

THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT

MINUTES OF THE MEETING OF THE COMMISSION

AUGUST 15, 2017

The meeting was called to order at 10:02 a.m. at the Chase Park Plaza.

PRESENT were Commissioners Jim Dwyer, Ken Fowler, Chris Sommers and Trip Straub; Kate Haher, Executive Director of the CWE North Community Improvement District; Elisa Essner, Marketing & Communications Coordinator for the CID; and Maggie McCarthy, Marketing Intern for the CID.

Trip Straub began by welcoming Ken Fowler and Chris Sommers, two recent appointees to the Commission, and provided a brief overview of the NCID's founding, structure and operations. He noted that Peter Cassel, of Mac Properties, had also been appointed to the Commission and would be attending meetings starting in September. The seventh seat on the Commission will be occupied by a representative from the Chase Park Plaza once the transition to new ownership is completed.

Trip said that the Commission has traditionally met on Tuesday mornings, but that with so many new members it might be worthwhile to consider moving the meetings if a different time is more convenient for more members. He also highlighted the Commission's subcommittees, including the Executive Committee, adding that the position of treasurer is currently open.

Chris Sommers asked whether the new alderwoman, Heather Navarro, has been invited to CID proceedings. Trip said that meetings are open to the public, and that the schedule of the meetings is posted on the CID's website. Chris said he thought it was a good idea to invite her to an upcoming meeting in order to start building a relationship; Kate Haher said that she had plans to meet with the alderwoman next week and would extend an invitation.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Review of FY 2016/17 year end financials. Trip Straub provided a brief overview of the end-of-year financials for the 2016/17 FY, stating that the CID had ended the year above its projected revenue totals. He explained the general budget process for Ken Fowler and Chris Sommers, saying that the CID's goal is to spend available funds on projects that drive more traffic and revenue into the area, and to typically end the year with a zero-sum budget.

Chris asked which of the CID's events the board considered "best" in terms of bringing in business. Trip replied that the board does not track revenues from events specifically, but Halloween is consistently the biggest and brings the most people to the area.

Review of July 2017 Financials

Trip also provided a brief review of the July 2017 financials, noting that the CID had budgeted \$66,000 in revenue and only collected \$20,000. He explained that delays in reporting revenue collected by the state make it difficult to predict the actual amount that will be collected in a given month, but that the state has always caught up on payments. Ken asked how the CID is able to float in a month like this; Trip explained that the CID has a large cash reserve and doesn't change its budgeting behavior based on when revenue comes in, but instead plans for the year as a whole.

CID Board Positions

Trip said that the board's treasurer position is currently open and that the seat would first be offered to Derek Gamlin because of his tenure on the board.

MARKETING & EVENTS

Kate Maher provided an update on the CID's upcoming events, including BookFest St. Louis (Sept. 21-23), Halloween (Oct. 28) and various holiday activities in December.

She said that planning for BookFest St. Louis was going well, thanks in large part to the efforts of the team at Left Bank Books, and that the event would feature more than 30 authors and nearly two dozen booths/tables within the festival zone. She said that she was still working on securing sponsorships, which is always a challenge for the first year of an event.

Kate said that the Halloween production team, headed again by Dennis George and Frances Thompson, would be making small tweaks to the programming, but that the overall Halloween lineup would be the same as in previous years. She noted that she had a conference call scheduled with Anheuser Busch to discuss their sponsorship of the event, adding that this year they were offering \$10,000 as the presenting malt beverage sponsor. She said she was working on securing additional sponsorship of the event from existing neighborhood partners.

Kate provided an update on Window Walk and holiday decor, saying that continuing to build this programming has been a big focus area for the board. She said that she had met with St. Louis Homes and Lifestyle Magazine and a past Window Walk designer to walk through the neighborhood and get a sense of what can be done to enhance this year's window displays neighborhood wide. The recommendations from that meeting were to offer a stipend so that

designers might be enticed to work on multiple windows, and to offer a tiered budget based on window size. She said she would be meeting with CWE businesses soon to continue brainstorming with them.

Chris Sommers suggested that the CID look into building a partnership with the Chase Park Plaza to coordinate with some of their existing holiday programs (such as ice carvings and Santa). Kate reported that she had met with Cabanne Howard, who works with the Chase, and that she also is working with Jim Espy on holiday decor, so would touch base with them on their holiday plans following the sale of the Chase to Sonesta.

Elisa Essner provided an update on the CID's other recent marketing efforts, including its first-ever co-op ad buy with neighborhood businesses. She said that she and Kate were finalizing a list of participants for a full-page ad in the Explore St. Louis 2018 Visitors Guide, and said she would send the information to Chris and Ken to see if their businesses would be interested in filling some of the remaining spots.

Elisa also distributed a copy of the redesigned CWE map. Chris asked if the CID had ever considered building an app with a map feature; Elisa said the idea had been discussed previously, but that apps are cost-prohibitive and that, instead, they had worked with Web developers to make the map on the website as mobile-friendly as possible.

Kate said she is working on developing a community partnership program for yearlong sponsors, and is creating a proposal for the Chess Campus and Busey Bank that would offer a more permanent presence on the CWEScene's marketing channels.

OTHER BUSINESS

Kate provided an update on the CID's ongoing electrical infrastructure conversations, noting again that the board has expressed a strong interest in making lighting and lighted decor more of a focus throughout the holiday season. She said that, over the years, the CID has worked on trying to add decor pieces (such as garland, bows, lit deer and wreaths) here and there as funding and space was available, but that a much bigger infrastructure buildout would be needed to achieve the effect the board had discussed.

Kate said that she had received two quotes from TGB for adding electricity to every tree at the Euclid/McPherson (\$33,000) and Euclid/Maryland (\$55,000) intersections. Chris asked if there were potential savings in other areas that might be achieved through this process, if there would be opportunities to upright trees throughout the year or opportunities to take advantage of the required trenching to install WiFi neighborhood-wide. Jim noted that if safety and security

measures were incorporated as a component of the project, it opened the door to potential outside funding sources, such as the SBD.

Jim said that his immediate reaction was that, because the project would require substantial funds, it deserved a lot of thought. He noted that the quotes from TGB only covered the initial investment and that other costs will arise down the line, in terms of decor and power.

Kate agreed that additional time should be taken to consider this thoroughly, especially because it is unlikely that anything could be accomplished in time for the 2017 holiday season. She said she would speak to Jim Espy further about what those potential future costs might, in order to get a full picture of what a more comprehensive holiday lighting plan would entail. She said she had increased the holiday decor budget for 2017 and would also consult with Jim Espy about what enhancements the CID can achieve this year.

ADJOURN

There being no additional business to conduct, the meeting was adjourned at 11:25 a.m.

RESPECTFULLY SUBMITTED,

JAMES DWYER, SECRETARY