

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
AUGUST 17, 2021**

The meeting was called to order at 10:07 a.m.

PRESENT: Commissioners Kyle Bozoian, Jim Dwyer, Paul Filla, Ken Fowler, and Trip Straub; MyHi So, Corporate Operations Director for So Hospitality Group; Kate Haher, Executive Director and Erica Lembo (via Zoom), Marketing and Communications Coordinator for the CID.

MINUTES

Paul Filla moved to approve the July 27, 2021 meeting minutes. Ken Fowler seconded. Minutes approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

New Board Member

Trip Straub introduced MyHi So (Drunken Fish) and welcomed her to the board. Kate Haher advised that MyHi will be joining the board once she is formally appointed by the Mayor and confirmed by the Board of Aldermen.

Review of July 2021 Financials

Trip stated that July sales tax revenue came in higher than projected and that the CID's new fiscal year is off to a good start.

Paul Filla asked if the CID ever adjusts its annual budget throughout the fiscal year (based on actual sales tax revenue collections versus what's been projected in the budget). Trip explained that changes are not typically made to the operating budget once it's been finalized and submitted to the City, however, the board monitors incoming revenue each month and will make adjustments regarding special projects if necessary.

Audit Review

Kate presented commissioners with an engagement letter from Stopp&VanHoy to complete this year's audit review for the CID. She reminded commissioners that the firm had suggested that the CID consider periodic audit reviews, instead of undergoing a full audit each year. She explained that the firm conducted an audit review last year and will perform another audit review this year, and that the CID will undergo a full audit next year. She stated that the audit review will cost \$4,500 and that Stopp&VanHoy will begin their review once the agreement letter is submitted. Commissioners approved the \$4,500 audit review.

Bank Account Transfer

Kate reminded commissioners that she is closing the Enterprise account and moving all of the CID's funds to Busey Bank (due to a more favorable interest rate). She said that she will be delivering a cashier's check to Busey (to eliminate a transfer fee) in the next few days.

PUBLIC REALM

Concrete Repairs

Kate provided a brief update on concrete repairs planned for the northeast corner of Maryland and Euclid, noting that work will begin over the next few weeks. She reminded commissioners that the recommendation was not to do a full sidewalk replacement, but only the section closest to the curb, and to address trip hazards. She also mentioned that the CID is partnering with Mac Properties to

replace the sidewalks in front of Mike's Bikes and Wolfgang's Pet Stop (where water is pooling).

Tree Removals

Kate stated that the CID has put in a request to the City's Forestry Division to replace trees throughout the District. She noted that there are two dead trees on Maryland Plaza that Forestry will not get to soon and that she has hired a contractor to remove these.

Streetscape Update

Kate mentioned that there is another Streetscape Committee meeting scheduled for September 1st to continue discussions about the McPherson/Euclid streetscape design, as well as the CID's operations and management plan. She said she would have more details to share about both projects at the next board meeting.

MARKETING, COMMUNICATIONS & EVENTS

Streatery Update

Kate advised that the CWE Streatery has been put on hold for a few weeks (due to weather concerns and staffing complications), but that it will return on Saturday, August 28 in conjunction with the next Meet in the Street night. She explained that moving forward the Streatery will continue to run on Saturday nights only (for September and October), but that Friday evenings could potentially be added back to the schedule if restaurants express interest.

Halloween Update

Kate stated that Halloween planning is moving full steam ahead. She said that she had a call with the City earlier this morning to discuss restrictions/regulations regarding outdoor events this fall, and reported that the City does not plan to enact any restrictions at this time unless the CDC does. She also mentioned that Johnnie Brock's Dungeon has committed to a larger sponsorship this year and that they are excited to have their name behind the CWE adult costume contest and party. She said that she would be reaching out to businesses soon to see who intends to participate.

She mentioned that one of the event organizers has expressed concern regarding holding the event until midnight and suggested ending earlier. She stated that event organizers will continue to work through all the logistics and will coordinate more discussion regarding safety with the CWE Neighborhood Security Initiative.

CWE Art Stroll & Gallery Night

Kate stated that the CID will host its third monthly Art Stroll on McPherson this Saturday, August 21 from 12-4 p.m. She also mentioned that there is a coordinated Gallery Night scheduled for Thursday, September 9 at 5 p.m., but noted that a few of the galleries have expressed safety concerns regarding rising COVID cases and this may be cancelled. She said that she will be speaking with the galleries next week to work out a plan for the evening and that the CID will continue to be flexible and can adjust its messaging/programming accordingly.

Holiday Plan

- **Holiday Décor**

Kate stated that she spoke to Jim Espy after the last board meeting to let him know that the CID would like to move forward with the holiday light trees. She noted that he took some measurements last Saturday, but that she is still waiting for him to provide exact pricing

information. She said that she would keep the board updated as soon as she receives the details.

- **Window Walk / Shakespeare Festival Collaboration**

Kate also stated that she recently heard back from Tom Ridgely from St. Louis Shakespeare Festival and reported that they want to collaborate on another holiday production in the CWE. She mentioned that Tom had recently met with a local design team to see if they would be interested in shaping the design and vision for this year's programming elements. Kate also noted that there will be more collaboration between St. Louis Shakespeare Festival and previous Window Walk designers, so that everyone is working together on a common vision for the neighborhood. She mentioned that she will be working on the CID's operating budget and reminded commissioners that last year the CID contributed \$25,000 in sponsorship assistance to St. Louis Shakespeare Festival. She noted that the budget may need to be increased this year and asked commissioners if they would like to continue to invest in this partnership at a high level. Commissioners agreed that the program and partnership is important to invest in at a significant level.

ADJOURNMENT

The meeting was adjourned at 10:42 a.m.

RESPECTFULLY SUBMITTED,

JAMES DWYER, SECRETARY