

# **THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT**

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

**JULY 16, 2013**

The meeting was called to order at 10:17am.

PRESENT were Commissioners Aaron Teitelbaum, Pete Rothschild, Jim Dwyer, Trip Straub, Philip Slein and Jim Smith, along with his assistant Kristin Gounis. Also present were Jenna Green and Megan \_\_\_\_\_ representing Dovetail.

### **MEETING MINUTES:**

Trip Straub motioned to approve the Meeting Minutes from May 2013. All in favor. Minutes approved.

### **MEETING NOTICE:**

Discussed running an ad in the West End Word to give proper Public Notice of the CID meetings. In the meantime, Kristin will forward to Aaron the template she used to post the meetings held at the Chase.

### **MARKETING:**

Dovetail distributed a 6 Month Report on their efforts. Megan was introduced as the new Social Media intern.

Dovetail has engaged the E little Team (Johnny Little) to work with Dovetail on the PR for the neighborhood.

The Local/Social events are occurring the second Friday of each month. Feedback on these events from the commissioners include thoughts of engaging a character artist so attendees would have something to take away with them. Also mentioned adding Food Trucks to these events similar to Food Truck Fridays. It was mentioned that the music was weak at last event. The Marketing Committee was tasked to reach out to retailers regarding coordinating their individual store events for the 2<sup>nd</sup> Friday of each month to bring more traffic. The CID website is currently ranking 3<sup>rd</sup> on the 3 major search engines – Yahoo, Bing & Google. Dovetail's budget for this year is \$242,000. \$107,000 has been spent to date. Jim Dwyer motioned to adopt the Budget as described. Aaron Teitelbaum seconded the motion. All in favor of budget approval. Jenna will work on CIDs membership to CVC. Still waiting on the way-finding maps.

### **EVENTS:**

The Central West End was recognized as top Art destination. An award celebration will occur in September / October. Frances is currently working on this event with Brian Flowers of the Chess Club. More details to come at next meeting. Philip Slein mentioned coordinating this event with his event on October 16<sup>th</sup> where he will have the first North American exhibition of photographer Anne Deniau's work which chronicles legendary fashion designer Alexander McQueen. Preliminary artwork was created for a permanent set of traffic control artwork / artwork for jackets around barricades for events. The cost of this signage is estimated to be around \$20,000 and was mentioned that this cost may be sponsored by Anheuser Busch.

### **FINANCIAL REPORTS:**

Financial Reports were distributed for the June 2013, the end of the current fiscal year. The Sales and Use Distribution report was also distributed for the end of the 2012-2013 fiscal year. Jim Smith to call Sarah Davis regarding budget for next year.

**EXECUTIVE DIRECTOR:**

Jim Smith to contact Christie Maxfield regarding utilizing her company to create a job description and help to search, interview and hire an Executive Director for the CID.

**OTHER BUSINESS:**

In regard to the Argyle TIF funds, Bill Kuehling has made an oral commitment with the Treasurer's Office. He is currently drafting a bill to be introduced by Lyda Krewson. More details to come next meeting.

**ADJOURNMENT:** There being no further business to come before the Commission, the meeting was adjourned at 11:30am. The next meeting is scheduled for Tuesday, August 20<sup>th</sup> at 10:00am.

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James Dwyer, Secretary