

**THE CWE BUSINESS
COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
May 17, 2022**

The Annual Meeting of the CWE Business Community Improvement District was called to order at 10:00 A.M. The meeting was held via zoom.

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

MINUTES

Trip Straub called for a motion to approve the March 29, 2022, meeting minutes. Kyle Bozoian moved to approve the meeting minutes as amended. Ken Fowler seconded. Minutes approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Review of April 2022 Financials

Kate Haher presented the April Financial Report. She stated that receipts for the April sales and use tax revenue came in over budget and that revenue was ahead of what was projected for the year-end with two months remaining. She noted that most of the April expenses were in line with budget projections, but explained a few line items that were tracking high. She explained that the PR budget was higher than projected because we are outsourcing the marketing position, and that the higher expense is offset by the reduced salary expenses; that the media expense is tracking higher than budget because some events were not included when the original budget was set; and that the patrol budget was significantly lower because the available pool of officers is low and SLMPD is requiring 12 hour shifts on the weekends through the summer months, thereby impacting the CID shifts.

2022/2023 Budget Review and Approval

Kate presented the proposed 2022/2023 budget for review. She explained that projections were based on current expenses and revenue collections. Trip Straub recommended that we increase the projected revenues to \$850,000, based on current revenue, assuming the economy continue to approve. After additional discussion, the board agreed to increase the projected revenue to \$850,000. Ken Flower noted that the budget was not balanced and that we will be using reserves to balance the budget. Trip noted that we have dipped into reserves through the pandemic to balance the budget and to fund special projects. He added that there are adjustments that can be made to balance the budget if necessary, but that it is important to use the available funds for approved projects rather than hold them in reserves.

Kate reviewed the budget line items highlighting the following:

- Office rent – The office rent will increase in the next fiscal year due to a change in office location that will also accommodate the maintenance program needs.
- Window Walk – Increased budget based on the actual cost in 2021/2022.
- Halloween and Cocktail Party – Increased due to rising costs to produce the events.
- Additional programming - Decreased due to the elimination of Streatery.
- Landscaping – Increased to accommodate addition small projects.
- Patrols – Increased, but only projecting approximately 85% of the shifts will be filled given the history of the past 2 years and the lack of available officers to fill the shifts.

Trip suggested that Kate adjust the names of the budget line items to match the line items on the P & L.

Kyle Bozoian moved to approve Resolution 2022 -01 - A Resolution of the CWE Business Community Improvement District Adopting an Annual Budget. Jim Dwyer seconded the motion. Motion approved.

Election of Board of Officers

The following officers were proposed for the 2022/2023 fiscal year.

Trip Straub – President

Jim Dwyer – Vice President / Secretary

Ken Flower - Treasurer

Kyle Bozoian moved to approve Resolution No. 2022-02 A Resolution of the Board of Directors for the CWE Business Community Improvement District Electing Officers. Ken Fowler seconded the motion. Motion approved.

PUBLIC REALM

Streetscape Project Updates

Kate reported that the streetscape committee had met with the consultant and reviewed the 50% plans for the 400 block of Euclid, and stated that the committee will continue to meet with the consultants and expects to bring a recommendation to the board in July.

She reported that the power washing of the sidewalks in the CID is about 90% complete, noting the contractor will wrap up the last few sections in the next few days. She added that the businesses have been very appreciative of this effort.

Electrical Installation – The installation of new electrical outlets was approved at the March meeting and timers were requested for both the Maryland and McPherson ends. The addition of the timers is \$8,460.

Tree lighting – Lighting for the trees throughout the CWE was approved at the March meeting. The revised total including lights for all trees at the Maryland and McPherson ends is \$77,000

Street Tree Plan – Kate presented a proposal from Hansen Tree Services to develop a street tree plan for the McPherson corridor. The plan would include a plan for replacing trees, recommended species and maintenance. The cost of this is \$7,000 and the streetscape committee recommends moving forward with the proposal. Trip Straub moved to approve the proposal. Jim Dwyer seconded the motion. Proposal approved.

Replacement of trash cans and liners – Kate presented a proposal for the replacement of trash cans and liners totaling approximately \$18,000. She reported that there are number of cans that need replacement liners and that we have some cans that need to be replaced and noted that she and Sean were developing a count of the total number. She explained that the total would not exceed \$18,000. The board approved the order not to exceed \$18,000.

Striping – Striping of the crosswalks and parking spaces is scheduled the last week in May. This is part of the annual maintenance program.

MARKETING, COMMUNICATIONS AND EVENTS

Marketing & Event Updates

Kate explained that she had interviewed one candidate for the Marketing and Communications Coordinator and that her qualifications were in line with the duties required of this position. She proposed offering the candidate the position. The board agreed.

Scavenger Hunt – The recent scavenger hunt pulled participants from 27 different zip codes and \$3,750 in gift cards were given to participants.

Shakespeare Festival - Kate advised that she had been contacted by Shakespeare Festival asking the CID to sponsor Shakespeare in the Park. She presented a few options for consideration and explained that she thought the best opportunity for the CID would be to donate gift cards for them to use with their nightly giveaways, which would drive people to the neighborhood before or after the show. The board agreed to provide gift cards as an in-kind sponsorship.

Cocktail Party – She reported that the event is coming together but explained that there have been some challenges due to increased cost, limited staffing and scheduling. She noted that because staffing was an issue, there will be fewer booths and fewer participants in the Cocktail Competition, but that they were opening that up to residents and other participants.

Fitness at the Fountain – Kate stated that she had not been able to get interest from the businesses in the CID to run the Fitness at the Fountain this summer. She believe lack of staffing was most likely the reason, but that it had been hard to connect with the fitness businesses.

Art Stool – Kate reported that the first art stroll was scheduled for the following weekend and the galleries are looking forward to it. She added that galleries are also committed to a joint gallery night in September and would like support from the CID to hold a bigger event on McPherson. Kate explained that she thought this was a good idea, but that if this were to be considered, they would need to ensure additional programming as part of the event to really make an event out of it.

OTHER BUSINESS

Kate explained that Mike's Bikes expressed concerns about closing Euclid for the Cocktail Party and the Streatery, claiming that it was unfair to close the street for one business over another. Kate said that she explained that the intent of the Streatery was to bring more people and vitality to the CWE and not to hurt any business. Kate explained that she had made a number of adjustments to the Streatery in 2021 in order to accommodate all businesses, such as starting later at the south end, and stated that she would be reaching out to other retailers about the issue in order to make a decision about the Meet in the Street events. Kyle Bozoian noted that MAC Properties had not heard from Mike's Bikes on the issue and believes the CID should move forward with the event. Kate explained that the event evolved last year, and will continue to evolve as we evaluate after each event.

Trip updated the board about the potential opportunity for the parking lot between McPherson and Washington on Euclid, noting that he had heard back from Pete Rothchild and learned that the lot was for sale but that they were looking for a residential developer and that it was priced with that in mind.

Jim suggested we determine the number of parking spaces and then determine the value of the parking lot. Jim also noted that we should evaluate the impact of what that lot turning residential would be on the businesses and the neighborhood.

ADJOURNMENT

The meeting was adjourned at 11:36 a.m.

Respectfully submitted,

JAMES DWYER, SECRETARY