

**THE CWE BUSINESS
COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
January 18, 2021**

The meeting was called to order at 10:00 A.M. via zoom.

PRESENT (via Zoom): Commissioners Kyle Bozoian, Jim Dwyer, Paul Filla, Ken Fowler, and Trip Straub; Kate Haher, Executive Director and John Hoal, H3 Studios.

MINUTES

Trip Straub moved to approve the November 18, 2021, meeting minutes. Kyle Bozoian seconded. Minutes approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Review of October 2021 Financials

Kate Haher stated that December sales tax revenue came in higher than projected with \$71,256 in Sales and Use tax collected, and that total revenue is currently tracking approximately \$100,000 ahead of the year-to-date budget. Kate noted that expenses in the last quarter of the year are higher than the first two quarters due to Halloween and Window Walk, and that expenses and tax collections will be lower in the first quarter. Kate also noted a few categories that are running above budget (the CWE Bucks, Media, Halloween, and Window Walk categories), explaining that increased expenses were related to expanding the programs and increased pricing from vendors. She also added that the dedicated patrols category is down due to staffing issues and that she hopes to see an improvement in January when the compensation rates are increased.

Accounting Policies and Risk Assessment

Kate shared the Accounting Policies and Risk Assessment documents that we review and update annually. She stated that she made a few minor changes and asked that everyone review the documents and submit any edits or questions to her.

Business Updates

Kate provided a list of businesses that had opened and closed in 2021, including a list of spaces currently available. She noted that 4 businesses are slated to open or re-open this year but that she did not have firm dates on these yet. The businesses that will open are Dressel's, El Sitio, Main Squeeze and the Apothecary.

Paul Filla noted that the Chase is in negotiations with a tenant for the ground floor space on Maryland at Kingshighway, and suggested that the CID fund graphics for vacant shop windows to make the empty spaces look more attractive.

CID Legislation

Kate explained that there were two bills filed with the Senate that, if passed as drafted, would have an impact on the CID. SB735 is the more concerning of the two as it would cap the amount of local tax that could be collected at 3.25%, which is less than what is currently being collected in the CID, and it would exclude the collection of sales tax on groceries. She explained that the Missouri Growth Association is taking the lead on this issue, working with Senator Koenig to make changes, and that she and other CID representatives have offered to assist if needed.

PUBLIC REALM

Streetscape Improvement Updates

Kate explained that an RFP had been issued for survey and schematic design services for the west side of the 400 block of North Euclid. She stated that enhancements to this block had been identified in the McPherson / Euclid plan as a priority in addressing connectivity to the north, and that Ben Dressel is in the process of major renovations, which include changes to his outside façade and patio. She reported that only one response was submitted for the survey work. John Hoal from H3 Studios explained that this is a relatively small project and in the current environment he was happy to see one bid come in. He stated that this was a fair bid for the scope of work and noted that David Mason Associates is a well-respected firm with a great deal of relevant experience.

The board asked if there is an estimate of construction costs, and questioned the urgency in moving this along at this time. John explained that we do not have construction costs at this time, but that the scope includes construction estimate. Kate noted that the Board may decide after receiving the design and estimated costs, that only a portion of the work be done at the time. Jim Dwyer suggested that there could be value in trying to coordinate the timing of the project with Ben Dressel, who is in process of extensive interior and exterior renovations.

He also suggested that the Streetscape Committee meet separately to review and discuss further and make a recommendation to the Board. Kate stated that she would schedule a meeting ASAP.

Kate noted that the enhancements to both York Ave. and the Argyle alley had been completed, as well as the installation of electrical outlets at all the trees at Maryland and Euclid. She noted that these had been funded through a special fund set up when the Argyle TIF was established for projects in the Argyle TIF District and noted that the CID will maintain these areas now that they are complete.

Kate also added that she would begin looking into options to improve the signage at the Argyle Garage and the parking lot north of McPherson on Euclid, noting that access and directions to parking has been identified as a priority by board members and in the retail plan.

MARKETING & EVENTS

Window Walk Recap

Kate Haher presented a Window Walk recap, stating that the Window Walk had been a success and that foot traffic in the CWE was strong every weekend. She highlighted the following key points:

- Total budget \$78,000
- Media Budget \$9,330

- 4 days of programming
- 22 windows designed by design teams
- 7 windows designed by businesses
- Shopping rewards issued - \$4,500
- Snowman Hunt rewards issued - \$2,800
- Social Media contest giveaways - \$3,425

She noted that paying the designers this year was very beneficial as they all “stepped it up” and were open recommendations given by the design coordinator to further enhance their windows. Kate also explained that she had incorporated more performances such as dance groups into the entertainment schedule which, was very popular with attendees and will continue to be a focus in the future.

Holiday Marketing Recap

Kate shared a report prepared by Novella recapping the marketing efforts for December. She stated that with an increase in the social media spend, we saw a 100% growth in our social media audience across Facebook and Instagram. She explained that we had conducted a number of giveaways through the holiday season, giving away \$3,425 in gift cards, and noted that the top performing social media posts were the Chase Park Plaza Cinema and Straub’s giveaways.

Upcoming events

Kate stated that she is working to solidify the upcoming event calendar, and that the following events are in the works.

- In-Sidewalk Sale – Feb 5th
- Valentine’s Day Promotions
- Spring/Tulip Stroll
- CWE Sampler - TBD
- Rose Day – May 7th
- CWE Cocktail Party – June 11th

OTHER BUSINESS

There was no other business.

ADJOURNMENT

The meeting was adjourned at 10:48 a.m.

RESPECTFULLY

SUBMITTED,

JAMES DWYER,

SECRETARY