

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
JANUARY 21, 2020**

The meeting was called to order at 10:06 a.m. at The Chase Park Plaza.

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

MINUTES

Derek Gamlin moved to approve the November 19, 2019 meeting minutes. Paul Filla seconded. Motion approved.

ADMINISTRATIVE ITEMS

Review of December 2019 Financials

Kate reviewed the monthly financial statement for December. She stated that it was another good month for the CID and although December sales tax revenue was slightly below budget, overall, revenue is tracking well ahead of year-to-date budget.

Kate stated that expenses will slow down now that the CID's major events have passed (BookFest, Halloween, Window Walk), but noted that they would pick back up in June due to Cocktail Party.

Trip Straub asked why expenses were over budget in the Window Walk category. Kate stated that the Euclid South CID had decided to collaborate with the NCID on Window Walk programming after the budget had been set, and that revenue would be received from the South CID to offset the overage.

Kate also mentioned that the CID's liability insurance premium had increased slightly this year (just under \$400 dollars). She said she would reach out to a different broker to compare quotes and ensure the CID is receiving the best policy.

Review of Accounting Policies & Risk Assessment

Kate reviewed the CID's Accounting Policies and Risk Assessment, noting that these documents are reviewed annually and modified as necessary. She stated that there weren't any major recommended changes from the CID's auditor this year and that the documents were generally the same as the previous year.

Jim Dwyer moved to approve the Accounting Policies and Risk Assessment. Paul Filla seconded. Motion approved.

Business Updates

Kate presented an update on business openings and closings throughout the District for the past year. She identified six businesses that have opened, as well as six businesses that have closed. She also noted that seven new businesses are slated to open in 2020, including Patty Long Catering, Balaban's, and Pharaoh's Donuts. She stated that two new galleries will be opening at 429 N Euclid and 4724 McPherson. She mentioned that she would be meeting with local artists to discuss the CWE art community and how to strengthen its role in the neighborhood. She stated that she would reach out to the new gallery owner at 429 N Euclid to be involved with those conversations.

Derek Gamlin asked if the CID could create more positivity and press around business openings in the neighborhood. Trip Straub stated that the CID could host a ribbon cutting or special event to highlight

when a new business opens their doors in the District. Kate stated that moving forward, the CID will work on incorporating events into future business openings.

Derek also asked if the CID could create stickers for businesses in the District, listing emergency contact information. Kate stated that the CID will create these stickers, which will list the hours and phone number of the CID's dedicated foot patrol officer.

PUBLIC REALM

Streetscape Update

Kate stated that John Hoal of H3 Studio is moving full steam ahead with his firm's streetscape design plan for the CID. She noted that his next step is to meet with community stakeholders at the McPherson intersection, and that he would be setting up dates shortly. She also mentioned that his firm is moving forward with details of the pilot program at the Maryland intersection. She stated that John has started discussions with the City to engage them in the process. Kate said that she would keep commissioners updated as the project moves forward.

Parking Programs

Kate stated that she would like to have a more in-depth discussion about the CID's parking programs at the February Board Meeting, since she had not yet received the most updated numbers from Lyft. She stated that The Euclid Shuffle had moved over 2,000 riders through the neighborhood since its launch in October. Kate noted that she had received a Google Sheet with more in-depth statistics for The Euclid Shuffle, and that she would send that out to commissioners.

SCID Streetscape and Economic Development Plan

Kate stated that she had recently attended (along with Jim and Ken) a streetscape meeting with the Euclid SCID to discuss collaboration efforts. She said that the SCID is currently working with a design consultant, and that their focus is more on aesthetic changes versus major sidewalk repairs. She also noted that the SCID is interested in building better connectivity at Lindell between the two Districts.

Kate explained that the conversation then turned to economic development, and that the SCID asked the NCID to co-fund a full-time employee focused on retail development in the area. She stated that this employee would work closely with property owners and Districts to help fill retail vacancies in the neighborhood. Kate stated that she did not recommend this at this time, explaining that a vision plan must be in place first.

Jim Dwyer agreed that the NCID should first focus on its own vision plan and what commissioners think Euclid should look like ideally. He explained that once that vision has been defined, the Districts could then figure out how to promote it to property owners.

Kate reminded commissioners that John Hoal (H3 Studio) has been working on a modified vision plan proposal for the CID (paring back from the \$80,000 he had initially proposed). Kate stated that she would reach out to John for his new proposal.

MARKETING & EVENTS

2018/2019 Marketing Recap and Next Steps

Erica Lembo provided a brief recap of the CID's FY2018/2019 marketing efforts. She reported an increase in CWEScene FY 18/19 website sessions to 108,856, a 50% increase over FY 17/18. She also mentioned that the CID's social media audience has grown to more than 25,000 followers across Facebook, Instagram, and Twitter. She stated that this information was shared with business owners and managers at the last CID merchant meeting, and that this information could also be found in the CID's Annual Report on the CWEScene website.

Kate also suggested that the CID send out a survey to stakeholders, highlighting all of the CID's program areas. She mentioned that this will help shape the CID's priorities moving forward.

Derek stated that he would like to see more positive press coverage of the District as a whole. He said that more stories should be created to highlight the vibrancy of the neighborhood.

Kate mentioned that the CID is working with Novella to create audience-specific programs that will hopefully draw more people into the neighborhood and give the CID something positive to promote.

Window Walk Recap

Kate provided a brief recap of Window Walk, noting that it was a strong month overall. She stated that there was good foot traffic each Saturday in December. Due to cold weather, foot traffic for the Window Walk Holiday Market on Dec. 14 was a bit slow that morning. However, she noted that, overall, vendors were pleased with the experience. She said that the CID will continue to push that event moving forward.

Kate mentioned that she's also received a couple of comments (from some of the CID's holiday entertainers) that children were expecting special cards during Window Walk. She explained that other neighborhoods, like St. Charles, pass out cards during their holiday events for kids to collect. She mentioned that this is something for the CID to consider doing during Window Walk. She also stated that she's received feedback that kids missed searching for the hidden ornament in business windows this past year, and that the CID will bring back the hidden ornament hunt in December, 2020.

Kate stated that the CID has three upcoming events: the InSidewalk Sale on January 25, the Fat Tuesday Parade on February 25, and the Dine Out for Charity event on March 11.

ADJOURNMENT

The meeting was adjourned at 11:15 a.m.

RESPECTFULLY SUBMITTED,

JAMES DWYER, SECRETARY