

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
JUNE 19, 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, Ken Fowler, Derek Gamlin, Chris Sommers and Trip Straub; Kate Haher, Executive Director of the CWE North Community Improvement District; and Erica Lembo, Marketing and Communications Coordinator for the CID.

MINUTES

Derek Gamlin moved to approve the May 15, 2018 minutes. Chris Sommers seconded the motion. The minutes were approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Review of May 2018 Financials

Trip Straub reviewed the monthly financial statement. He noted sales tax revenue for May was very strong. Trip also noted that there had been an unusually large amount of use tax collected- almost \$23,000. Kate Haher stated that there has been an overall increase in use tax since last October, and that she would look into why this last payment was so high.

Review of 2018/2019 Proposed Budget

Kate presented the proposed budget for the 2018/2019 fiscal year, explaining each line item in detail. She noted that the majority of line items were consistent with past years, with the exception of a few new budgeted expenses. The biggest changes included: funding for off duty officer foot beats throughout the commercial district- 8 hours a day, 7 days a week; funding for a Marketing RFP; and funding for a PR Consultant. Trip stated that two line items from the Marketing and Events Budget (“website hosting” and “memberships”) should be moved to the Administration and Overhead Budget. Kate also mentioned that \$1,000 would be transferred from the Public Realm Budget into the Safety and Security Budget and would be used to fund GPS and cell phone services for the CID’s dedicated police officers.

Kate stated that she would make the changes and that the budget would remain balanced. Jim Dwyer moved to approve the budget as amended. Chris Sommers seconded the motion. The amended budget was approved.

MARKETING & EVENTS

CID Marketing Overview

Erica Lembo presented the CID’s 2018/2019 Marketing Plan, which highlighted the CID’s proposed programs and priorities for the upcoming year. Erica reported an increase in CWEScene website sessions to 73,043, a 136% increase over FY 16/17. She also mentioned the CID’s social media audience has grown to nearly 18,500 followers, across Facebook, Instagram and Twitter.

Chris Sommers suggested that the CID produce a series highlighting the Central West End’s history, which he believes many people would find fascinating. He said the series could focus on different structures throughout the CWE, and all the former businesses that used to call the CWE home. Jim Dwyer added that the CID could collaborate with other organizations on this project. Kate mentioned that she and Erica would look into getting this started.

Kate stated that the Marketing RFP was in the Commissioner’s packets and that she planned to issue the RFP on Friday, with hope to have proposals for review at the CID’s next board meeting.

SCID Collaboration

Kate reported that the CWE South CID has expressed interest in collaborating with the NCID on Marketing/Communication efforts. She presented a revised proposal to the Commissioners for review, outlining the potential marketing fees. Commissioners agreed that there should be an initial fee up front, and then monthly payments for the services provided. Kate said she would revise the proposal for further review.

Cocktail Party Recap

Kate provided a recap of the CWE Cocktail Party, noting an overall success. She reported that attendance at the Cocktail Party seemed slightly higher than last year, with an estimated 5,000 people in attendance. She noted that attendance at the beginning of the party was a bit slower than last year, but was really packed at the end. Commissioners mentioned that the rain could have deterred people from coming out earlier. Chris and Derek both noted that their restaurant sales were down this year, however, Ken stated his sales were up. Commissioners suggested that the CID vendor layout should be evaluated for next year's event, and a system should be put in place about how to assign locations for each vendor.

Make Music Day

Kate mentioned that there are 37 performances scheduled for Make Music Day in the CWE. She said performances will begin as early as 10 a.m., and that there will be a Drum Circle for children at the Maryland Plaza Fountain at 6 p.m. Instructors from School of Rock will be offering a free lesson, and the first 25 children will receive a free set of drumsticks from the national Make Music organization. Kate noted there will also be a second line procession throughout the neighborhood at 7 p.m. She said participants will meet at the corner of Euclid and Washington at 6:30 p.m., and then march down Euclid at 7.

ADJOURNMENT

The meeting was adjourned at 11:23 a.m.

RESPECTFULLY SUBMITTED,

JIM DWYER, SECRETARY