

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

OCTOBER 20th, 2015

The meeting was called to order at 10:01 a.m.

PRESENT were Commissioners Jim Dwyer, Trip Straub, Aaron Teitelbaum, Chris Lanter, Pete Rothschild and Derek Gamlin, Kate Haher, Executive Director of the CID, and Elisa Essner, Marketing and Communications Coordinator for the CID.

MINUTES OF THE PREVIOUS MEETING

Aaron Teitelbaum moved to approve the September 15th, 2015 meeting minutes. Derek Gamlin seconded; all in favor. The minutes were approved.

FINANCIAL REPORTS

Kate reviewed the September 2015 financials, stating that the sales and use tax revenues collected in Sept. totaled \$53,800.56 which was slightly below budget but that revenue overall, totaled \$221,253.53 and was higher than the YTD budget projection. She explained that expenses for the month were standard operating expenses but that expenses would begin to increase over the new few months with Halloween and Window Walk upon us. She noted that as of Sept. 30th 2015 total equity was \$112,267.40.

Kate then provided an update on the 2015 audit, stating that she had met with Eric Stock earlier in the month and the process was off to a smooth start. She explained that Eric would be looking into the TIF during this audit and may reach out to one or several commissioners for input. Kate added that Eric planned to have the audit report ready to present to the board at its November meeting.

MARKETING & EVENTS

Event Updates Kate stated that Halloween production was on track for the Oct. 31 event. She stated that business participation was up over previous years, with multiple businesses committing to multiple booths. Kate added that a handful of businesses had also committed to run food booths — which will be clustered on Maryland Ave. between Drunken Fish and Far Italia. She stated that the booth fee had been waived for food booths this year as this is the first time it has been attempted.

Kate stated that in addition to increased business participation, sponsorships were also up over previous years. She said that the Shriners, Pulaski Bank, Eagle Bank and State Farm would all have a presence during the daytime activities.

Kate added that due to some adjustments in the media budget, she had been able to secure two last-minute billboards to help promote the Halloween event in addition to running ads in Go, the Riverfront Times and the Westend Word.

Pete Rothschild asked what, if any, measures were being used to track the number of people at the event. Kate said she would speak with Frances to see what was realistic. Pete stated that he would be sending a packet of information from the producers of Grove Fest, as well as a list of their sponsors, that might help inform future events in the CWE. He added that he thought GroveFest sponsors would be eager to partner with the NCID on Halloween as it is a higher profile event.

Kate also provided the group a brief update on December's Window Walk. She said she would be sending a final call out to businesses interested in being paired with designers. Because of budgetary constraints, only six businesses will be paired with designers; Kate stated she will do a drawing for the pool of interested businesses and work with her contacts at St. Louis Homes & Lifestyles to match those businesses with the provided designers.

She added that she was actively working on scheduling seasonal entertainment for the month of December, and proposed the idea of carolers, bands and a casual singalong around the tree every weekend. She added that, based on discussions with the marketing and merchant groups, a plan was being developed to drive shopping and give away CWE Bucks during December via social media contests.

Kate shared the Window Walk creative, noting a few copy tweaks suggested by the marketing group and explained that she would be moving forward with the Window Walk creative from Creative Entourage.

Aaron suggested that the group should brainstorm ways to incentivize businesses to participate on Dec. 5 and throughout December. He said he thought it was a good opportunity for them to bring their business outside and give something away (ie. hot cocoa, cookies, cider, etc.), and so businesses should be encouraged to take advantage of that.

Pete added that he would like to explore the use of projectors to display holiday lights on neighborhood buildings. He said he would send some more information about what he had seen on TV.

Kate then provided a brief update on the 2016 culinary event. She said she had received feedback from Alive, Sam Foxman, Ahmed and Alexis Tucci. She explained that Alive's proposal of \$50,000 to produce the event from start to finish was far above the CID's estimated budget for this event and that Ahmed also provided feedback that we did not have a larger enough budget for the event, but that Sam Foxman had offered to provide event guidance at no cost to the NICD. She stated that she would be setting a meeting with Sam and the group to get together and finalize a concept for the event so that they could begin planning.

Pete added that he would like the group to meet and discuss the possibility of an art fair in the CWE that would be focused around galleries instead of individual artists. He proposed planning this event for fall 2017, and suggested the group set a meeting with his contact in January 2016.

CID Facebook Page Kate stated that, based on discussions in the Marketing Committee, she and Elisa had been exploring the possibility of creating a private Facebook group as a resource

for neighborhood businesses (similar to other business districts across the country). Kate presented a packet of some of the CID resources she would like to distribute in that group, including a list of important numbers and city ordinances. Jim suggested that the documents be reviewed and edited. Kate stated that she would send these out to the group for feedback before sending them.

PUBLIC REALM ENHANCEMENTS

CID's role in city ordinances Kate stated that one issue the CID needed to address was its role in providing information to businesses versus enforcing city ordinances. She added that the CID's interest is maintaining the neighborhood as a hospitable place for both businesses and consumers, and that the group needed to be careful to keep that in mind when violations are noticed. She stated that it is also important for the group to have a uniform policy when it comes to complaints, and not show any favoritism.

Pete stated that he thought the first step should always be reaching out to landlords, who can often enforce things through a lease. Kate stated that she would take this step moving forward.

Cleaning crew uniforms Kate and Elisa presented several options for cleaning crew uniforms. Trip stated that he would prefer to see a reflective neon vest with the logo prominently featured and the word "staff" on the back. Kate and Elisa stated that they would revise the designs and present at the next CID marketing meeting for feedback.

ADJOURN

Trip moved to adjourn the meeting. The meeting was adjourned at 11:02 a.m.

The CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

James Dwyer, Secretary