

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
JULY 27, 2021**

The meeting was called to order at 9:57 a.m.

PRESENT: Commissioners Jim Dwyer, Paul Filla, Ken Fowler, and Trip Straub; Kate Haher, Executive Director and Erica Lembo (via Zoom), Marketing and Communications Coordinator for the CID.

ABSENT: Commissioner Kyle Bozoian.

MINUTES

Paul Filla moved to approve the May 18, 2021 meeting minutes. Ken Fowler seconded. Minutes approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Review of June 2021 & Year End 20/21 Financials

Trip Straub stated that, overall, the CID had a good year and total income came in much higher than projected. He also noted that all expenses had fallen right in line with budget.

He noted that the CID was receiving a more favorable interest rate on deposits with Busey Bank and that Kate would be closing the Enterprise account and moving all funds to Busey.

Park Central Development Proposal

Kate presented commissioners with a proposal to partner with Park Central Development for the Stay in Place Program funded through the SBA Community Navigator Grant. She explained that the program will focus on existing businesses located within the Commercial Districts along the Delmar Corridor and the Central Corridor in the City of St. Louis, and that the goal is to connect businesses with resources needed to recover from COVID-19.

Kate stated that the proposal stipulates that Park Central Development will pay the CWE CID \$15,000 over the course of two years for assisting with recruiting and connecting businesses.

Commissioners agreed that the initial proposal needs some clarification before it can be approved, specifically regarding its role to assist the Community Navigator. Kate stated that she would revise the document and update the CID's scope of work. She said that she would email the revised proposal to the board to review.

PUBLIC REALM

NSI Outreach Worker Proposal

Kate presented commissioners with a proposal from the Central West End Neighborhood Security Initiative to help fund a dedicated outreach worker as part of the NSI's staff. She explained that this employee would provide services in the community to those who are homeless and/or experiencing mental health issues. She stated that the NSI has requested joint-funding from all of its current partners and has requested \$8,250 from the CWE CID (based on the CID's supplemental patrol budget).

Ken Fowler moved to approve the CWE NSI Outreach Worker Proposal. Jim Dwyer seconded the motion. The CWE NSI Outreach Worker Proposal was approved.

Streetscape Update

Kate mentioned that Alderwoman Heather Navarro met with the Mayor's Office last week to get an update on the CID's streetscape project, and stated that the project is still on hold with the City. However, she stated that the CID's streetscape committee met with John Hoal and Julia Pancoast (H3 Studios) a few weeks ago and advised that they are moving forward with their design at the McPherson/Euclid intersection. She said that H3 studios would have an updated presentation to share the week of August 16th.

O & M Manual Update

Kate also mentioned that the streetscape committee has had one working meeting to discuss the CID's operations and management plan. She noted that there's another meeting scheduled this week and the group is putting together detailed guidelines and policies that would improve operations in the CWE. She said that she would keep the board updated as things move forward.

MARKETING, COMMUNICATIONS & EVENTS

Event Recap and Update

Kate provided a brief update on the CID's most recent summer events, noting that these are smaller activities that don't require a significant budget and that they help keep constant energy in the neighborhood. She mentioned that Fitness at the Fountain has been a success and that the CID is looking into expanding the schedule into fall. She said that she had received positive feedback about the 2nd monthly Art Stroll and the CWE Sidewalk Sale (which both took place on July 17), and due to the success of that weekend, the CID will promote another Sidewalk Sale in August (to coincide with the 3rd monthly Art Stroll). She stated that another Meet in the Street is scheduled for this Saturday and noted that there will be additional music and entertainers throughout the neighborhood. She also mentioned that some changes may be made to the Streatery schedule in August, but that she still has to speak to a few more restaurants before a decision is made.

Holiday Programming

Kate mentioned that she recently met with Tom Ridgely from St. Louis Shakespeare Festival to discuss the possibility of another holiday collaboration in the CWE. She stated that while Shakespeare Festival plans to produce their original holiday programming this year, Tom mentioned there may still be an opportunity to work together. She said that Tom will be meeting with his board next week to discuss the possibility, but noted that funding will be a big concern for Shakespeare Festival moving forward. She mentioned that she will get some funding numbers from Tom and continue to work through the options. She also noted that she has a meeting scheduled on August 5th with Krista Howard, Suzie Osterloh, and last year's Window Walk designers to discuss this year's event and how the program can be enhanced.

Kate also presented commissioners with some potential holiday décor ideas (courtesy of Jim Espy/The James Trogolo Company). She reminded commissioners that they had increased the holiday décor line item this year to purchase some new items. One option she showed commissioners was a 12-15 foot light tree (for \$15,000), which would sit atop Kingside Diner. Trip Straub said he loved the idea, but asked if there could be some smaller light trees placed throughout the neighborhood (instead of just one large tree). Kate said she would look into pricing options and would keep the board updated. She also presented the idea of large ornaments to be placed in the griffin beds.

Marketing Program Update

Erica Lembo provided a brief recap of the CID's FY 20-21 Marketing efforts. She highlighted the CID's annual events, website and social media stats, on-going media buys, digital marketing efforts, and printed collateral materials. She also mentioned some of the CID's additional programming efforts to help drive traffic and sales into the District during the pandemic, including the CWE Rewards Program, the CWE Scavenger Hunt, the CWE Passport and Tote Bag Giveaway, and collaborations with social media influencers.

ADJOURNMENT

The meeting was adjourned at 11:06 a.m.

RESPECTFULLY SUBMITTED,

JAMES DWYER, SECRETARY