

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

May 26th, 2015

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

PRESENT were Commissioners Derek Gamlin, Pete Rothschild, Trip Straub, Jim Dwyer, and Bill Derbins, in addition to Kate Haher, Executive Director of the CID.

MINUTES OF THE PREVIOUS MEETING:

Trip Straub asked for a motion to approve the April 21st, 2015 meeting minutes. Derek Gamlin moved to approve the minutes. Pete Rothschild seconded the motion. All in favor. The minutes were approved.

Trip Straub recommended that we skip around the agenda and asked Kate to provide brief Marketing & Event updates and Public Realm updates.

MARKETING & EVENTS

Local Social Recap

Kate Haher provided an update on the May Local Social explaining that there was good business participation and that the event was good but not as busy as hoped, noting that rain during the day probably kept individuals inside despite the beautiful evening. Derek added that the first one of the season has typically been slow.

Event Update

Kate Haher explained that Derek Gamlin had proposed an event concept to the Marketing Committee and asked Derek to share the idea with the group. Derek explained that his team had found out that the first ever cocktail party in history had taken place in 1917 in the CWE, and suggested that we hold a cocktail party with period cocktails, period music and period dress and plan to hold the largest cocktail party in history. He noted that it could potentially take place on Euclid between Maryland and McPherson and that we could grow the event to include cooking competitions, cocktail competitions and other culinary focused activity in the future. Kate stated that she had spoken to Lyda Krewson about the event and that she recommended that we flesh the event out more before presenting it to the residents and also noted that she felt like it needed to be more than just a cocktail party. Kate stated that the next steps would be to form a committee to begin further developing the concept. Derek asked Kate to forward the event overview to the group, which she agreed to do.

Logo Update

Kate reported that the Marketing Committee had reviewed the revised logo concepts and that Creative Entourage was working on the final designs now. She noted that the group had reviewed design changes and color recommendations taking into account the colors proposed for the parking signs and originally proposed logo colors. She would send the final designs to the group as soon as they are received.

PUBLIC REALM ENHANCEMENTS

Kingshighway Project Update

Kate explained that the plans for the Kingshighway work were currently being reviewed by the City and that the plan was to move this forward as quickly as possible in order to get the work done while Straubs work was in process. Jim Dwyer asked Trip Straub when the Straubs work would be complete and Trip stated that the plan was to complete the exterior work by July 1st.

Landscape Update

The Board expressed a great deal of concern with the current landscaping. Bill Derbins noted that the beds around the Chase looked terrible. Kate explained that the summer plantings would begin this week and that Brickman recognized that the work they had done on the spring plantings was unsatisfactory. She stated that she had communicated this to them and noted that they had brought a landscape architect on board to assist with the design of the summer plantings. Pete asked who made the decision on the plant material and offered to make a phone call to the owners of Brickman if necessary. Trip asked for a map of the landscaping. Kate stated that she would send this to the group.

FINANCIAL REPORTS & ADMINISTRATIVE BUSINESS

Review of Current Financials

Kate Maher provided a brief review of the current financials noting that sales and use tax collections for April were \$15,275.62 bringing the total to \$622,342.67 for the fiscal year to date. She explained that this was a very low month in terms of collections but stated that it was not uncommon for us to have low months followed by high months. She noted total expenses for the month at \$33,511.09. Trip noted the overall negative balance and explained that this did include the payments to the Maryland Plaza TIF which were not expected, and added that certain projects such as the website were to be paid for from the reserve funds.

Review of the 2015 – 2016 Proposed Budget

Kate presented the 2015 – 2016 proposed budget and explained that, as presented, the budget was not balanced. She noted that the group would need to make decisions on expenditures to cut from the budget and reviewed each line item. The Board provided the following feedback.

- Pete Rothschild stated that he did not think that funds should be spent on any outside consultants and that all work should be done in-house.
- Pete Rothschild stated that free parking was a silly idea and that the CID should not spend money on parking.
- Board members expressed concern with the funds allocated for the Real Change Program.
- Pete Rothschild suggested that the design of the sidewalk directory located in the SCID could be used for a directory in the NCID.
- Derek suggested that additional sponsorships could be raised to cover more of the expenses associated with Halloween.
- Jim Dwyer made suggestions to balance the budget – reducing the overall costs in office rent, legal fees, accounting services and reducing the total marketing and public realm categories by 10 – 15%

The Board also discussed the status of the TIF funds and Pete stated that he had spoken to David Richardson but that we have still not received the information we are looking for. It

was suggested that we work with a different attorney to resolve the issue and that a meeting be held to discuss this issue only.

Kate explained that a motion to approve a budget was needed today as required by the CID Ordinance. She suggested that the Board approve a summary budget and line items could be changed in the future. The Board recommended netting the TIF payment out and balancing the operating expenses. The overall budget of \$836,500 less the TIF calculations was approved. Kate would make appropriate changes to the budget for submittal. Trip Straub suggested that the Board continue to review the line items and make recommendations via email on what should be changed.

ADJOURN

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

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IMPROVEMENT DISTRICT

James Dwyer, Secretary