

# THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

## MINUTES OF THE MEETING OF THE COMMISSION

December 16, 2014

The meeting was called to order at 10:05 a.m.

PRESENT were Commissioners Aaron Teitelbaum, Derek Gamlin, Pete Rothschild, Trip Straub, Jim Dwyer and Jim Smith, in addition to Kate Haher, Executive Director of the CID and Eric Hamblett, Marketing & Communications Specialist.

### MINUTES OF THE PREVIOUS MEETING:

Aaron Teitelbaum moved to approve the meeting minutes from November 18, 2014. Trip Straub seconded the motion. All in favor. The minutes were approved.

### FINANCIAL REPORTS & ADMINISTRATIVE BUSINESS

#### Review of November 2014 Financials

Kate Haher reviewed the financial reports dated Nov. 30<sup>th</sup>, stating that sales tax revenue for the previous month was \$86,595 and total sales tax revenue to date was \$349,652. She explained that the CID experienced an increase in expenses due to Halloween and Window Walk events and that in October the payment to the Maryland Plaza TIF was allocated, resulting in a significant impact in the total expenses to date. Kate noted expenses for November were \$44,000 and that the CID is still awaiting receipt of sponsorship fees for Window Walk and Halloween.

Trip Straub asked for clarification on deposits and credits that appeared in the reconciliation document with a \$0 balance. Kate Haher explained these line items represent checks that had been voided but not properly removed from the report.

#### Administrative Calendar

Kate Haher introduced the 2015 Administrative Calendar that outlined upcoming meetings, Board tasks and events. She clarified that at the January board meeting the commissioners will conduct a review of the six-month financials and issue the annual survey to stakeholders.

#### CID Stakeholder Survey

Kate presented an updated 2015 CID Stakeholder survey and stated that the survey was similar to last years with minor changes and additions. She explained that the added a question asks merchants to identify items they view as priorities for the CID, which will further help guide the CID Board on future initiatives. Derek Gamlin suggested the respondents be able to rank answers instead of simply indicate categories. Pete Rothschild also requested that safety & security be added to the list of categories. Jim Dwyer suggested that the CID make special effort to focus on sustainability opportunities, and that a comment box be included next to each section to capture additional thoughts. He noted that the Office of Sustainability at the City may be able to help with pressing issues, including trash pick-up and coordinated cardboard recycling. The Board discussed the timeline for the survey and suggested that results from the previous survey be included in a letter with the survey, in addition to an incentive for completing the survey. Kate noted that a letter would accompany the survey and that respondents would have the opportunity

to win \$50 in CID bucks for completing the survey. Pete Rothschild suggested that a customer satisfaction survey also be conducted and that the CID partner with other organizations and businesses to get this survey out.

### CID Committees

Kate Hafer introduced the topic of committees to the Board referencing a document in the packet that outlined proposed and existing committees. Jim Smith reviewed the outline and possible commissioner's involvement and stated that the goal is to have one board member chair each committee and then include other non-commissioners in the district as committee members in order to engage a larger group of stakeholders. Jim reviewed the existing committees and suggested the finance committee be chaired by Trip Straub and include Pete Rothschild, the parking committee be chaired by Derek Gamlin and include Pete Rothschild and the marketing committee include Aaron Teitelbaum, Derek Gamlin and Jim Dwyer. Aaron Teitelbaum suggested that there be an events committee to oversee all events. Kate stated that she would update the committee list and send this around for review. She asked that individuals who would like to be added to a committee please let her know.

## MARKETING & EVENTS

### Website Design Update

Kate Hafer introduced the updated site designs developed by Creative Entourage and discussed the new categories in the header: About, Discover, Happenings, and News. She explained that each category includes a drop-down menu for users to browse sub-categories, and that a parking icon would be added at the top of each page as discussed in a previous meeting. The Board expressed confusion about the changes to the navigation bar, specifically the word 'Discover' and asked for more explanation from Creative Entourage as to why this change was made and why limiting the number of menu items on the navigation bar was important. Derek Gamlin offered to follow up with Creative Entourage to discuss the reasoning for this. Eric Hamblett stated that he liked the simple navigation bar and that overall he thought the proposed site was a great improvement. Jim Dwyer recommended that the site promote the 'Shop Local' movement, in addition to the 'Real Change' initiative.

### Window Walk

Kate Hafer explained that 39 businesses participated in the Window Walk kick-off event, with 18 designers from STL Homes & Lifestyles and 20 individual merchants. Pete Rothschild discussed the option of bringing event planning in-house and noted that he felt that there was more activity focused around Maryland Plaza, which was an issue that needs to be addressed. Jim Dwyer agreed that there is an opportunity to promote retailers and restaurants north of McPherson and that this should be a priority for the CID. Kate explained that the CID funded efforts were distributed between both the Maryland/Euclid intersection and the McPherson/Euclid intersection.

## PUBLIC REALM ENHANCEMENTS

### CWE Parking Update

Jim Dwyer noted that aggressive enforcement of parking meter violations is a real issue in the

neighborhood and recommended that the CID work with Heather Testa to create a parking meter education component to place around parking meters and at businesses to remind people to feed their meters. He expressed concern regarding the disinclination to visit the CID that results from the strict meter enforcement. Kate Haheer stated that she would discuss this project with Heather.

Kate also provided an update on the parking program, stating that she planned to meet with CID merchants who are currently hiring valet companies to discuss valet and parking options in order to further engage stakeholders and determine the best option to achieve the CID's goal to improve parking in the neighborhood. As she explained via email, St. Louis Parking would work with us if the CID wanted to provide 2 hours of free parking on select days of the year. She added that the key to a program that offered 2 hours of free parking would be marketing. Kate added that she would be setting a meeting with Derek and Pete to further discuss the opportunities.

### Parking & Signage

Kate Haheer provided an update on the parking signage program and explained that Heather Testa had identified 28 proposed sites for parking signage. She noted that with 28 illuminated signs as discussed, the pricing of Heather's proposal is estimated to be between \$300,000 - \$400,000 but that Heather was still waiting on proposed costs. Aaron Teitelbaum asked for clarification on the design review process because of the addition of the illumination and light movement. Jim Dwyer noted that the signs would need to adhere to all guidelines as other signage in the neighborhood. Kate explained that she would be reviewing all of the proposed locations and invited anyone who was interested to join her. She noted that identifying the locations, signage type and message was the next step to keep this moving. Kate Haheer noted that the signage funded by the CID should not be signage specifically for privately owned lots and that the CID should focus on signage directing the public to parking options.

### OTHER BUSINESS

There was no other business.

### ADJOURN

Jim Dwyer moved to adjourn. Trip Straub seconded. The meeting was adjourned at 11:30 a.m.

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James Dwyer, Secretary