

# **THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT MINUTES OF THE MEETING OF THE COMMISSION**

**NOVEMBER 28, 2017**

The meeting was called to order at 10:01 a.m. at the Chase Park Plaza.

**PRESENT** were Commissioners Peter Cassel Jim Dwyer, Ken Fowler, Derek Gamlin, David Kolasch, Chris Sommers and Trip Straub; Kate Hahe, Executive Director of the CWE North Community Improvement District; Maggie McCarthy, Marketing Intern for the CID; and Heather Navarro, Alderwoman 28<sup>th</sup> Ward.

Derek Gamlin moved to approve the October 17, 2017, minutes; Ken Fowler seconded. Minutes were Approved.

## **FINANCIAL REVIEW & ADMINISTRATIVE ITEMS**

### **Review of October 2017 Financials**

Kate Hahe reviewed the October 2017 financials, stating that the sales tax collection this month was low. She explained that the state changed the reporting systems two months ago and had fallen behind in processing tax payments. She noted that expenses were on track and that the CID incurs most of its event expenses in the last quarter of the calendar year.

Kate distributed a list of business that have closed or opened in the past year, and businesses under construction, which contribute to a variance in sales tax collection from month to month. Jim Dwyer suggested tracking available space in addition to tracking business openings. Kate said that the CID will begin compiling a list of vacancies in the new year.

Trip Straub noted that the CID is ahead of its yearly budget to date.

Kate noted that she included an additional P & L in her email which included the variance in budget spending as requested by the Commissioners.

## **MARKETING AND EVENTS**

### **Halloween Recap**

Kate reported that the CID produced another successful Halloween event with strong crowds at the events throughout the day. However, cold temperatures caused participants in the nighttime event to spend more time indoors at establishments rather than purchasing food and beverage at outdoor booths. She noted that the booths had a slower year than in the past and suggested that moving forward the CID might reevaluate placement and the total number of booths permitted in order to ensure success for all participating. Jim Dwyer added that there had been protestors in the intersection for approximately 2 hours leading up to the event which may also have impacted sales at the booths. Kate noted that the event expenses were on budget, though sponsorship was lower than projected.

## **Window Walk Programming**

Kate stated that holiday programming had kicked off with Small Business Saturday the previous weekend and that the neighborhood was very busy. She explained that she had scheduled musicians and that free s'mores were offered for shoppers, and that five Golden Tickets were awarded to shoppers in the CWE on Small Business Saturday, which was a new promotion created to drive traffic to the CWE.

Kate explained that Window Walk kicks off on December 2<sup>nd</sup> at 1 PM and will take place every Saturday in December. She stated that 20 neighborhood businesses are paired with designers for holiday windows, and that several other businesses will be decorating windows on their own. She added that many businesses are installing garland around their doorways provided by the CID. Kate advised that the CID is partnering with Shriner's Hospital St. Louis to collect toys and blankets every Saturday of Window Walk.

## **Review of 2018 Event Schedule**

Kate presented the 2018 event calendar. Ken Fowler asked if the CID had ever considered adding new programming to Halloween to create some variety from year to year. Kate and Jim both replied saying that the focus in recent years has been to enhance the event and that new components have been added annually. She said that changes in programming were certainly up for discussion.

Alderwoman Heather Navarro asked if the CID had considered running a shuttle from the metro station to the neighborhood on event days to attract guests and help with parking. Kate said the CID has not considered this yet.

Trip Straub posed the question of whether the CID should offer more events in the neighborhood to build up the yearly calendar. The Board agreed that with the recent addition of two major events (Cocktail Party & BookFest), the CID has a balanced calendar and doesn't currently need to add any events but rather continue to enhance the existing events, but that it should be open to new events and evaluate opportunities as they come along.

## **OTHER BUSINESS**

Kate provided an update on the neighborhood parking project. She explained that she had received a parking inventory analysis prepared by interns from the Washington University Redevelopment Office which was emailed to all, and that she received three parking proposals from CBB, T2 Traffic and The Lochmueller Group. Each proposal proposes a different approach to providing consulting services. The next step in the process will be to meet with each group to review the proposals, finalize the scope of work and select a consultant. Kate said she would email copies of each proposal to the board members.

Chris Sommers proposed that the project address the use of the McPherson lot. It is currently shut down throughout the week. He asked if there would be a way to open it up for public use.

Kate stated that there would be a strategic planning meeting early next year to discuss goals and priorities for the CID. This would occur in addition to the monthly board meeting in January or February.

Jim Dwyer introduced two new items. He suggested that Central West End restaurants consider joining the Green Dining Alliance and consider the possibility of creating consistent recycling policies throughout the neighborhood.

Kate circulated the holiday retail ad that ran in St. Louis Magazine in Nov. The ad features product from different neighborhood stores and highlights the range of shopping options around the CWE. She explained that this was part of the CID's annual media budget.

Kate added that tree maintenance had been done this past week. Trip Straub noted the need for sidewalk repair, highlighting a few stretches of sidewalk that create tripping hazards throughout the district. Chris Sommers suggested exploring the option of grinding sidewalks to repair uneven surfaces.

Chris Sommers expressed his concerns about the frequent car jackings around the neighborhood, stating that the City police aren't very responsive to calls, so many victims do not call the police in the case of a robbery. Thus, many incidents in the neighborhood go unreported. He stated that due to this lack of information, he feels it is difficult for the neighborhood to make a case for the gravity of the situation. Jim Dwyer mentioned that more effective traffic enforcement could help reduce this problem, catching drivers with expired license plates and no insurance.

Alderwoman, Heather Navarro provided an update on Up-Down, explaining that a lawsuit had been filed appealing the liquor license approval and that it would be tried in civil court in February or March.

## **ADJOURNMENT**

The meeting was adjourned at 11:15 a.m.

Respectfully submitted,

James Dwyer