

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT  
MINUTES OF THE MEETING OF THE COMMISSION  
OCTOBER 15, 2019**

The meeting was called to order at 10:05 at The Chase Park Plaza.

PRESENT were Commissioners Kyle Bozoian, Jim Dwyer, Ken Fowler, Derek Gamlin and Trip Straub; Peter Cassel; Kate Haher, Executive Director and Erica Lembo, Marketing and Communications Coordinator for the CID; and Jes Stevens, Community Development Manager for Washington University Medical Center Redevelopment Corporation.

**MINUTES**

Derek Gamlin moved to approve the August 22, 2019 meeting minutes. Kyle Bozoian seconded. Motion approved.

**ADMINISTRATIVE ITEMS**

**Review of September 2019 Financials**

Trip Straub reviewed the monthly financial statement. He reported that September was a good month for the CID, however he noted that expenses will pick up in the coming months due to Halloween and Window Walk events.

Kate stated that the CID's annual audit is currently underway with Stopp and VanHoy and that she would have a preliminary report by the end of next week. She noted that the audit would be completed by the end of October, and that the auditor would present his findings at the next Board meeting in November.

**PUBLIC REALM**

**Streetscape Update**

Kate reported that the CID streetscape committee has met twice with both design firms (H3 Studio and DTLs), and that there are meetings scheduled later this week with both firms to see their recommendations. She noted that after these two meetings, the streetscape committee will share their recommendations for next steps with the Board.

Peter Cassel stated that he would like to see the streetscape designs implemented by next Spring, and suggested Kate reach out to a concrete contractor for some quotes based off the conceptual designs.

**CWE Vision Plan**

Kate stated that several business owners and community members have expressed concern about where the neighborhood is going and what the future looks like for the Central West End. Kate noted that a CWE Vision Plan was discussed at a Board meeting earlier this year, and that she would like to revisit the conversation. She reminded commissioners that the CID had received an \$80,000 proposal from John Hoal at H3 Studio, and that commissioners had asked John to provide a "practical application" of the firm's plan implemented in a different district, which was shared with commissioners.

Trip stated that he believes this project should not be at the top of the CID's priorities. He noted that the CID has several other projects to focus on (lighting and streetscape design), and he doesn't think the CID should spend time or money on a vision plan that would extend beyond the CID's boundaries.

Jim stated that while \$80,000 might be too expensive, he does think the CID should be involved in the visioning process. He also noted that he believes it would be inappropriate for the CID to be

contemplating and designing major infrastructure improvements that require significant investment, without a vision of where we're going as a community.

Peter Cassel stated that he sees the vision plan as more of a marketing/PR plan, and that he's not quite sure what the CID would be receiving for \$80,000.

Kate stated that she will work on redefining what this vision plan would look like for the CID, and that she would also reach out to John Hoal about paring back his proposal.

### **Euclid Shuffle**

Kate reported that the CID, along with the Euclid SCID, relaunched The Euclid Shuffle two weekends ago. She noted that feedback has been good so far, and that someone had commented on the CID's Facebook page that they were happy to have the service back in the neighborhood. Kate stated that the CID and SCID had secured advertising partners (for the shuttle doors) through December and for part of January. Jim asked Kate if she could send reports to commissioners with ridership numbers. Kate said she would work on putting together the report.

### **Building Lighting**

Kate stated that a few years ago the CID worked with Randy Burkett on the building lighting design project. She explained to commissioners that he had provided three conceptual designs for exterior lighting in the CID, however that project had been tabled at the time. Kate stated that Pete Rothschild had recently mentioned that he wants to fund a portion of this project for some of his buildings. Kate said that she will be working with Randy's office on cost estimates for the project, and that further discussions will be forthcoming about how to phase this into the District.

### **Striping**

Kate stated that parking spaces in the District are being restriped, and that everything should be finished by Monday or Tuesday of next week.

## **MARKETING & EVENTS**

### **BookFest Recap**

Kate provided a brief recap on BookFest St. Louis, which took place on Saturday, September 21. She mentioned that 35 authors were in attendance, events took place at four different venues throughout the neighborhood, and there were more than 30 vendors in the festival zone. She stated that, from an operations standpoint, everything ran smoothly. However, she noted that attendance was not quite as high this year. She mentioned that there were several other large events taking place that day, including the Forest Park Balloon Race. She also noted that the BookFest schedule was released much later this year. Kate stated that the BookFest committee will be meeting soon and will evaluate the event moving forward. Ken questioned whether the event warrants shutting streets down. Kate said that will be discussed at the meeting.

### **Halloween**

Kate stated that the Legendary Halloween party is right around the corner and that everything is in order. She mentioned that two dozen businesses are participating as vendors, and that the CID had secured a \$10,000 sponsorship again from Anheuser-Busch. She did note a few changes this year: a new stage (the same stage used at Cocktail Party), live music before the adults-only costume contest (instead of a DJ), and a different DJ after the costume contest.

### **Window Walk**

Kate stated that Window Walk will take place each Saturday in December, and that programming will be similar to years past. She reminded commissioners that this year two designers would be leading two

design teams to ensure higher-quality designs for the 10<sup>th</sup> anniversary of Window Walk. She noted that 20 businesses have signed up to have their windows decorated, and that businesses and designers would be paired this week.

Kate reminded commissioners that last year during Window Walk the CID added a few new activities each weekend to drive traffic to the event. She noted that the Window Walk Holiday Market will return on Dec. 14., which takes place in a heated tent behind Maryland Plaza. She mentioned that almost half of the spaces available to vendors are already booked. She also noted that the CID is looking into doing a holiday light show on Dec. 21. She mentioned that this was brought up in a previous Board meeting, and it was recommended that CID staff look into Blink Cincinnati for some inspiration. She noted that PGAV is putting together a proposal, and that she would keep commissioners updated as the conversation moves forward.

### **Annual Report**

Erica Lembo presented commissioners with copies of the CID's 2018/2019 Annual Report for review. She stated this report highlights the CID's successes and accomplishments during the previous fiscal year, and also highlights goals for the upcoming year. She asked commissioners to review the document and submit feedback within the next two weeks.

### **ADJOURNMENT**

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

RESPECTFULLY SUBMITTED,

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JAMES DWYER, SECRETARY