

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
FEBRUARY 16, 2021**

The meeting was called to order at 9:03 a.m. via Zoom.

PRESENT were Commissioners Jim Dwyer, Paul Filla, Ken Fowler, and Trip Straub; Kate Haher, Executive Director and Erica Lembo, Marketing and Communications Coordinator for the CID, Absent was Commissioner Kyle Bozoian.

MINUTES

Ken Fowler moved to approve the January 19, 2021 meeting minutes. Paul Filla seconded. Minutes approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Review of January 2021 Financials

Kate Haher reported that total income is currently tracking slightly ahead of year-to-date budget, but noted that revenue may slow down over the next few months. She also stated that January and February were quieter months for expenses.

Review of Audit Review

Kate stated that the CID's annual audit has been completed and that she had emailed the firm's management letter to the Board for review. She noted that there were no major issues to report and reminded the Board that they had agreed (on Stopp&VanHoy's recommendation) to conduct a smaller-scale financial review this year, instead of undergoing a full audit. She said the report noted some expenses that the CID had incurred (during FY 2019-2020), but Kate reminded the Board that they had agreed to fund these special projects out of CID reserve funds.

2021 Priorities

Kate stated that she had emailed an updated 2021 priority list to the Board prior to the meeting. She explained that the list had been condensed since the last Board meeting (based on feedback she received from Board members and from the Executive Committee) and now highlights the CID's top five priorities for 2021:

1. Implement public realm enhancements.
2. Produce events and activities to drive traffic and sales to the businesses.
3. Develop an Operations & Management Strategy for the CID.
4. Finalize and adopt the Retail Vision Plan and identify key initiatives to implement.
5. Appeal to Millennials

The Board agreed that the CID staff should focus on these five priorities in 2021.

PUBLIC REALM

Streetscape Update and Discussion

Kate reported that she has received written confirmation from the City Streets Department that the CID can move forward with its streetscape project and can use the designated meter spots at Maryland & Euclid. She said she has a Zoom call scheduled on Thursday afternoon with John Hoal (H3 Studios) and Rich Bradley (BPS President) to discuss the timeline/next steps for the pilot program rollout.

She also mentioned that the Euclid South CID is in the process of finalizing their design plans for streetscape enhancements in their District. She suggested engaging with the SCID, regarding their plans for the Euclid/Lindell intersection and discussing possible collaboration. The Board agreed that they would like to know more about the SCID's design plans for that intersection. Kate said she would contact the SCID and their consultant to get a meeting scheduled.

Retail Vision Plan Update

Kate stated that she should be receiving the final Retail Development Strategy for the CID (from H3 Studios and Partners for Economic Solutions) in the next week or so. She said that she will email it to the Board as soon as she receives it and that it will be a topic for discussion at the next Board meeting in March.

MARKETING, COMMUNICATIONS & EVENTS

Marketing Update

Erica Lembo gave a brief update on some of the CID's on-going marketing initiatives, including social media influencer campaigns, gift card giveaways, and the meal donation giveaway. She explained that the CID is working with influencers to help grow its audience on social media. Trip Straub asked if Erica could share the list of influencers with the Board. Erica said she would email the Board this information.

ADJOURNMENT

The meeting was adjourned at 9:35 a.m.

RESPECTFULLY SUBMITTED,

JAMES DWYER, SECRETARY