

**THE CWE BUSINESS
COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
MARCH 28, 2023**

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

PRESENT (via Zoom): Kyle Bozoian, Jim Dwyer, Ken Fowler, Debra Hunter, Paul Filla and Trip Straub; Kate Haher, Executive Director, and Taylor Smitham, Marketing and Communications Specialist for the CID.

MINUTES:

Trip Straub called for a motion to approve the February 21, 2023, meeting minutes. Kyle Bozoian moved. Paul Filla seconded. Minutes approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Marketing and Communications Specialist Introduction

Kate Haher introduced the new Marketing & Communications Specialist, Taylor Smitham. Taylor will be continuing efforts to promote local businesses and events in the CID.

Review of 2023 Financials

Kate reviewed the February financials. She stated that, in February, sales and use tax was slightly under the projected budget at \$64,328.66 and expressed that she expects one more slow month before numbers will begin increasing. She added that, overall, the budget was tracking well-over the projected year-to-date. Kate explained that the accounting line item was higher than anticipated in February due to the 1099s being sent out and causing an increase in accountant's fees.

2023/2024 Budget Review

Kate presented the proposed budget for the 2023/2024 fiscal year, reminding the Board that the proposed budget is due to be provided to the Board of Alderman at the end of March, and the final budget would be approved in May.

She reviewed the line items in each category, and a few adjustments were made. Kate explained that the projections were based on current information, and that multiple businesses would be opening next fiscal year. The Board discussed and agreed to increase the revenue projections to a projected total of \$1,025,000. Kate reminded commissioners that there are additional filing requirements with budgets over \$1 million, and she agreed to provide more information on the filing requirements later that week.

Kate mentioned that she had spoken to attorney Matt McBride at Bill Kuehling's recommendation about representing the CID. Kate stated that she had spoken with Grand Center, who Matt represents, and they were pleased with his service. The Board requested additional references for Matt.

PUBLIC REALM

Streetscape Improvement Updates

Kate explained that the streetscape proposals for the 400 block of Euclid are due April 7th, 2023. She is expecting to receive at least two proposals and will update the Board as more information becomes available.

Kate mentioned there will be a meeting this week with the streetscape committee regarding the realignment of the planters on McPherson Ave. She hopes to get the planters moved and new ones ordered in the coming weeks.

Kate stated that the Tree Canopy Program has started successfully. At the January meeting, the Board approved the removal of 7 trees and planting 12 for \$17,000, plus \$10,000 for pruning. As of last week, 12 trees have been removed and 20 trees are scheduled to be planted for just under \$5,000. Forestry is handling all tree and stump removal, and they will be handling all labor for tree planting. Kate noted that the plantings for the new trees will begin in the coming weeks.

MARKETING, COMMUNICATIONS AND EVENTS

Kate reviewed the list of upcoming events.

Back in Bloom is approaching on April 8th, and all music and vendors are scheduled.

Rosé Day on May 6th is in motion. Kate has requested additional information from the organizations regarding set up and breakdown. She presented the Board with the opportunity to sponsor the event and they declined.

Cocktail Party is scheduled for June 10th and planning is going well for the event. Musicians and entertainment have been finalized, and Kate is continuing to work with the event team to finalize all logistics.

Saturday Strolls will be taking the place of Meet in the Street and will occur on the fourth Saturday of each month.

SAFETY & SECURITY

Ambassador Program

Kate stated that there was a meeting last week with Rob Betts, Jim Whyte, and Sarah Wickenhauser from the Neighborhood Security Initiative (NSI) regarding the new Ambassador Program for the CID. The proposed plan is to have the Ambassador Program start on April 14, 2023.

Kate has sent out information regarding the Safety Glass Program to all of the businesses. The CID will be contributing up to \$2,500 per business to help the businesses, with a max allocation of \$30,000 for the program. Kate noted that, so far, 15 businesses are interested.

OTHER BUSINESS

Kate advised that Drunken Fish is temporarily closed due to sewer line issues.

Paul Filla provided an update from The Chase Park Plaza, advising that The Preston has reopened for dinner service.

ADJOURNMENT

The meeting was adjourned at 11:08 a.m.

Respectfully submitted,

JAMES DWYER, SECRETARY