

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

NOVEMBER 27, 2012

The meeting was called to order at 10:05am.

PRESENT were Commissioners Trip Straub, Jim Dwyer, Derek Gamlin, Aaron Teitelbaum, Philip Slein and Jim Smith, along with his assistant Kristin Gounis. Susan Weissman, Jenna Green and Scott Liesler were also present representing Dovetail.

APPROVAL OF MINUTES: Minutes of the October meeting of the Commission were reviewed and approved.

MARKETING:

Prior to the meeting, Dovetail distributed a document titled “2012 Recap and Plans for 2013.” The commissioners discussed this portfolio, along with the proposed budget for 2013 and agreed that the 2013 marketing budget will remain the same as 2012, with the addition of a \$50,000 “Opportunity Fund” be used for additional projects or activities that may arise throughout the year, including requests from the merchant group. Dovetail will submit a proposal for any proposed expenditure from this fund for prior review and approval by the Commission. The 2013 budget was approved by the board. Aaron Teitelbaum will request that Dovetail provide a defined “Scope of Work” detailing what is included in their monthly fee vs. what would be a part of the \$50k opportunity fund.

Miscellaneous marketing discussions:

*Since January, 2012 the CWEScene Facebook page reached users over 145,000 times.

*The CWEScene website now consistently shows up as the 4th result in when searching Central West End.

*Small Business Saturday was very successful.....the best yet.

*Dovetail has generated over 62 emails directed specifically to merchants. Merchants are finally starting to respond and several have initiated and facilitated monthly meetings intended to generate ideas and programs to enhance business in the CID. Dovetail has participated in those meetings as well.

*Trip Straub recommended creating a window cling similar to the “Over 125 Reasons to Visit the CWE” to be placed on the door of all merchants. Dovetail will pursue this idea.

*Dovetail is looking for a new social media intern.

*Philip Slein suggested adopting more of a visual based approach to advertising, i.e., using more photos and/or illustrations vs. words, similar to the website.

EVENTS:

The 2012 Holiday Window Walk will kick-off on Saturday, December 1st. Jenna Green is scheduled to make five TV/radio appearances throughout the week to market the event. Jenna will provide the schedule to the group. Many merchants are participating this year. Johnny Little (E'Little Communications) has been engaged to serve as PR partner to Dovetail for this event.

Dovetail would like to identify a new event to be held in the Spring to help draw special attention to the retailers.

FINANCIAL REPORTS:

Trip Straub distributed the September 2012 and October 2012 Financial Statements. The current fund balance is \$772,032, including TIF funds.

Jim Smith will schedule a meeting in January to determine maintenance and infrastructure projects for allocation of the remaining (non-marketing) 50% of the 2013 budget, and will review the CID statute to define what projects would be eligible in this category.

Bill Kuehling is engaged in ongoing negotiations with the Comptroller's Office regarding disposition of the TIF funds collected by the CID. Jim Smith will provide an update when an agreement has been finalized.

OTHER:

The board will not meet in December.

ADJOURNMENT: There being no further business to come before the Commission, the meeting was adjourned at 11:40am. The next meeting is scheduled for Tuesday, January 15th at 10:00am.

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James Dwyer, Secretary