# THE CWE BUSINESS

# COMMUNITY IMPROVEMENT DISTRICT

# MINUTES OF THE MEETING OF THE COMMISSION

# February 15, 2022

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

PRESENT: Commissioners Kyle Bozoian, Jim Dwyer, Paul Filla, Ken Fowler, and Trip Straub; and Kate Haher, Executive Director.

# MINUTES

Trip Straub called for a motion to approve the January 18, 2022, meeting minutes, noting the date needed to be corrected to reflect the correct year. Kyle Bozoian moved to approve the meeting minutes. Ken Fowler seconded. Minutes approved.

# FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

# Review of October 2021 Financials

# Kate Haher presented the January financials. The Board suggested a few changes to the new format of the report, which Kate noted she would include in February. Kate stated that receipts from the January sales and use tax revenue came in slightly under budget at $46,732. She noted that a few of the larger contributors were not included in the month’s collections, but that revenue is still tracking above budget for the year. She also noted that expenses were lower in January which is typical for the first quarter of the year due to we have fewer programs and activities going on.

# Kate advised that the budget planning process for FY 2022 – 2023 would begin in March, noting that the preliminary budget must be submitted to the City of St. Louis, by March 30th, and the final budget adopted in May.

# 2022 Priorities

# Kate reviewed proposed priorities for 2022, stating that the top areas of focus are:

# Implement public realm enhancements

1. Produce events and activities to drive traffic and sales to the businesses.
2. Implement the Operations & Management Strategy for the CID.
3. Enhance the holiday décor in the CWE
4. Collaborate with property owners to fill vacant spaces in the CWE.
5. Collaborate with the South CID on projects and programs that will further enhance the Euclid Corridor.

She outlined the tasks associated with each priority, noting that some of the tasks under each priority are in process, and that she will continue to work to bring these projects to fruition while moving other projects and programs along.

Trip agreed that parking signage needed to be made a priority, and that we need signage that is highly visible so that people can stop using parking as an excuse in the CWE.

Kate advised that she is taking a different approach to the Streatery this year, closing the street only one Saturday a month and making it more of an event to draw a bigger crowd on that evening. The Streatery was challenging on businesses last year, and neither the street nor inside of the businesses was not filling up as hoped. Paul Filla suggested that the saving from doing it every weekend be used to enhance the experience with more entertainment and activity.

Paul Filla asked about enhanced integration with the SCID. The Board agreed that this should remain a priority as opportunities present.

Jim Dwyer suggested that the CID and North SBD consider collaborating on an offer to purchase the Argyle garage. He acknowledged that this idea requires a lot of discussion, but that it could address a number of concerns and be beneficial to the CWE. The Board agreed that the idea is worth considering. Jim and Kate agreed to work together on this.

Trip Straub suggested that, when developing the desired retail list, we consider both local and national retail so that we have a list of solid, strong retailers. Kate stated that she would start a list and then share it with the group to review and add to.

**Staffing Update**

Kate Haher stated that Erica Lembo, the Marketing and Event Coordinator for the CID, has decided to stay home with her new son and that she would not be returning to work with the CID. Kate noted that she is working on a new job description and discussing the best approach with Novella, adding that Novella may be able to step in and carry some tasks long term.

**PUBLIC REALM**

**Streetscape Updates**

Kate Haher stated that the contract with David Mason and Associates for the survey and design work for the 400 block of Euclid was signed, and that the kickoff meeting is set for the following week.

**MARKTING, COMMUNICATIONS AND EVENTS**

**Marketing & Event Updates**

Kate provided an updated 2022 event calendar, and noted that event planning was in process.

She noted that a merchant meeting is scheduled for Wednesday 2/16, and she would be discussing the proposed activities with the merchants at that meeting to confirm the level of interest.

# OTHER BUSINESS

# Jim Dwyer suggested that the CID undertake snow removal throughout the CID, including the streets, noting that the neighborhood was a mess during the recent snowstorm. Kate explained that she has started conversations, with Brake for snow removal, but that at this point we cannot get a contract for this season, and the contract would be for the 22/23 snow season. Ken Fowler noted that the street parking was a real problem for the businesses.

# Ken Folwer noted that Rose Day is coming up on May 7, 2022, and that the organizers did not clean up last year. The board suggested that Kate communicate with the businesses participating and explain that they are required to clean up after the event.

# ADJOURNMENT

The meeting was adjourned at 10:58 a.m.

RESPECTFULLY SUBMITTED,

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JAMES DWYER, SECRETARY