

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
NOVEMBER 17, 2020**

The meeting was called to order at 9:07 a.m. via Zoom.

PRESENT were Commissioners Kyle Bozoian, Jim Dwyer, Paul Filla, Rebecca Simcox, and Trip Straub; Kate Haher, Executive Director and Erica Lembo, Marketing and Communications Coordinator for the CID; and Jes Stevens, Community Development Manager for Washington University Medical Center Redevelopment Corporation.

ABSENT was Commissioner Ken Fowler.

MINUTES

Kyle Bozoian moved to approve the October 20, 2020 meeting minutes. Paul Filla seconded. Minutes approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Review of October 2020 Financials

Kate Haher reported that October sales tax revenue came in slightly above budget and that, overall, total income is currently tracking ahead of year-to-date budget. She noted that there were event expenses in October (due to Halloween and Window Walk) that were not originally budgeted for, and reminded the Board that these expenses would be paid out of the CID's reserves.

MARKETING, COMMUNICATIONS & EVENTS

Halloween Recap

Kate stated that, following much deliberation, it was decided to move forward with the CWE Virtual Halloween Costume Contest and that the production ran smoothly. She mentioned that while there weren't as many contestants as originally hoped for, all 17 participants showed up to the taping in very creative costumes. Kate reported that almost 1,400 people submitted an online vote and that the costume contest video received more than 750 views.

Window Walk Update

Kate reported that Window Walk planning continues to move forward and that programming for each Saturday is scheduled and ready to go. She mentioned that 13 businesses in the District had signed up to work with a designer and that Krista Howard is managing the design team again this year. Kate also noted that a reporter from the St. Louis Post-Dispatch will be writing a story about Window Walk and will be shooting pictures of windows being installed over the next two weeks.

Shakespeare Festival Sponsorship

Kate stated that she's been working closely with St. Louis Shakespeare Festival on their plans for "A Walking Xmas Carol" and that they've begun building out their spaces/designs in the District. In addition to their interactive window displays, she noted that they will be placing three large LED snowflakes on the roofs at Drunken Fish and Bar Italia, and mentioned that they will be painting snowflakes on the street (on Maryland, Euclid, and McPherson) to tie the District together.

Kate advised that St. Louis Shakespeare Festival requested \$49,000 in sponsorship assistance from the CID, noting that their total investment in the project is approximately \$140,000. She said that the CID's Executive Committee had discussed the request and is recommending that the CID contribute \$25,000. The Board agreed.

Small Business Saturday

Erica Lembo gave a brief update on Small Business Saturday promotions, noting that the CID will do a heavy push this year to encourage people to shop small and support local business owners. She stated that she has launched “Small Business Spotlights” on the CWEScene website, highlighting local business owners in the District. She explained that these spotlights help put a face behind each business and really stress why it’s so important for people to shop local. Erica also noted that she is working with Novella (the CID’s Marketing and PR Consultant) on a social media influencer campaign for the holiday season.

Kate mentioned that the CID will continue to push its gift card rewards program throughout the holiday season. She noted that the CID had originally planned to sell gift cards (for a discounted price) during the holidays, but explained that since businesses are still struggling it wouldn’t be the right time to take potential gift card sales away from businesses. Paul Filla asked if gift cards could be given back to businesses to sell themselves. Kate said that she would reach out to a few businesses to see if there is interest.

Stretery Update

Kate said that the Stretery will wrap up by the end of November (due to weather).

PUBLIC REALM**Streetscape Pilot Program Update**

Kate mentioned that there will be a Steering Committee meeting next Tuesday to discuss next steps in the pilot program now that they have a verbal confirmation from the City that they can use the designated meter spots.

Retail Plan Update

Kate also noted that the retail plan is moving along and that next steps involve a workshop with the Advisory Committee (consisting of business owners and Board members). She explained that this will be the final meeting with the group, following which H3 Studios will present their report to the Board.

Curbside Pick-up Parking Spaces

Kate said that she continues to work with Alderwoman Heather Navarro and Jamie Wilson (Director of the City of St. Louis Street Department) about designating certain parking spaces as “curbside pick-up” spots for businesses in the District. She mentioned that Jamie has indicated that the Street Department does have the authority to designate metered locations for special purposes, however she is waiting for final confirmation.

Maryland Plaza Fountain

Kate stated that she has been in contact with Sam Koplar about formalizing an agreement for maintenance of the Maryland Plaza Fountain. She said that he agreed that, moving forward, there should be a partnership in place regarding event programming at the Fountain. She mentioned that he will be sending her information about general maintenance costs and that she will keep the conversation moving forward.

ADJOURNMENT

The meeting was adjourned at 9:34 a.m.

RESPECTFULLY SUBMITTED,

JAMES DWYER, SECRETARY