once the CID receives the financial report for March, the Board could consider additional programs. Kate mentioned that she has additional programs and activities outlined for discussion later in the meeting.

Trip observed that the Profit and Loss Budget Performance sheet was not included in the packet. Kate said she would email the P&L sheet to commissioners after the meeting.

PUBLIC REALM

Streetscape Update and Discussion

Kate stated that the CID Streetscape Committee met recently with John Hoal and his team at H3 Studio to review their progress on the temporary streetscape pilot program. She noted that H3 Studio had already met with City departments, and that the City has been supportive. She explained that the biggest hurdle could come from the Treasurer's Office, since the pilot program would require removal of several parking meters. Paul Filla asked if the parking meters could be relocated, so that the Treasurer's Office could still collect funds. Kate stated that she will discuss that idea with Alderwoman Heather Navarro, and advised that the Alderwoman is setting up a meeting with the Treasurer's Office next week.

She mentioned that she will work on obtaining letters of support from property and business owners within the focus area, and that community buy-in would be essential to moving the project forward. Kate stated that John Hoal will be submitting his full design recommendation to the CID in a few weeks.

Peter asked when construction would officially start. Kate reminded commissioners that the temporary pilot program will roll out first (before full implementation of the design plan), and that the goal is to have the pilot program installed this summer. She explained that once the design plan has been submitted, John

anticipates a two month turnaround time for permits. She emphasized that a project start date also depends on how quickly conversations advance with the Treasurer's Office and community stakeholders. She stated that full implementation of the final design would most likely occur in 2021.

Kate stated that she and John will meet with Pete Rothschild next week to review the project.

Retail/Vision Plan

Kate presented John Hoal's (H3 Studio) modified proposal for a retail vision plan for the CID. She explained that this new proposal (\$45,650) has been pared back significantly from the \$80,000 he had initially proposed. She advised that the scope of work has been reduced.

Kate stated that several business owners and community members have expressed concern about where the neighborhood is going and what the future holds for the Central West End. She said that she thinks it would be beneficial for the CID and existing businesses in the District to have an informed plan and analysis of what the future looks like for retailers.

Ken Fowler asked why Task 2.6 (E-Commerce and Mobility Trends) and Task 2.8 (Consumer/User Research) had been omitted from John's new proposal. Kate stated that she would reach out to John for clarification on those two items, and how it would affect the proposal cost if they were added back in. She said she would email John's response to commissioners.

Peter stated that he had recently met with Brian Phillips, Executive Director of the Washington University Medical Center Redevelopment Corporation, and that his organization is also interested in developing a comprehensive vision plan for the CWE. Kate stated that she had recently attended (along with Jim and Ken) a streetscape meeting with the Euclid SCID to discuss potential collaboration efforts. She mentioned that the conversation had turned to economic development, and that the SCID had asked the NCID to co-fund a full-time employee focused on retail development in the area. She explained that the NCID had decided to focus on development of its own vision plan first.

Peter asked Kate to clarify with Brian about whether WUMCRC is interested in collaborating on a vision plan for the CWE. Kate said she would reach out to Brian.

Jim asked commissioners if they are in favor of moving forward with this modified vision plan proposal, pending clarification of the questions above. Commissioners agreed that it would be money well spent to analyze how the CID compares to competing retail districts.

MARKETING & EVENTS

Review of recent media coverage and summary of ongoing communications

Kate stated that during the last Board meeting there was an in-depth conversation about PR efforts and what the CID could be doing to generate more positive press coverage. She presented commissioners with a sheet that detailed the Central West End's positive media mentions over the past three months. She explained that these media mentions have occurred in multiple publications (St. Louis Magazine, Post-Dispatch, Fox2Now, etc.) and have highlighted CWE events, businesses, and promotions. She stated that this list will be updated on a quarterly basis. Erica Lembo also noted that these media mentions are shared on the CWEScene website and social media pages. Trip stated that this list should also be shared directly with business owners and managers.

Paul asked if there was any way to compare this media list to other neighborhoods, like the Loop or the Grove. He said he would like to see how often the CWE gets picked up, versus other neighborhoods in the City. Kate stated that she would think about this request and come up with a strategy to compare.

Kate presented commissioners with a packet outlining the CID's current monthly PR/Communication efforts. She explained that these are guidelines that are currently in-place, but wanted commissioners to know what the CID is working on each month. The packet highlighted monthly blog posts, e-newsletters and social media posts, as well as checklists for events, new business openings, and business closings in the neighborhood.

Additional Programs and Activities for Discussion and Approval

Kate also presented commissioners with a list of new programming ideas for consideration. She mentioned that these ideas had been discussed with the CID's PR group and Marketing Committee. She explained that these ideas have small budgets, would be easy to implement, and would give the CID something positive to promote.

She briefly discussed each item on the list, including: Focus on Family Fun, Tulip Festival, CWE Sampler, A Day in the CWE, Art Wall/Selfie Station, Passports, Art in Motion, Alley Placemaking, Connect to Forest Park, Monthly Residents' Night, and Connect the CWE to Sports.

For the CWE Sampler idea, Kate explained that the CID would sell tickets for the event and that participants would go business to business, sampling small bites along the way. Peter said that the CID should offset the cost for businesses to participate by buying their appetizers/samples for the event. He also recommended keeping the ticket cost low, especially for the first year. Trip suggested that revenue from ticket sales could be donated to charity, and that the CID could pick a different charitable organization each year.

Trip stated that he would like to see the list reorganized by priority. Kate said she would send commissioners an updated list.

Derek mentioned that he would like to see a "Resident Night Out" as a high priority. Ken stated that the Central West End Association should be taking the initiative on this idea. Kate stated that she would reach out to the CWEA to discuss collaboration efforts.

ADJOURNMENT

The meeting was adjourned at 11:08 a.m.

RESPECTFULLY SUBMITTED,

JAMES DWYER, SECRETARY