

# **THE CWE BUSINESS COMMUNITY IMPORVEMENT DISTRICT**

## **MINUTES OF THE MEETING OF THE COMMISSION**

**JANUARY 16, 2018**

The meeting was called to order at 10:04 a.m. at the Chase Park Plaza.

**PRESENT** were Commissioners Peter Cassel via phone, Jim Dwyer, Ken Fowler, Derek Gamlin and Trip Straub; Kate Hafer, Executive Director of the CWE North Community Improvement District; Maggie McCarthy, Marketing intern for the CID.

Derek Gamlin moved to approve the November 28, 2017, minutes, Ken Fowler seconded. Minutes were approved.

### **FINANCIAL REVIEW & ADMINISTRATIVE ITEMS**

#### **Review of December 2017 Financials**

Kate Hafer presented the December 2017 financial report. Trip Straub remarked that the sales tax from December was slightly lower than budget. Kate explained that the district is still missing payments from a few businesses. She noted that expenses were on track for the year.

Trip asked about the media budget, noting that it was higher than projected. Kate stated that the invoice for the Explore St. Louis ad had come in but that we would be receiving funds from the businesses to cover part of the expense. She added that this was the first time we had advertised in this magazine and she was unsure of their billing cycle when she was forecasting expenses.

### **MARKETING, COMMUNICATIONS & EVENTS**

#### **Window Walk Recap**

Kate reported that Window Walk was successful. She recapped the event and provided an overview of the marketing efforts promoting the event. She stated that several businesses gave positive feedback about the neighborhood décor and holiday events at the most recent merchant meeting. She noted that weather during Window Walk was good overall and contributed to high levels of foot traffic. Derek Gamlin added that the ornament hunt generated more business for his restaurants and kept kids entertained and engaged.

#### **CWE Give Back Day**

Kate stated that the CWE Give Back Day will occur on February 28<sup>th</sup>. She explained that participating retailers and restaurants can either contribute a designated dollar amount or a percentage of the day's sales, and that all participating businesses are invited to attend the check presentation at the live Shriner's telethon. She noted that the check presentation was a great opportunity for free advertisement for each participating business.

## **PUBLIC REALM**

### **Parking Initiative- Consultant Recommendation**

Kate presented an overview of the parking consultant selection process stating that three RFP's had been received and that she and Jim met with all three teams to review the proposals. She stated that the Lochmueller Group was the recommended consultant and Jim added that all three proposals were strong but, due to price and experience, Lochmueller was the best candidate.

Derek Gamlin moved to accept the proposal. Trip Straub seconded. Motion approved.

Kate Maher added that she is working to establish connections with the Treasurer's office in order to discuss a parking program they intend to roll out that could play an important role in this project.

## **OTHER BUSINESS**

Kate notified the Commissioners of the upcoming Central West End Association forum, 6:30 PM on January 17 at the Biome School, which will bring various neighborhood organizations together in order to inform the public of their roles and services. Kate said she would be speaking about the CID's initiatives within the neighborhood.

## **ADJOURNMENT**

The meeting was adjourned at 10:32 a.m.

RESPECTFULLY SUBMITTED,

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J. DWYER, SECRETARY