

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
SEPTEMBER 15, 2020**

The meeting was called to order at 10:02 a.m. via Zoom.

PRESENT were Commissioners Kyle Bozoian, Jim Dwyer, Paul Filla, Ken Fowler, and Trip Straub; Kate Hafer, Executive Director and Erica Lembo, Marketing and Communications Coordinator for the CID.

MINUTES

Kyle Bozoian moved to approve the August 18, 2020 meeting minutes. Paul Filla seconded. Minutes approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Review of August 2020 Financials

Kate Hafer stated that August was a relatively strong month for the CID and noted that revenue is now tracking ahead of year-to-date budget. She also noted a significantly large contribution in the use tax category, which she attributed to a payment from Sonesta. She mentioned that it was a fairly quiet month for expenses, and that the majority were related to landscaping, safety, and the Streatory program.

MARKETING, COMMUNICATIONS & EVENTS

Halloween

Kate stated that the CID will begin promoting the CWE Virtual Halloween Costume Contest on its social media channels this week. She explained that the CID will produce a video to look like the traditional Halloween Costume Contest (without actually being live) with 60 contestants max, and that viewers will be able to vote for their favorite costume online.

She stated that the private taping will take place on Saturday, October 24 at The Chase Park Plaza Khorassan Ballroom and that contestants will need to preregister on the CID's website, and explained that event organizers are currently reviewing safety policies and procedures to ensure that the CID adheres to all CDC and City of St. Louis COVID guidelines. She mentioned that each time slot will only contain 10-15 people (so social distancing can be maintained), contestants will need to submit a health screening form in advance, and that temperatures will be taken upon arrival.

Paul Filla asked if masks will be required for all contestants. Kate said that Dennis Gorg has reached out to the City's Health Department for clarification and that they will follow all guidelines. She also noted that any safety/health requirements for contestants will be communicated clearly in all of the CID's messaging.

Kate stated that the video could also include a short CWE commercial, highlighting restaurants and retail businesses in the neighborhood. She mentioned that this commercial could serve as a standalone piece and be utilized in CID promotions down the road. She said that she would receive pricing information for this commercial (from TSV Sound & Vision) later today.

Window Walk

Kate said that Window Walk programming continues to move forward, since this is an event that can be safely promoted. She mentioned that one of last year's lead designers is unavailable this year,

however, the other lead designer is back on board and will be the main point of contact for all designers. She also said that she was approached by the St. Louis Shakespeare Festival about collaborating on Window Walk. She explained that they had seen great success from their “Midsummer’s Night Stroll” through Forest Park, and that they would like to focus their next project around the holiday season. She stated that they would like to create holiday programming in vacant windows in the CWE, which would tell a story and keep people moving throughout the neighborhood. She explained that their vision falls in line with the CID’s Window Walk goals and objectives, and that this would be a great opportunity to collaborate with them. She said that the CID will continue to work with its lead designer and the St. Louis Shakespeare Festival on a cohesive Window Walk theme, which will tie the whole neighborhood together during the holiday season.

Streatory Update

Kate stated that the Central West End Streatory has expanded to Sundays, and noted that there has been a good amount of foot traffic over the last two weeks (since the expansion). She mentioned that businesses and community members continue to ask how long the Streatory will run, and noted that weather will be the biggest factor. She explained that she was looking at options to extend the season, including tents, heaters, and blankets. She stated that heated tents would be very costly to maintain, and that heaters may be a better option. She said that the CID could purchase 15-16 heaters and have them placed throughout the Streatory zones. She noted that there could also be a cost-share agreement among participating businesses. She mentioned that the CID could also run a blanket promotion to help keep patrons warm and generate more positive press.

The Board agreed that heaters would be the best solution, and also stated that tents would not be worth the investment. Kate said that she will continue to research heaters and that she will also continue to research what other cities are doing to heat outdoor spaces this winter.

PUBLIC REALM

Streetscape Pilot Program – Letter to Streets Dept

Kate reminded the Board that she had recently sent them an email containing John Hoal’s letter to the City Street Department regarding parking meters. She explained that this letter outlines the importance of the CID’s streetscape project and why the CID is requesting that the 14 meters at Maryland and Euclid be deemed a “no parking zone”. Kate noted that she also sent John’s letter to Alderwoman Heather Navarro to review. She said that she will send the Board the finalized letter once complete.

Retail Vision Plan

Kate reported that the CID’s retail study is moving ahead, and noted that the consultants have had positive one-on-one conversations with multiple business owners in the District and that there was good discussion at the first Advisory Committee meeting. She stated that H3 Studio and Partners for Economic Solutions are about halfway through their market analysis and that Phases 1 and 2 (of the Retail Vision Plan) were almost complete. She explained that Phase 3 will include the retail development strategy, and reminded the Board that after the completion of Phase 3, they can then decide if they would like to move forward with Phase 4 which would include a detailed action plan.

Mural Project Update

Kate mentioned that the RFP for the CWE mural project had been sent out and that the CID had received five proposals. She said that an Advisory Committee will now review all submissions and will help the CID decide whether to move forward or to table the project for the time being.

OTHER BUSINESS

Kate and Jim explained that the CWE Neighborhood Security Initiative has been tracking Board Bill 95 which, if passed, would set forth regulations for the use of surveillance technology by the City of St. Louis. She explained that the NSI has concerns about the Bill and the impact it may have on the neighborhood's video cameras. She said that the NSI has hired David Sweeney with Lewis Rice to ensure that the NSI is properly represented in all stakeholder discussions and help draft acceptable language. They noted the importance of the NSI's camera program and requested that the CID contribute \$4,000 to help co-fund this consultant.

The Board agreed that the CID should contribute \$4,000 to co-fund the consultant.

ADJOURNMENT

The meeting was adjourned at 10:43 a.m.

RESPECTFULLY SUBMITTED,

JAMES DWYER, SECRETARY