

# **THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT**

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

**MAY 17th, 2016**

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

**PRESENT** were Commissioners Jim Dwyer, Derek Gamlin, Chris Lanter, Pete Rothschild, Trip Straub and Aaron Teitelbaum; Kate Haher, Executive Director, and Elisa Essner, Marketing & Communications Coordinator for the CID; Kelly Waters, president of The Central West End Association; and Bill Herbert.

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

Trip Straub moved to approve the April 19 minutes; Derek Gamlin seconded. All in favor.

### **UPDATE ON THE CWE ASSOCIATION**

Kate Haher introduced Kelly Waters, new president of The Central West End Association, stating that Kelly was there to speak to the CID board about recent changes to the CWEA and ongoing discussions about how the CID and CWEA could collaborate to better serve the neighborhood as a whole.

Kelly, who took over the CWEA in January, said that one of her first priorities was to meet with various members of the CWEA to learn more about what they wanted from the Association. She said that based on those discussions, the CWEA would be focusing more on resident-centric micro events that help residents connect with each other, neighborhood resources and opportunities to serve their community while reflecting the creative energy of the CWE.

Kelly added that, to that end, the CWEA had opted to suspend its popular CWE house tour, which has been a significant fundraiser for the organization, but also requires a significant expenditure of resources, volunteer time and upfront money while not serving the CWEA's primary audience: its residents/members.

Kelly said that there are currently between 11,000 and 12,000 residents in the greater CWE, but only 200 members in the CWEA, and so the CWEA has set a goal of doubling membership by the end of 2016. She added that building a stronger financial base was another important goal of the CWEA, and that the Association hoped to expand its operating budget from \$35,000 to \$100,000 over the next few years, primarily through a restructuring of their dues system. She said that the Association planned to hire an executive director to assist in these and other goals sometime this summer, and that they had also added six new board members to help with the process of "reimagining" the Association.

Other new programs of the CWEA include an updated Historic District Standards brochure, a new website, a volunteer matching program, planned information forums about issues including community growth, a tiered dues structure, membership recruitment goals, a more segmented weekly marketing email and promotion of members-only features (ie. discounts to area shops, restaurants, attractions, etc.).

Chris Lanter asked Kelly how she thought the CWEA and CID could work together and she said that she would be working with Kate to come up with a clear delineation of roles so that the two entities could make sure they were complementing each other instead of duplicating efforts.

## **FINANCIAL REVIEW**

Kate HaHer stated that April was a relatively slow month, with sales and use tax collection totalling \$25,000, but noted that several of the CID's larger contributors were not included in the month's collection, and so the board should expect to see larger deposits in the months ahead. She said that CID revenue was still running above budget for the year.

She said that April had also been a quiet month for expenses, but that the board should expect increased expenses next month in connection with the Central West End Cocktail Party.

Kate said that June's meeting will focus on the final adoption of the 2016/17 budget, explaining that she and Elisa would be adjusting the first draft of the budget based on board recommendations. She stated that because of the CID's strong financial footing, she would also be looking into additional public realm projects to present with the 2016/17 budget, including a lighting plan that would include building, accent and sidewalk illumination. She said she would be drafting an RFP for board review.

## **EVENTS**

Kate updated the board on ongoing preparations for the Central West End Cocktail Party (June 4), stating that there was a flurry of last-minute activity — not unexpected for a new event — but that she felt it was in very good shape, and that she and Elisa would be meeting with Alexis Tucci later that day to discuss remaining details. She said that the planning committee was conservatively expecting 1,500 attendees, but that the buzz behind the event was very strong and that she thought turnout could be even stronger. Kate added that current sponsorships totaled \$14,000, but that she was still pursuing a few smaller opportunities.

Kate added that the CWE's summer music series had begun on May 13 and that most of the performers were already scheduled for most of the summer. She said that in addition to the CWE's regular musicians, she had added some new acts with help from Bennett Schaffer. Bill Derbins said he had received positive feedback on the music so far, and that it added a nice ambiance to the neighborhood.

Kate said that she and Elisa would also be starting a hard push for Make Music STL (June 21) through email, social media and PR efforts.

## **CWE Data Collection**

Kate presented the board with a list of questions for both CWE business owners and CWE consumers/visitors, which would be distributed via email, in person and through the CID's digital marketing outlets, to collect information about how and why people are visiting the CWE (visitor survey) and how businesses are using the CID and its resources (business survey). Kate asked that the board review these questions and give any feedback over the next few days so the survey could be finalized and circulated.

Pete Rothschild emphasized that he would like to see a more persistent approach to collecting data from business owners than just emailing it to them, and encouraged Kate and Elisa to make personal connections, give firm deadlines and follow up until the data was provided. He also said he would like to make sure the nuances of the CWE's unique business mix be given consideration when reviewing responses from the business owners.

#### **OTHER ITEMS**

Pete stated that he would like to see the CID coordinate a regular dining event that would be tied to local charities, such as Friends of Wings, which he felt would be good PR for the neighborhood and a good way to bring new people into those businesses.

Aaron Teitelbaum addressed the board, stating that he hoped everyone had seen the recent news that Herbie's Vintage '72, would be moving from the CWE to Clayton in October 2016. He said that, while he would still be a business owner in the CWE, he had decided to also give up his seat on the CID Board, which is tied to his Herbie's location on the northern end of the neighborhood. He added that he would stay on as long as it took to find his replacement.

#### **ADJOURN**

The meeting was adjourned at 10:54 a.m.