

# **THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT**

## **MINUTES OF THE MEETING OF THE COMMISSION**

**FEBRUARY 19, 2013**

The meeting was called to order at 10:00am.

**PRESENT** were Commissioners Trip Straub, Pete Rothschild, Jim Dwyer, Derek Gamlin, Aaron Teitelbaum and Jim Smith. Also present were Jenna Green and Scott Leisler representing Dovetail, John McPheeters and Lizzy Rickard representing Bowood Farms, Matt Schindler and Rene Ducker representing the Downtown Partnership and its Streetcar Feasibility Study, and Frances Thompson and Kristin Gounis.

### **MARKETING**

Dovetail presented two creative concepts for the 2013 ad campaign. The creative strategy is focused on ads with category specific reasons to visit the CWE. Both concepts also focused on creating an emotional connection through pictures, evoking a feeling of the lifestyle and activities in the Central West End.

#### **Concept 1 – Life + Style**

Tight, stylized photo of woman with headline. “Shop Local” to run in St. Louis Magazine, “Eat Local” to run in Sauce and “Tonight” to run on billboard.

#### **Concept 2 – Make It Yours**

Category specific images with special photo treatment and a tagline that describes the scene in terms of “yours” – making the image part of the consumer’s life. Headlines included... Your Living Room, Your Dining Room, Your Wardrobe, Tonight.

Following discussion about both concepts, approval was given to move forward with the Life + Style concept.

### **2013 LANDSCAPE PREVIEW**

John McPheeters and Lizzy Rickard presented their proposed plans for 2013 landscaping. The strategy is to implement seasonal changes in the plantings, soil improvement, shrub pruning, disease prevention and tree trimming. They will have all beds, planters and locations planned out and documented. They will maintain the same billing rate as last year and plan to continue to collaborate with the Independence Center for street and sidewalk litter maintenance. They may need to add an additional water tank to maintain additional planters.

Themes include Moon Gardens, which will be visible at night and Succulent Gardens, which are vivid in color and do well in the sun/heat.

Additional plans include adding cobblestones to areas with high foot traffic, add container to the southside of McPherson, renovate the two beds at the entrance to Straubs parking lot adding herb gardens, replace containers that have been damaged or cracked, add plantings to the Washington/Kingshighway/ McPherson entrances to create the look and feel that those areas are also entrances to the CWE. Also plan to update the existing tree survey, improve tree wells, and renovate additional ground beds.

The Commissioners suggested adding a recycling program and organizing a single vendor for commercial trash collection within the district to gain more control and receive better pricing.

### **STREETCAR FEASIBILITY STUDY**

Matt Schindler with Downtown Partnership and Renee Ducker with URS presented the Streetcar Feasibility Study. The St. Louis Streetcar project envisions modern streetcar lines connecting Downtown St. Louis, Carr Square, St. Louis Place, Old North, Midtown, Grand Center, and the Central West End by providing effective, efficient transit.

**Key Numbers** include (on handout):

7,700 daily riders, 2,700 new riders to transit system  
10-15 minutes between trains, Length of lines 7.0 miles  
\$540 Million\* in new development in first five years  
\$2.1 Billion\* in new development over 20 years  
Cost \$218 - \$271 Million\* subject to streetscaping  
2013: Raise \$300,000 for local match for start of federal  
analysis of environmental, economic, and social impact  
2015: Engineering and design  
2016/2017: Construction begins  
2017/2018: St. Louis Streetcar opens

They will conduct an open house presentation on March 7<sup>th</sup> at the Moto Museum.

The current plan would extend the streetcar line to Lindell/Euclid, therefore creating more accessibility to the CWE. They are hoping to get a letter of support from the CID.

#### **OTHER BUSINESS:**

Aaron Teitelbaum addressed the marketing budget. Dovetail has pulled "Where Magazine" from the marketing plan. Frances Thompson has saved the CID approximately \$5,000 in media buy fees. Dovetail has agreed to reinvest the fee that they had added in their initial presentation. Aaron T asked for a MOTION TO APPROVE the media recommendations for the remainder of the year. Derek Gamlin seconded this motion. ALL IN FAVOR TO APPROVE.

Stickers have been purchased to place on parking meters throughout the district advising the public of the hours during which meter violations are enforced.

Trip Straub distributed the January 2013 Financial Statements.

**ADJOURNMENT:** There being no further business to come before the Commission, the meeting was adjourned at 11:35am. The next meeting is scheduled for Tuesday, March 19 at 10:00am.

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James Dwyer, Secretary