

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
MARCH 23, 2021**

The meeting was called to order at 9:02 a.m. via Zoom.

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

MINUTES

Kyle Bozoian moved to approve the February 16, 2021 meeting minutes. Paul Filla seconded. Minutes approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Review of February 2021 Financials

Trip Straub stated that February sales tax revenue came in higher than projected and that total income is currently tracking ahead of year-to-date budget. Kate Haher noted that it was quiet month for expenses.

2021/2022 Budget Review and Approval

Kate presented the proposed budget for FY 2021/2022. She explained that a preliminary budget must be submitted to the City by the end of March, and that the final budget will be reviewed in detail and approved at the Annual meeting in May. She stated that the CID is projecting an increase in sales and tax revenue from the current fiscal year (based on current trends), and a return in some sponsorship revenue (for events like Cocktail Party, Window Walk, and the CWE Streatory). She also noted that the CID will continue to use some of its reserves to fund projects/programs in the 2021/2022 fiscal year.

Paul Filla moved to approve the proposed 2021-2022 Annual Budget. Jim Dwyer seconded the motion. The proposed 2021-2022 Annual Budget was approved.

MARKETING, COMMUNICATIONS & EVENTS

Spring/Summer Marketing and Event Plan

Erica Lembo gave a brief update on the CID's spring/summer marketing and events plan. She stated that the CID will launch a "Rediscover the CWE" campaign next month, which will include a series of messages welcoming people back to the CWE. She mentioned that the CID will host a "Back in Bloom" weekend in mid-April, and that it will be promoted as an opportunity to shop, dine, and explore the CWE (while the tulips are in full bloom). She explained that the CID will be encouraging visitors to shop local through several different marketing promotions, including a Scavenger Hunt, a Shopping Passport, and a Tote Bag Giveaway. She also noted that restaurants will be promoted heavily with the return of the CWE Streatory in May.

PUBLIC REALM

Streetscape Update and Discussion

Kate stated that she and Jim Dwyer recently met with John Hoal (H3 Studios) to discuss next steps in implementing the streetscape pilot program. She noted that she and John had met with BPS and that further guidelines had been given in regard to design requirements, and that John and his team have been finalizing the design and working with their suppliers on budget numbers. She stated that the

CID's Streetscape Committee will be meeting with John's team next week to review their findings and finalize the design plan.

She also stated that H3 Studios has recommended that the CID move forward in repairing the sidewalk pavement in the pilot program project zone (east side of Maryland and Euclid, from Mike's Bikes to the alley south of Insomnia Cookies) as soon as the meters can be removed. Kate said that she has received two bids for concrete work. She explained that one company's bid specifies replacing only four feet of concrete (from curb to joint line) and some sections of the main walk for approximately \$27,000. She stated that another company has recommended a complete replacement of the sidewalk (from curb to building) for approximately \$50,000.

Jim Dwyer recommended that Kate request a comparable bid (from the first company) for the same scope of work. He also stated that the CID should think of these sidewalk repairs as a long term investment and that all design details should be thoroughly discussed. Trip Straub stated that he is strongly in favor of replacing the entire sidewalk and agreed that Kate should request a comparable bid for the CID to review. Kate said that she would work on securing a bid and that design details would be discussed at the Streetscape Committee meeting next week.

Retail Vision Plan Review and Discussion

Due to time constraints, Kate asked the Board if they would like to move the Retail Vision Plan review and discussion to a later date. The Board agreed to meet on Thursday, April 8 at 10 a.m. and Tuesday, April 13th at 10 a.m. to discuss the Retail Vision Plan in full detail.

OTHER BUSINESS

Kate advised that "Rosé Day in the CWE" is set to take place in the neighborhood on Saturday, May 1. She said that event organizers reached out to her a few weeks ago and shared their plans for this year's event, which include outdoor tastings, masks, social distancing stickers, and temperature checks. She said that she would share more details with the Board as she learns more.

Kate noted that she had received an email from Brian Phillips (WUMCRC) about an opportunity for vaccinations. She explained that she is in contact with the Washington University Health and Pharmacy Department and that they may be able to provide vaccines for CWE employees. She said that she has a follow-up call scheduled for 1 p.m. and would keep the Board updated.

Kate also mentioned that the first issue of "The Griffin" has been distributed. She explained that this new quarterly publication is a partnership between STL Programs and the CentralWest End Association. She noted that 7,000 copies are printed and mailed directly to CWE homes, and stated that the CID will have its own column in each publication and that the first column presented an overview of the CID and its initiatives.

ADJOURNMENT

The meeting was adjourned at 9:52 a.m.

RESPECTFULLY SUBMITTED,

JAMES DWYER, SECRETARY