

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT  
MINUTES OF THE MEETING OF THE COMMISSION  
MAY 18, 2021**

The meeting was called to order at 10:03 a.m.

PRESENT: Commissioners Jim Dwyer, Paul Filla, Ken Fowler, and Trip Straub; Kate Maher, Executive Director and Erica Lembo (via Zoom), Marketing and Communications Coordinator for the CID.

ABSENT: Commissioner Kyle Bozoian.

**MINUTES**

Paul Filla moved to approve the March 23, 2021, meeting minutes. Ken Fowler seconded.

Minutes approved.

**FINANCIAL REVIEW & ADMINISTRATIVE ITEMS**

**Review of April 2021 Financials**

Trip Straub stated that the sales and use tax was low in April and asked about the miscellaneous revenue line item. Kate Maher explained that it was a payment from Pete Rothschild to the CID (to fund 50% of the building lighting project at McPherson). Kate also noted that the landscaping budget is a little behind schedule, due to a staffing transition at Brake. She reminded the Board that their contract amount had increased earlier this year and that landscaping expenses will be slightly over budget. Trip asked about the miscellaneous maintenance line items and Kate stated that was for to restriping parking spaces and curb lines in the district.

**2021/2022 Budget Review and Approval**

Kate presented commissioners with the proposed 2021/2022 budget and explained each line item in detail. She stated that the CID continues to budget conservatively and has projected \$613,000 in sales and use tax revenue. She said that sponsorship revenue for Window Walk and Cocktail Party (while projected a bit lower than year's past) has been included in the budget.

She stated that the administrative/overhead budget remained relatively flat, and that salaries, payroll taxes, and payroll fees would remain in line with the previous two years.

Under the marketing/events budget, she noted that the maps line item was projected slightly lower, due to the fact that the CID now has a cost share agreement in place with the Euclid South CID. She explained that the media line item had been significantly reduced last year (due to the lack of events), but noted an increase for 21/22 as more events and ad opportunities are added back in.

She stated that the \$55,000 Window Walk line item (although a reduction from FY 2019/20) is in line with where expenses have typically been in the past. She also mentioned that the Halloween line item is simply a placeholder for now and that more discussions will take place over the next few months regarding large-scale events in the city. Trip stated that he thinks there's a good chance Halloween will happen this year and suggested that the CID increase the line item now to be prepared. Jim Dwyer agreed with Trip and suggested that the CID should also assume some sponsorship revenue for the event. Kate stated that she would bump the Halloween line item up to \$45,000 and add in \$10,000 under sponsorship revenue.

Kate also mentioned a large increase in the additional programming/events line item, which she attributed to the Central West End Sreatery. She also noted that an additional \$15,000 is allocated to smaller programming/activities this summer (and noted that she would explain these activities in further detail later in the meeting).

Kate reminded commissioners of the increase in landscaping services and noted a small increase in the holiday décor line item. She explained that it's time for some of the holiday décor to be replaced throughout the neighborhood (due to wear and tear).

Trip suggested adding \$250,000 in the special projects line item to cover cost for additional capital projects and programs determined through the year.

### **Adoption of Resolution NO. 2021 -1 Adopting the 2021/2022 Annual Budget Motion.**

Jim Dwyer moved to approve the 2020-2021 Annual Budget as amended. Ken Fowler seconded the motion. The 2021-2021 Annual Budget was approved.

### **Election of Board Officers**

Kate presented a resolution to elect Officers of the Board, including a Chairman (Trip Straub), Vice Chairman (Jim Dwyer), Secretary (Jim Dwyer) and Treasurer (Ken Fowler). She asked commissioners if they would like to keep the same appointments from the previous year. Commissioners agreed to keep the same appointments.

She also mentioned that she will be reaching out to Myhi So, Corporate Operations Manager with Drunken Dish, to see if she has any interest in joining the Board.

## **MARKETING, COMMUNICATIONS & EVENTS**

### **Marketing Updates**

Erica Lembo gave a brief recap of the CID's spring/summer marketing and events plan. She mentioned that the CID held a Back in Bloom event in April and that more than a dozen businesses participated in the festivities. She noted that there was live music and street performers throughout the neighborhood for visitors to enjoy. She noted that she received positive feedback from participating retailers.

She also mentioned that the CID launched its first-ever Scavenger Hunt during Back in Bloom and that she had received a lot of positive feedback from participants and noted that the Scavenger Hunt helped attract visitors from areas farther away, like Illinois and Chesterfield.

Erica stated that the CID also just kicked off a Passport Program and Tote Bag Giveaway on May 8. She explained that the passport is a pocket-sized booklet and features special deals and discounts at participating CWE restaurants and retailers. She mentioned that passport offers can be redeemed through the end of the month, which allows for flexible shopping and dining over a period of three weeks (and gives participants plenty of time to accrue stamps). For the tote bag giveaway, she explained that the CID is promoting it as an opportunity to shop local and receive a free bag with purchase. She mentioned that Charlie Houska had created a wonderful CWE design for the front of the bag.

She also mentioned that the CID has continued to run its monthly CWE Rewards Program. She explained that this program provides incentives for people to shop and dine in the neighborhood, and once a visitor spends \$200 in the District, they receive a \$50 CWE gift card. She stated that the number of participants each month hasn't been too strong, and that she is going to rework the messaging around the campaign and do another big push this summer.

### **Summer Programming**

Kate presented commissioners with a list of additional summer events/activities for the District. She explained that the focus is on smaller activities that don't require a huge budget, and that they help keep constant energy in the neighborhood. The activities planned for the summer include:

- Streatery
- Meet in the Street
- Fitness at the Fountain
- Summer Art Strolls
- Sidewalk Sale
- Chalk Art Festival

### **PUBLIC REALM**

#### **Streetscape Update**

Kate stated that the CID's streetscape project is still on hold with the City. She mentioned that H3 had presented its final design recommendation based on the feedback from the committee and that she was waiting on an estimated cost break down from H3. She added that she would like to move forward with the replacement of portions of the sidewalk in the project area as a first step, and that after further discussion the recommendation was not to do a full sidewalk replacement but only the section closest to the curb, and the trip hazards. She noted that some coordination would be required with MAC Properties for the section in front of Mikes Bikes in order to repair some areas where water is pooling. She noted that the cost to make these repairs would be approximately \$35,000. The Board approved moving forward with the repairs.

#### **Building Lighting Update**

Kate stated that the building lighting project at McPherson was completed last week and that the buildings look fantastic. She mentioned that there were only \$5,000 in change orders and reminded Commissioners that the cost of the project was split 50/50 (between the CID and Pete Rothschild).

### **ADJOURNMENT**

The meeting was adjourned at 11:25 a.m.

RESPECTFULLY SUBMITTED,

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JAMES DWYER, SECRETARY