

**THE CWE BUSINESS**  
**COMMUNITY IMPROVEMENT DISTRICT**  
**MINUTES OF THE MEETING OF THE COMMISSION**

**October 15, 2024**

The October meeting of the CWE Business Community Improvement District was called to order at 10:00 A.M. The meeting was held at the CID office at 412 B North Euclid Avenue.

**PRESENT:** Commissioners: Kyle Bozoian, Jim Dwyer, Paul Filla, Ken Fowler, Debra Hunter, Trip Straub; Kate Haheer, Executive Director, and Nina Emerson, Marketing and Communications Specialist for the CID; Ron Coleman, Neighborhood Improvement Specialist, Jim Whyte, Neighborhood Security Initiative Director, Matthew White, Director of Hotel Operations at The Chase Park Plaza.

**MINUTES:**

Trip Straub called for a motion to approve the September minutes. Paul Filla moved to approve. Ken Fowler seconded. Minutes approved.

**ADMINISTRATIVE ITEMS:**

**Financial Review**

Kate presented the September financial reports. She stated that the CID was slightly below budget, partially because two restaurants were not included in the report. She noted that several of the Halloween event expenses have started coming in, with the majority of the expenses coming in October.

**Statement of Financial Position**

Kate presented the Statement of Financial Position, noting \$73,740.20 in used tax and sales revenue. She stated that the Busey accounts had remained open because it took time for the state to transfer the direct deposit to Great Southern. She noted that Busey started imposing fees on their ICS accounts in summer 2023 and those fees would not be reversed.

She shared that the six-month CD would mature on Oct. 23. She said there will be a 10-day grace period to discuss whether reinvest and the rate would be 4.2%.

Trip asked how much cash the CID needs to operate and advised to invest more money into the CD if possible.

Kate said she would run the numbers on what is needed for the next three months and email the Board to discuss next week.

**SAFETY & SECURITY**

Jim Whyte presented an update on safety and security. He shared that Melissa Brown is taking over the NSI Outreach Program as a full-time employee.

Jim informed the Board that crime is down 14% in the SBD area. He shared that he has been looking into a company called ALTO U.S. which could provide further assistance to businesses impacted by crime.

## **PUBLIC REALM**

### **Trees**

Kate said that Forestry would be coming through to grind stumps and replace trees this fall. She noted that Forestry agreed to pay for the trees this year.

### **Electrical**

Kate explained that all power had been checked and repaired for the holidays. She said that she is waiting on a proposal for 10 new receptacles that are in poor condition.

### **Streetscape**

Kate shared that the review of the McPherson project appeared complete pending BPS final approval. She said she reached out to Mark Woodling to get a bid for the project but had not heard back.

### **Euclid Parking Lot**

Kate said that Rothschild reached out about improving the landscape at the entrance of the Euclid parking lot. She shared that the estimate from Brake Landscape was just under \$5,000 and she proposed sharing costs with Rothschild.

The Board suggested getting an additional quote to remove the trees which Kate said she would do.

Jim Dwyer moved to approve the allocation of \$5,000 for the parking lot project. Debra Hunter seconded. Motion approved.

## **MARKETING & EVENTS**

Kate reported that there was good turnout at the last merchant meeting, which was held in person at Maryland House. She shared that merchants reported foot traffic being down. She added that there is a desire for more business-to-business knowledge and the CID and Euclid South CID would look for opportunities for merchants to introduce themselves at future in-person meetings.

Kate reminded the Board that the Halloween event is next week. She said that social media promotion was continuing along with digital ads and billboards.

Kate shared that 17 businesses have partnered with designers to decorate windows for Window Walk. She said there will be a variety of new programming, notably a holiday market in collaboration with Euclid South. She said the St. Louis Women's Creative would be helping to organize the market.

Kate said there was some interest from small businesses in CWE merchandise and that staff was continuing to move that forward. She shared mockups of the tote bag, and the Board decided on which logo they liked best.

## **OTHER**

Kate informed the Board that she, Nina, Jim and Ken had the first meeting about the website update and things were moving along.

Kate shared data from Placer AI, noting that between July 2023 and June 2024, the CID had one million unique visitors. She said that she met with Brian Phillips at WashU Redevelopment to discuss Placer AI and if there is an opportunity to collaborate with them. She said she will have further discussions with Brian.

Kate noted that Rushmore Boutique is opening this week. She explained that a series of ribbon cuttings will take place as businesses open up, and a celebration in the spring when all businesses are open would take place.

## **ADJOURNMENT**

The meeting was adjourned at 11 a.m.

Respectfully submitted,

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JAMES DWYER, SECRETARY