

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

April 14, 2014

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

PRESENT were Commissioners Jim Dwyer, Derek Gamlin, Pete Rothschild, Jim Smith, and Trip Straub, Executive Director, Kate Haher, and Jenna Green and Scott Leisler from Dovetail.

MINUTES OF THE PREVIOUS MEETING

Trip Straub moved to approve the meeting minutes from March 12, 2014. Derek Gamlin seconded the motion. All in favor. The minutes were approved.

MARKETING AND EVENTS

Kate Haher gave a recap of the CWE Sip and Stroll that took place on April 11th. She explained that in an effort to support the galleries, the CID had done additional marketing, arranged for small bites to be provided to the galleries, compliments of Gamlin's and Sub Zero, and provided entertainment on the street in order to enhance the evening. She reported that it was a very successful event and that the galleries were very pleased with the additional support. She added that the intent would be to provide this level of support for the coordinated openings in the future and that she would continue to work with the galleries on the scheduling for these. The total CID contribution was approximately \$1000.

Kate reported that planning for Local Social was underway and that the first Local Social was scheduled for May 9th. She explained that the intent was to enhance the experience of the visitor and showcase all that the CWE has to offer. She noted that she, Jenna and Frances had been working with the retail committee on some ideas for the upcoming year and that the retailers were all excited for the return of Local Social. Kate added that she would be working with the businesses to encourage them to bring their business outside to the sidewalk and engage the public.

Jenna Green presented the creative for Local Social including posters, flyers and signage. She shared a new element, a street stencil that Dovetail had created and explained that it would be spray painted on the sidewalks, with washable spray paint, to help promote the event.

Kate explained that one priority for the event was to get people to move from Maryland and Euclid up to Washington and East on McPherson to Walton. She noted that some of the activity would be focused in these areas and that signage such as the street stencils would hopefully help move people. Jim Dwyer asked about the wayfinder signage and discussed the importance of effective signage in the neighborhood not just during the event but all the time. Kate stated that she will look into more permanent signage for the neighborhood, possibly something with a map and business listing on one side. She added that she had started talking with Heather Testa about the possibility of this and was waiting on a proposal.

Jenna Green provided an update on the media plan explaining that the Unforgettable campaign was launching in May and ads would run in Sauce, Where Magazine and Sophisticated Living. She circulated proof of the 2-page advertorial that would run in St. Louis Magazine and explained that the Muny and WashU Graduation ads were in process but that the SLU Graduation ad had been canceled.

FINANCIAL REPORTS:

Kate Haher presented two sets of March financial reports for the Board to review, one which was generated from QuickBooks software the other consistent with previous financial reports. She explained that she had entered all the past revenues and expenses from the beginning of the fiscal year and that she was still working through some line items in order to balance each budget. She noted that previously the financials had been reported on a cash bases but that going forward they would be reported on an accrual basis. She also added that the budget would include more detail going forward with additional budget categories and line items which would result in better tracking of expenses and revenues. Trip Straub suggested some changes to the formatting of the new reports.

Commissioners discussed some of the current expenses, noting the employee parking program cost. The Board agreed that parking in the CWE is a mess and that a solution must be a priority. The Commission discussed possibilities for managing parking in the CID and the possibility of acquiring more spots in the neighborhood. It was suggested that the Commission could consider financing a lot or a shuttle for the neighborhood. Kate explained that she had drafted an RFP for a neighborhood-wide valet parking operator and that she planned to issue the RFP in the near future.

Kate added that she continued to review the current relationships with both Dovetail and Bowood and that she believed that there was opportunity to save money and expand services by bringing some of the marketing tasks in-house.

OTHER BUSINESS:

Kingshighway Streetscape – Kate explained that she and Jim Dwyer had been meeting with a team of consultants to move the improvements planned for Kingshighway from Lindell to Carriage Lane forward. She noted that the team working with Trip Straub on the renovations to Straubs was engaged in the conversation as well and that the design was being coordinated.

Better Together STL – Kate is helping to set up a meeting for Better Together in the neighborhood to give the businesses an opportunity to engage in the conversation. The meeting is set for May 21st at the Schlafly Library.

WeCycle – A community wide electronic recycling event is scheduled for May 10th at the McPherson parking lot.

Writer's Corner – Kate and Jim Dwyer are working with others at the CWEA to move the project along and install the final bust.

Pedestrian Counts – Pedestrian counts will take place at various locations throughout the neighborhood this summer beginning in June and at each Local Social.

Meeting Schedule – Jim Smith asked the Commissioners if monthly meetings were still desired. It was agreed to keep monthly meetings scheduled and evaluate the need on a monthly basis depending on agenda items.

CVC Presentation – Kate explained that she was looking at ways to strengthen the relationship with the CVC. She noted that she had given a presentation to approximately 75 CVC members at a meeting that was focused on St. Louis neighborhoods. She also noted that she would be joining a group of Midwest Travel Writers in the neighborhood for dinner to talk about all the great attributes of the CWE.

ADJOURNMENT: There being no further business to come before the Commission, the meeting was adjourned at 11:30.

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James Dwyer, Secretary