

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

MARCH 15th, 2016

The meeting was called to order at 10:09 a.m.

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

MINUTES OF THE PREVIOUS MEETING

Pete Rothschild moved to approve the February 16, 2016, meeting minutes. Derek Gamlin seconded; all in favor. The minutes were approved.

FINANCIAL REPORTS

Review of February 2016 financials. Kate Hahe began by reviewing the February 2016 financials and the NCID's current financial position. She said that after an off-month in January, revenue for the NCID was back on track with \$103,000 in sales and use tax revenues collected in February. She added that approximately \$40,000 of the total collected to date for the fiscal year came from past-due collections from businesses including Bissinger's, Lululemon and a few others who hadn't been reporting; the NCID has not yet received any back payment from Houska Gallery or Selkirk, but both are now registered with the CID and Kate expected those payments to start coming in soon.

She noted that the CID had so far collected \$525,000 in sales tax for the year.

Review of preliminary 2016-17 budget. Kate presented the board with a preliminary budget for the NCID's 2016-17 fiscal year, featuring general categories and approximate numbers. She highlighted some new line items being considered and provided some explanation for changes. She explained that the NCID is required to submit a preliminary budget to the state by March 30. Kate asked that the board review the preliminary budget before April's meeting and bring any comments or recommendations for discussion at that time. She would then incorporate those notes into the final budget, which would be approved at June's meeting.

MARKETING & EVENTS

CWE Cocktail Party. Kate stated that things were moving forward with June 4's planned cocktail party, and that while this was a new event with many moving parts, she felt the event's development was in a good place.

Kate briefly touched on some of the cocktail party's highlights, including the kiddie cocktail hour (5-6 p.m.), confirmed musical guests (The Gaslight Squares and Sarah Jane & The Blue Notes) and details for

the cocktail competition, which would be coordinated by Derek's team at Gamlin Restaurant Group. Derek added that his team would be reaching out to the US Bartenders' Guild to help promote the event. She indicated that the cocktail competition would be three-pronged, including a competition for bartenders from around the city in late April, as well as a CWE-specific competition and a larger combined competition, both to take place during the cocktail party.

Kate stated that, after her conversations with Dustin Parres of GRG, she would be reaching out to Major Brands as a potential sponsor for the competition. She explained that Major Brand's portfolio includes a variety of brands, would allow for flexibility in the drinks featured in the competition. Derek added that Sue McCollum, Major Brands Chairman and CEO, is a CWE resident, and that he felt she would be a strong advocate for the event.

Kate also indicated that she would be meeting with neighborhood bars/restaurants in the following week to invite and encourage their participation in the competition as well as the larger event. At that meeting she will also provide information to the neighborhood bars/restaurants about submitting recipes to be considered for a CWE cocktail.

Kate added that she had been in touch with several potential sponsors, including Pulaski Bank and Eagle Bank, and that she would be meeting with Anheuser-Busch later that afternoon to discuss reallocating their pledged funding for Local Social (which would not take place this year) toward this larger event. Kate stated that she also planned to reach out to The Opus Group and Alive Magazine, adding that she welcomed any suggestions or connections from commissioners regarding additional sponsorships. Pete suggested reaching out to Enterprise, which has recently introduced its Car Share program in the CWE; Derek recommended reaching out to nearby tech companies, such as Square in Cortex.

Make Music STL. Kate said that the website for Make Music STL (makemusicstlouis.org) was live as of March 15, and that she had already been able to list six of the CWE's key sites for musicians to register. She added that Don Bailey of Evangeline's was particularly excited about this event, and eager to direct his energy into helping promote it with his many local music connections. Kate added that a press release and social media posts noting the CWE's involvement would be going out soon, and that she and Elisa would be re-sharing those in the NCID's digital marketing efforts.

CWE Sidewalk Sale. Kate said that, after communicating with numerous neighborhood retailers to determine a suitable date for a NCID-wide sidewalk sale, the event was planned for Saturday, July 23. She said that many businesses were planning to participate, though there were a few businesses (ie. AG Jeans) who couldn't commit without corporate approval. Kate stated that this event would likely begin around 10 a.m. and run until early evening, and that while this would be a retail-focused event, restaurants would also be encouraged to offer something out on the sidewalks (similar to Local Social), and that the NCID would arrange for music and perhaps complimentary kettle corn throughout the neighborhood. Pete suggested to Jim that it would be wise to arrange for the CWE Flea to also be open on that day if possible.

Aaron questioned the proposed hours of the event and suggested that it go later into the evening.

Pete indicated that he thought this event would only be a success if all retailers agreed to participate and stay open throughout the event. Jim asked Chris Lanter whether he could comment on the benefits of staying open later; Chris said that while he doesn't track sales by hour, he does believe staying open later is beneficial for business, especially during summer months and during special events. He said he would speak to other merchants during April's planned merchant meeting about extended hours and encourage them to do the same.

SAFETY & SECURITY

Jim Dwyer provided a brief update on ongoing security measures in the neighborhood. He said that Jim Whyte, Executive Director of the NSI, was meeting with SLMPD Chief Sam Dotson the following day to gain a better understanding of what the neighborhood can expect from the police department's 5th District.

Pete suggested that a better tactic might be to arrange a meeting with the chief, Lyda and several members of the Central West End Association, Special Business District and NCID in order to have a conversation that involves more stakeholders. Jim agreed. He added that he hoped that the spirit of any meetings would be focused on opportunities for collaboration (instead of going in with "demands"), but that the general sense is that the CWE is not getting its fair share of attention from local law enforcement and that the group needed to probe in various directions to see what could be done to improve services and results.

Jim also updated the group on the French Quarter Task Force app — which would connect users directly with off-duty officers. Kate added that the app's developer and some of his team would be in St. Louis next week to discuss bringing the app to the CWE and downtown St. Louis, which would potentially be able to use the app free of charge as a test market. Representatives would be available to discuss what can be done to adapt the app to the CWE's needs. Jim noted that one of the challenges would be maintaining appropriate staffing to make it a reliable, dependable service for users.

ADJOURN

The meeting was adjourned at 10:47 a.m.

Respectfully submitted,

James Dwyer
Secretary