

# **THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT**

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

**February 18, 2014**

The meeting was called to order at 10:08 a.m.

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

### **MINUTES OF THE PREVIOUS MEETING**

Trip Straub motioned to approve the meeting minutes from November 19, 2013. All in favor. Minutes approved.

### **FINANCIAL REPORTS:**

Kate Haher reviewed the financial reports from November 2013, December 2013 and January 2014. She noted that she had been working to add more detail to the budgets and that she was breaking out the budget categories further than in previous months. She stated that typically half of the revenues were collected by December each year and assuming that is the case again this year, the CID will collect approximately \$750,000 in tax revenues this year. Pete Rothschild noted the significantly high landscape expenses. Kate explained that these did include the holiday plantings and décor but that she had been working to break down the landscape and marketing charges to get a better understanding of the scope of work being performed.

Jim Smith explained that he, Jim Dwyer and Trip Straub had been meeting with Kate to create a work plan and budget for the 2014 – 2015 budget year and that those documents would be reviewed at the March meeting. Jim noted that Kate would be presenting a line item budget and recommendations for projects. Pete Rothschild noted that we need to be cautious as we move forward with capital projects and be smart in the decision making.

### **MARKETING & EVENTS:**

Kate Haher provided a recap on the Window Walk, noting that despite the cold, the kick-off was very successful. She explained that 38 businesses had participated this year which was up from last year and that the addition of the designers which came about through a partnership with St. Louis Homes and Lifestyles was a huge success. She added that conversations had already begun to secure more designers for next year. Trip Straub suggested that we kick off the holiday season earlier, noting that the first week in December was late to kick off holiday especially when Christmas and Thanksgiving are closer together as they were this year and next.

Kate Haher presented the creative for the 2014 marketing campaign. She reviewed the marketing strategy, noting that the objective was to build on the momentum by creating interruptive print and outdoor advertising that motivates our target market to visit the CWE. She explained that the campaign is focused around “unforgettable” experiences and the goal is for the images to connect with our visitors and create feelings around their experiences in the CWE.

Pete Rothschild suggested that we need more unique advertising – something that really stands out and suggested that we look to the coasts for inspiration. Jim Dwyer commented that the imagery needed more

color and that it needed to pop off the page. The Board agreed. Kate will bring the comments back to Dovetail and continue to work with the marketing committee on the creative.

#### OTHER BUSINESS:

Jim Smith stated that we have an opportunity for Kate to sit on the NSI Board. He explained that a contribution of \$5000 would secure a seat on the Board and go toward funding the efforts of the NSI. He added that this type of collaboration was important and that as the liaison to the businesses this was a great opportunity. There was no objection.

The potential sponsorship with Anheuser Busch was discussed and the Board agreed that it was not the CID's role to promote AB in the neighborhood and that event sponsorships should be evaluated and discussed separately.

Jim Dwyer noted that a neighborhood-wide valet parking program should be a high priority for the CID. Kate added that she would continue to look into this and draft an RPF for the Board to discuss in more detail.

Jim Dwyer also noted that he had been contacted regarding trash removal and stated that the CID should consider creating a trash program with one single vendor. He added that this would reduce the number of trucks in the neighborhood and suggested that pricing may be better with one vendor. It was also suggested that recycling in the neighborhood be looked at as part of this conversation. Kate stated that she would look into the feasibility of this as well.

ADJOURNMENT: There being no further business to come before the Commission, the meeting was adjourned at 11:20.

The date of the next meeting would be changed due to conflicts in March and Kate would send out a notice confirming a new date.

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James Dwyer, Secretary