



Central West End Association
Board of Directors Meeting
June 15, 2011
Red Brick Conf Room

Call to Order

Jim Dwyer, John Berglund, Rachel Buehrer, Karen Clifford, Clarence Dula, Dennis Flatness, Mary lee Pankoff, John Grizzell, Doug Teasdale, Mark Stein, Chris Hulse, Charlie Shapard

Public Forum – July 18 @ 10:00 a.m. at the Schlafly Library

Trailnet is presenting their initiative of their commuter program and anchoring in the CWEA; they are partnering with Health Literacy Missouri on improved health benefits. The meeting will be structured as a Q&A program similar to Planning and Development meetings in the past ; the alderman have been invited. Discussion points will be the Doctor's Building Site, among other things, which is set to be filled in over the next 3 weeks.

4th of July Parade (Monday)

Doug Teasdale is spearheading; this is an expanded from annual event on Lennox place; 9:00 a.m. w ice cream.

Movies on the Plaza continues to be successful; June 30th – Breakfast @ Tiffany's; CWEA is an official sponsor for \$1,500, which covers about 1/3rd of the cost of doing the movies

Breakfast for bikers – last Wednesday of each month from 7:00 – 9:00 a.m. We discussed the idea of installing bike racks again in coordination with Trailnet; we are carrying a balance of \$3,500 for several years for the installation of bike racks; many discussions have been had about the various options. We discussed coordination with the CID, which is doing an inventory of what is within the boundaries.

Treasurer's Report

We have about \$33k in the bank, and tracking to have about \$12k left at the end of the year.

Social CWE

Rachael is spearheading a young friend's segment of the CWEA; designing flyers, facebook and a launch party; for business networking and service-based aspects to the group. Once there is a critical mass of members, then the focus would be finding a large project to support –possibly a farmer's market – certain amount of competition. Goal would be to start at a grass roots level, and increase each month.

Events

Need to define our involvement in future events; John advocated that we support/promote organizations that have the events, instead of spearheading events ourselves (Halloween, Holidays on the Plaza, 5k Run, etc). Only exception would be the house tour, and possibly the annual meeting. John and Chris are set to meet with the Human Society to discuss possible support of CWEA for the Glow (most likely selling tables).

Membership

We discussed aspects of membership and why people join.

- Believe in the mission
- That the neighborhood is a better place because the CWEA exists
- Social – to meet like-minded individuals
- To give something back to the community
- That we are a resource to the neighborhood
- Because they are asked
- Safety and Security
- Public Forum

We discussed the notion that people generally do not join the CWEA due to incentives, or because they expect to “get their money’s worth.” It is part of participation in the community, and local pride; it is not important to bring something of “tangible value” and that we are here for the greater good, and to support the community;

Goal of being more visible in the community; people will provide better support if they see what we are doing. We need to improve how we market and sell what we give to the community. Newsletter would be a good way to promote. Quarterly postcards may be an option as well: Ask in January, Tell in April, Roster in July & soft ask, Tell in September and then ask again at the end of the year. The West End Word would also be a way to promote the CWEA.

We should focus more on execution and less on incentives; we have not done a good job of asking – not by email/internet, but better by direct mail, phone or door-to-door. Print media is an option to help get the word out. We discussed as a way to engage neighbors was at the street level thru the neighborhood meetings. We are hitting a very low level of target members in the area. Follow thru has also been uneven through the years.

We decided that we need to reduce the membership tiers: \$25 for young friends, \$50 for typical, and \$100 for a household; there would then be a location for donations. A goal of 600 members @ \$50 each would cover our administrative costs of \$30,000/year.

It is important to recognize that we are not the same as the Art Museum, Zoo, etc -

We discussed publishing a membership roster, with donation amounts listed, as a way to encourage others to join.

One individual cannot be solely responsible for membership; we need commitments from all board members to help drive membership; goal would be to have each board member bring in new members. We need to develop a script as part of the pitch.