

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT  
MINUTES OF THE MEETING OF THE COMMISSION  
MAY 21, 2019**

The meeting was called to order at 10:03 a.m. at the Chase Park Plaza.

PRESENT were Commissioners Jim Dwyer, Ken Fowler, Derek Gamlin, Chris Sommers and Trip Straub; Paul Filla, General Manager at The Chase Park Plaza; Peter Cassel, Director of Community Development and Kyle Bozoian, Regional Manager for Mac Properties; and Kate Haher, Executive Director and Erica Lembo, Marketing and Communications Coordinator for the CID.

**MINUTES**

Ken Fowler moved to approve the April 2, 2019 meeting minutes. Derek Gamlin seconded. Motion approved.

**ADMINISTRATIVE ITEMS**

**Review of April 2019 Financials**

Trip Straub reviewed the monthly financial statement. Kate Haher noted that April was a quiet month. Sales tax from April was slightly lower than budget, but she explained that the district is still missing payments from a few businesses. Kate noted that sponsorships for Cocktail Party had come in higher than expected and that, overall, budget is still on track for the year.

**2019/2020 Budget Review and Approval**

Trip reviewed the proposed 2019/2020 budget, which would need to be approved and submitted to the city. Kate noted that most line items are consistent with the previous year's budget, however the CID is projecting a decrease in sales and tax revenue due to recent business closings in the neighborhood.

Kate also noted the revenue line item for Co-Op Ad Sales had been reduced, due to low participation from businesses in the district.

Kate mentioned that while there were no major adjustments in the administration and overhead budget, the line item for liability insurance has increased slightly due to inclusion of event coverage. (She noted that CID events had previously been covered by MOPERM; however they are no longer covering events.) She also noted a small decrease in the accounting services line item, which Kate attributed to fewer hours needed for the CID's accountant.

Kate noted a decrease in the marketing and events budget, but explained that's because the media line item had been adjusted due to the reduction in Co-Op Ad Sales. She noted the media line item is now back in line with where it has historically been. Kate also mentioned that all event budgets would be staying the same for the upcoming fiscal year.

Kate stated there were no major changes to the public realm budget, but she noted a slight increase to the miscellaneous maintenance line item, which she attributed to small projects in the neighborhood like painting, restriping and tree trimming. She also mentioned that the infrastructure improvements line item had been a placeholder the previous fiscal year, and that had been removed to offset the proposed reduction in sales and use tax.

Peter Cassel expressed concern about seeing no funding for infrastructure improvements in the public realm budget. He recommended that the focus should be on reducing the admin/overhead budget and

increasing the public realm budget for infrastructure improvements. Trip agreed that funds need to be allocated to public realm and explained that infrastructure improvements would be funded from reserves.

## **PUBLIC REALM**

### **Proposed Special Projects Review and Discussion**

Kate presented the Commissioners with a 2019/2020 Special Projects list for the Board to consider.

#### **1. Streetscape Design: \$15,000-\$20,000**

Commissioners agreed streetscape design should be the number one priority moving forward. Kate noted that she had received three design proposals for one block in the Central West End and the entire intersection of Maryland and Euclid. She said she would email these proposals to the Commissioners for review.

#### **2. Retail and Development Plan: \$86,000**

Commissioners questioned spending \$86,000 on a retail and development plan for the neighborhood. Kate mentioned that she was currently in conversation with H3 Studio, a local architectural and urban design firm. She noted that the CID has not had a strategic plan in the past, and this could help guide the evolution of the CID going forward. Peter recommended that John Hoal provide a prior project case study to review. Commissioners agreed they would like to see a “practical application” of the firm’s plan put in action in a different district. Kate said she would reach out to John for this information.

#### **3. Parking barriers at alley ways: Cost per section: \$2,500-\$3,500 (Total Project not to exceed \$20,000)**

Trip noted that the next project on the list — funding parking barriers at alley ways — would need to be addressed with the City and that Kate should begin those conversations and move the project forward.

#### **4. Outreach Worker: \$20,000**

Commissioners agreed that the CID should continue conversations about funding (along with the CWE Neighborhood Security Initiative and Euclid South CID) an outreach worker to service the CWE neighborhood. Kate noted this individual could be employed by another agency such as St. Patrick Center, and would not be a direct employee of the CID.

#### **5. Weekend Shuttle Service: \$46,800 (Potential to split with Euclid South CID - \$23,400)**

Commissioners agreed that the CID should continue conversations about funding a shuttle service along Euclid between Forest Park Ave. and Washington. Kate noted that she has presented this to the SCID and they are discussing the program. Kate said she would keep Commissioners updated. Peter mentioned that the shuttle service, along with a parking program and/or Lyft program, should be considered an “experiment” and that future decisions should be made after examining the data. He suggested that the CID needs to figure out how they measure success for these programs, whether that’s through an increase in sales tax revenue or how many people utilized the services.

#### **6. South Side of McPherson at Walton Streetscape: \$30,000**

Kate mentioned that a design has been completed for the sidewalk across from The McPherson in collaboration with the property owner and is ready to go to review by the City. Kate noted this is an opportunity for the CID to leverage those funds and make additional improvements based on the design. Commissioners expressed concern over funding a project that would only benefit one business. Kate noted that the owner of The McPherson is open to allowing employees access during the day for parking. Peter noted a contract should be drawn up if this agreement moves forward.

**7. Parking Program: \$62,400**

Commissioners decided not to fund two hours of free parking in the Argyle Garage at this time. Kate noted that there wasn't a significant increase in vehicles parked in the Argyle Garage over the holiday season (when the CID first tested the program).

**8. Lyft Program – Summer Trial: \$16,000**

Commissioners discussed funding a ride share program with Lyft and Kate explained this would be a summer trial program and a \$5 discount would be available to riders Fridays and Saturdays.

Chris Sommers also suggested that the CID should consider working with the scooter companies to provide another mode of transportation throughout the neighborhood. He explained that most people on scooters will remain inside the CWE and not travel outside the neighborhood. He noted that scooter companies have employees that that will reposition scooters on a nightly basis, and that the CID could create designated spaces for the scooters. Kate said she would reach out to the companies to explore opportunities to work together.

**9. Holiday Window Design: \$15,000**

Commissioners agreed that the CID should allocate funds to work with a design team to improve the quality of the windows for Window Walk. Kate mentioned that designs will have a consistent theme throughout the neighborhood and that she is currently negotiating with two designers to lead the project.

**Adoption of Resolution NO. 2019-1: Adopting the 2019/2020 Annual Budget**

Jim Dwyer moved to approve the 2019/2010 annual budget. Chris Sommers seconded the motion. The budget was approved.

**Election of Board Officers**

Kate presented a resolution to elect Officers of the Board, including a Chairman (Trip Straub), Vice-Chairman (Jim Dwyer), Secretary (Jim Dwyer) and Treasurer (Derek Gamlin). She noted there were no changes to these appointments from the previous year. Ken Fowler moved to approve Resolution NO. 2019-02. Chris Sommers seconded the motion. The resolution was approved.

**OTHER BUSINESS**

Kate mentioned that the Euclid SCID has agreed to cost-share the CWE Map and Directory with the NCID. She also mentioned that they will participate in the Summer Music Series and the NCID will receive a management fee. She said they are still considering Window Walk and cost-sharing the shuttle service.

**ADJOURNMENT**

The meeting was adjourned at 11:32 a.m.

RESPECTFULLY SUBMITTED,

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JAMES DWYER, SECRETARY