

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

FEBRUARY 16th, 2016

The meeting was called to order at 10:02 a.m.

PRESENT were Commissioners Bill Derbins, Jim Dwyer, Derek Gamlin, Pete Rothschild, Trip Straub and Aaron Teitelbaum, Kate Haher, Executive Director of the CID, Elisa Essner, Marketing and Communications Coordinator for the CID, and Jim Whyte, Executive Director of the CWE Neighborhood Security Initiative.

MINUTES OF THE PREVIOUS MEETING

Pete Rothschild moved to approve the December 15th, 2015, meeting minutes (there was no January 2016 meeting). Aaron Teitelbaum seconded; all in favor. The minutes were approved.

FINANCIAL REPORTS

Kate Haher provided a report on the financials through January 2016. She explained that revenues from sales and use tax were lower than expected this month due to a number of larger businesses not being reported by the state. She noted that Straub's, the Chase and several restaurants were not included, which makes a significant impact. She noted that expenses were on track for January and that, with Halloween and Window Walk over, expenses would be lower until we get closer to the summer event. She noted that, as of January 31, the NCID has \$1,209,836.82 in assets and \$1,130,887.89 in liabilities leaving the NCID with \$78,948.93 net. Pete Rothschild asked if we could look at the weather each month to compare sales over the year, and how much of the current revenue was attributed to the back payments we received from the businesses that had not paid. Kate stated that she would begin to track weather on a monthly basis and provide detail on how much back payment was received this year. Aaron Teitelbaum asked why the TYD budgeted expenses and the actual expenses to date were not more in line. Kate explained that there were some items that were running under budget which were detailed in the revised year-end budget that was provided previously, and that there were some funds that were not allocated to projects in the beginning of the year but were spread evenly across the budget.

REVIEW OF CID RISK ASSESSMENT AND ACCOUNTING PROCEDURES DOCUMENT

Kate presented the board with a review of the CID's risk assessment, which had been recommended as an annual activity going forward by the auditor. The assessment outlined various areas for evaluation, including file access and accounting (backed up in the cloud), insurance (including liability insurance for all board members), event expenses and property insurance (which does not currently apply to the CID). Kate indicated that she had a more detailed version of the assessment which would be provided to the auditor.

Kate also presented the board with a document outlining the CID's accounting procedures, which has also been reviewed by the auditor.

Pete asked whether the CID was doing everything that was required as a public group in terms of publicizing meeting times, agendas, etc. Kate indicated that the group should be posting a meeting notice at its meeting site (Kingside Diner) at least 24 hours in advance; Aaron provided

her contact information for Kingside's general manager so that she can make sure this is taken care of moving forward. She stated that all CID minutes were posted on the website and that she and Elisa would review the language on the CID's website to make sure it clearly stated that meetings are open to the public. Additionally, they would also start posting meeting agendas on the website at least 24 hours before all future meetings.

CID BOARD POSITIONS

Trip Straub explained that, since the departure of Commissioner Jim Smith approximately one year ago, he had been operating as both chair and treasurer on the board's executive committee, but that it was necessary for that third spot to be filled by another commissioner. He stated that since Pete Rothschild was already leading the charge on the board's financial committee, he would be the executive committee's formal nomination pending a vote by the board.

Pete Rothschild stated that he was very excited to be on the executive committee, but expressed some hesitation because he is "not a financial guru." Kate and Trip assured him that he would be more than capable of handling the responsibility, and that primarily what is needed is a second set of eyes to provide oversight for Kate's work and question matters affecting the CID's financial position when necessary. The board voted to appoint Pete to the position, and Kate stated that she would meet with Pete and his CFO, Tom Bene, next week to help him get a better sense of the role's responsibilities.

MARKETING & EVENTS

CWE Cocktail Party. Kate provided the group with an update on the mixology event proposed for June 4, stating that the restaurant group had met the week before with event producer Alexis Tucci to begin buttoning up details for the event. She stated that she would be meeting with Alexis every week leading up to the event to make sure things stayed on track, and added that the first follow-up meeting — which would also include graphic designer Elizabeth Arway of Creative Entourage — had been scheduled for February 18.

Kate stated that she had shared details about the event during February's merchant meeting and received overwhelmingly positive feedback from the group gathered there. She added that she had sent letters to the trustees at Pershing, Lenox and Hortense Places to begin informing the residents about the event. She said that while she had received no formal feedback, she planned to attend Pershing Place's annual meeting in early March to dialogue further with those residents.

Make Music STL. Kate stated that she was also pursuing another new event for the neighborhood, Make Music Day. The event, to be held June 21, would be part of a worldwide celebration of music hosted in 700+ cities. Kate stated that two women in the St. Louis area were leading the charge to bring this event to St. Louis and that she would be working with them with the intent to make the CWE a prime location for musicians on Make Music Day. She explained that this was a free day of music that could take place anywhere throughout the City and that she would be working with CWE businesses to register a number of venues for musicians to sign up to play at on this day.

Pete questioned whether it was worthwhile for the CID to make an effort to take over this event, at least within the city boundaries, but Kate explained that she felt the existing setup would allow the CID to avoid administrative headaches. Jim agreed, stating that we should not seek to take on responsibilities outside our neighborhood and instead focus on efficiently using its resources

to execute a high level event within the CWE while also plugging into the larger global event. Pete agreed with this sentiment, adding that he felt like this event was a great find for the neighborhood and that it would be a good opportunity to bring another annual event to the neighborhood.

Kate stated that she would continue to move this forward and recommended developing some sort of incentive from neighborhood bars or restaurants to entice musicians to play in the CWE (the event is otherwise unpaid). Jim stated that another incentive might be the CWE's media connections and offer these musicians some free publicity. He recommended looking into hiring a videographer for the day to create a promotional piece that the musicians could share, while also being available for the CID to promote this event in years to come.

SAFETY & SECURITY

Jim Whyte of the Neighborhood Security Initiative. Kate stated that she had invited Jim Whyte, Executive Director of the CWE's Neighborhood Security Initiative, to meet the CID board and discuss some of the neighborhood's ongoing safety concerns, as well as discuss ways for the two organizations to continue to collaborate.

Jim Whyte began by providing an overview of recent events, noting that the last quarter of 2015 had seen an alarming spike in armed street robberies in the CWE and throughout the city's central corridor. He stated that while police had been successful in apprehending some perpetrators, there were ongoing challenges that still needed to be addressed. He added that it was particularly troubling that many of these incidents were occurring in well-lit, high-traffic areas during reasonable hours.

Jim noted that one of the CWE's greatest assets in helping to identify, apprehend and hold responsible individuals involved in these incidents was its network of cameras. He provided a brief history of the area's expanded camera project, funded through the special business districts and Washington University Medical Center, which grew the network of cameras within the NSI's territory from 12 to approximately 87 since 2012. He stated that due to the effectiveness of these cameras in leading to arrests, the CWE North SBD has agreed to invest additional \$40,000 to continue the expansion of this program. Pete asked whether the cameras had been shown to dissuade criminals; Jim explained that while it's generally impossible to know the crimes we prevent, publicizing a proven ability to identify and arrest criminals is a great way to show that the CWE is not an area where one can successfully commit crimes.

Jim stated that he had also met with a consulting firm, hired by the Washington University Medical Center to improve security on its campus and in the surrounding area. He stated that group had volunteered to share its findings with the NSI, as safety needs to be a community-wide effort. He stated that the consulting group was focused primarily on expanding camera technology and possibly adding a police department on the medical campus, which would be a great resource that the CWE could utilize as well.

Jim stated that the NSI is available to help CWE business and property owners develop a security strategy, and to help business/property owners with private camera placement and provide guidelines for sharing footage with the NSI whenever appropriate.

Aaron stated that he has heard frustrations from city police about getting convictions. Jim stated that this is a challenge for the CWE, especially because many of the neighborhood's criminals are juveniles, drug addicts and repeat offenders. He said this is why the NSI instituted its court advocate position to be able to follow cases through the court system and make sure that someone is advocating on behalf of the neighborhood to get a favorable outcome.

Jim Dwyer added that the court advocate role also makes it possible for the CWE to build a database about judge behavior, which can be shared with the electorate when those judges are up for retention.

Jim Whyte also provided information to the board about the NSI's plans to address investigative follow-up challenges, explaining that only eight detectives are currently assigned to the city's 5th police district (despite that district handling 1/3 of the city's violent crimes). He noted that this understaffing, coupled with the city's spike in violent crimes, has resulted in far less attention being given to nonviolent crimes such as theft, panhandling and trespassing.

Jim explained that the NSI was creating a grant proposal to hire detectives from within the police department to investigate specific incidents at the NSI's discretion.

He also discussed the NSI's plans to adopt an app (www.fqtaskforce.com) credited with reducing violent crime in the French Quarter by about 40 percent. The app allows users to provide police with information about smaller crimes without having to call 911, including location details and suspect photos. He said this would give the supplemental patrol officers something actionable to do during their shifts and would help those in the neighborhood take ownership of its problems. He noted that the Downtown Partnership is also pursuing this app, and that the NSI hopes to launch it in the CWE by late spring or early summer.

Jim stated that he thought the board was already doing an important job of unifying the neighborhood, encouraging activity throughout the CWE and cultivating a dialogue about safety and security for its workers, residents and visitors, noting that he was available as a resource for the board and the businesses they represent.

He added that he always appreciated support from local businesses and property owners to be vocal when it comes to reaching key influencers within the city and demanding more attention for the neighborhood when it comes to safety and security.

MARKETING & EVENTS (RESUMED)

CWE Analytics. Elisa Essner presented a brief review of the CID's digital marketing efforts in 2015, based on analytics pulled from the website, social media and email campaigns. She stated that while there was some drop in Web traffic when the CID switched over to its new site in June, that was not uncommon with new sites and that the stats were trending upward. She noted that the directory pages in particular are attracting a lot of visitors, and stated that she had seen a lot of traffic coming from cwescene.com when looking at analytics for Gamlin Whiskey House and Sub Zero Vodka Bar in her other position.

Aaron asked Elisa for her opinion on the general performance of the CID's digital marketing efforts. Elisa stated that while she thought the CID's current strategy was serviceable, there were

some opportunities she felt were being missed, and some current methods — particularly in email and social media — that were not delivering particularly strong results.

Elisa stated that she had begun working on a new blog strategy (which would feed both social media and email strategy) that would help people better connect with the businesses and the people behind them, instead of just regurgitating what the businesses were already sharing (which often did not result in very much engagement). She noted that the CID was most effective on social media when it was able to share media coverage about the neighborhood and/or individual businesses, and so seeking out those articles and finding ways to pitch more CWE stories to local publications should be a priority.

Pete mentioned that he would like to see more videos in the CID's marketing materials. Elisa and Kate stated that they would reach out to some videographers to get quotes for producing neighborhood videos to use as promotional pieces, and would also examine in-house video capabilities for the blog and social media.

ADJOURN

The meeting was adjourned at 11:48 a.m.

Respectfully submitted,

James Dwyer
Secretary