

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
MAY 15, 2018**

The meeting was called to order at 10:05 a.m. at the Chase Park Plaza.

PRESENT were Commissioners Peter Cassel (via phone), Jim Dwyer, David Kohlasch, Chris Sommers and Trip Straub; Kate Haher, Executive Director of the CWE North Community Improvement District; Erica Lembo, Marketing and Communications Coordinator for the CID; Chris Joannes, Transportation Planner at Lochmueller Group; and Saumya Jain, Transportation Planner at Lochmueller Group.

MINUTES

Chris Sommers moved to approve the April 17, 2018 minutes. David Kohlasch seconded the motion. The minutes were approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Review of April 2018 Financials

Trip Straub reviewed the monthly financial statement. He noted that the CID's sponsorship revenue had been updated since the document was emailed to the Commissioners. Kate Haher mentioned that a few more sponsorships had come through and she had just recently issued those invoices. Kate stated that all expenses were on track. Trip noted that it was now understood that the Argyle TIF note had been paid off, and if that is correct, the CID would no longer allocate to the payment of the TIF. Kate stated that she would clarify with Alderwoman Navarro.

Review of Strategic Planning Report

The Commissioners reviewed the CID's Strategic Planning Report from Kelly Waters, of Waters Group Global. Jim Dwyer expressed concern about promoting tour group activities throughout the neighborhood. Commissioners agreed that the CID shouldn't actively market tour groups, but instead provide direction and guidance for when tour groups do come through the CWE. Jim mentioned that a walking tour guide could be a good way to introduce visitors to the neighborhood.

Kate mentioned that Ken Fowler had expressed concern about the residential survey and if the CID should be responsible for conducting it. Jim and Chris both agreed that residents are a primary focus of the CID, and it's in the CID's best interest to do a survey to capture the CWE's changing demographics.

Kate explained that any changes to the draft should be submitted by the end of the week, so she can work with Kelly on finalizing the report.

Review of 2018/2019 Proposed Budget

The Commissioners reviewed the 2018/2019 budget, which will need to be approved and submitted to the city after the June meeting. Kate reviewed the budget in detail, explaining each line item.

She noted that there has been a decrease in sponsorship revenue across the board, largely due to Anheuser-Busch pulling out a lot of their sponsorships, and most of the CID's usual sponsors pulling back on their budgets. She mentioned that she would like the Commissioners to start thinking strategically about how to target new sponsors and form a subcommittee if sponsorship revenue continues to be a focus for the CID.

Kate mentioned a new line item in the revenue budget for Co-Op Ad Sales. She explained that this provides an opportunity for the CID to spread its media budget by sharing costs with businesses. She said

the projected \$36,800 for Co-Op Ad Sales will offset the increased amount proposed in the media budget. She explained that the CID's media spend would be very similar to last year's amount: if the businesses don't opt to participate, the CID won't be spending additional money.

Kate noted an increase in the accounting line items and administrative overhead, which she explained would allow for additional marketing staff time and outsourcing accounting to allow her more time to work on other projects.

Kate also noted a bump in the marketing and events budget. She said the Public Relations line item was increased to \$6,000, to help fund a "neighborhood" PR Consultant. She explained the CID would partner with other groups to help cover this expense. Kate also noted an increase in the Misc. Marketing Efforts line item, which she attributed to the CID hiring an outside consultant for its brand review. Kate stated that all event budgets would be staying the same for the upcoming fiscal year.

Kate explained that the landscape budget decreased as a result of contractor changes, but that there was a significant amount allocated to infrastructure improvements for FY 2018-19.

Kate also noted a significant increase in the safety and security budget. Kate explained the proposed \$160,160 would be used to fund dedicated police officers working foot patrols in the CID commercial area- 8 hours a day, 7 days a week. She said there would be two, four-hour shifts from 6:00 p.m. to 2:00 a.m. Jim explained that these police officers would be able to better address panhandling issues that arise in the CWE, assist businesses and customers, and improve safety and the perception of safety in the CID. Kate noted that these officers would be directed to be only in the commercial zone of the CID.

PUBLIC REALM

CWE Parking Study

Chris Joannes and Sauyma Jain, Transportation Planners at Lochmueller Group, presented their CWE Parking Study to the Commissioners. They offered suggestions for improving parking in the CWE, like using smartphone parking applications, parking validation by businesses, employee incentives and a centralized valet system. They also recommended implementing a new pricing strategy and evaluating the CID's wayfinding signage. Kate said she would send a copy of the parking study to the Commissioners.

ADJOURNMENT

The meeting was adjourned at 12:02 p.m.

RESPECTFULLY SUBMITTED,

JIM DWYER, SECRETARY