

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

March 12, 2014

The meeting was called to order at 10:04 a.m.

PRESENT were Commissioners Jim Dwyer, Derek Gamlin, Jim Smith, and Trip Straub and Executive Director, Kate Haher.

MINUTES OF THE PREVIOUS MEETING

Jim Dwyer moved to approve the meeting minutes from February 18, 2014. All in favor. Minutes approved.

ADVERTISING & MARKETING REPORT

Jenna Green presented the proposed media plan. She stated that the objective was to reach the most people within the CID's target audience, in the most effective manner at the lowest cost. She identified the target audience as individuals 25+, living in St. Louis, well-educated and affluent and noted that she was working with Kate to better identify the target audience. Jenna explained that the media plan ran from April through December and reviewed the media strategy:

- Each media buy was treated as a partnership
- Focus on opportunities to highlight individual businesses and/or merchant categories
- Leverage media within the same family to secure better rates and added value
- Focus on cultural advertising that offers broad target reach and close proximity to the CWE
- Reach out of town visitors when they are in St. Louis via multiple touch points

She reviewed the schedule for each media buy and explained how each achieved the plan objectives. She noted that the CID would partner with St. Louis Magazine, Sauce & Where magazines in addition to buying ads with the Muny and Sheldon Concert Hall and 4 different billboards over the course of 7 months. The Board was supportive of the plan and discussed other opportunities to consider such as finding more ways to attract Cardinals fans, running a trolley from the neighborhood to the Cathedral during the Cathedral Concerts and attracting more students.

FINANCIAL REPORTS:

Kate Haher reviewed the February 2014 financial reports. She noted that funds had been received from Lester's and that after speaking to the State of Missouri about Lester's filing, she believes that they will begin reporting on a monthly basis going forward. She stated that YTD the CID had received \$537,027 and spent \$533,925 leaving a YTD surplus of \$3,102 and a total fund balance of \$1,004,944.

2014 – 2015 WORK PLAN & BUDGET

Kate presented a draft budget and work plan for the 2014 – 2015 fiscal year. She reviewed the results of the recent stakeholder survey stating that there were no major surprises in the results but that the survey was beneficial for her because it gave her baseline for measuring CID efforts as they moved forward. She noted that according to the results of the survey, the CID could improve the cleaning efforts and the Local Social. She stated that she would be reaching out to the businesses owners to understand how these could be improved.

Kate explained that she had put together a detailed line itemed budget and reviewed each category, noting that the programs were consistent with the previous year. She highlighted a few additions, such as the addition of a part time contract employee to assist with administrative and or marketing work, a

pedestrian count program and increases to the holiday décor and events programs. She explained that she was evaluating both the marketing and landscape contracts and believed that there were cost savings opportunities with both but that she was still reviewing the detail and wanted to get a better feel for the scope of work of each contractor before making changes. She explained that a preliminary budget was due to the City at the end of March but that a final budget would not be approved until June.

Trip Straub asked about the overall goal of the Window Walk contest and suggested that we do away with prizes for the Window Walk and reallocate the funding to bringing in more designers in order to achieve the goal. Kate stated that they had already been in discussion with St. Louis Magazine about adding more designers next year and stated the funds could be reallocated from prize money to fund designers if that is the decision that is made. She stated that she agreed that the contest needed to be evaluated and it needed to be determined if the contest was helping the event achieve its overall goal.

Board members stated that a focus needed to be put on PR in the coming year and suggested that we look to better market Nicki's Blog and better communicate with the businesses about what is happening in the neighborhood.

The Board also stated that valet parking must be a priority for the coming year as parking continues to be an issue and will only get worse.

OTHER BUSINESS:

Kate stated that she had been discussing the possibility of Enterprise Car Share locating in the CWE with both the CWEA and Park Central. She explained that the service could be very beneficial to the neighborhood and that the group was considering sending out a survey to the CWE residents regarding the service. She stated that this was a great opportunity to collaborate with Park Central and the CID that is being formed south of Lindell and that she would continue to move this dialogue forward.

Kate stated that she had been contacted by Better Together STL, a grassroots organization organizing discussion around the joining of the City and the County of St. Louis. She explained that Better Together would like to meet with the CWE businesses and residents and discuss various issues around the topic. Kate stated that she would be helping to coordinate a neighborhood meeting.

ADJOURNMENT: There being no further business to come before the Commission, the meeting was adjourned at 10:20.

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James Dwyer, Secretary