

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
SEPTEMBER 21, 2021**

The meeting was called to order at 10:04 a.m.

PRESENT: Commissioners Kyle Bozoian, Jim Dwyer, Ken Fowler, and Trip Straub; MyHi So, Corporate Operations Director for So Hospitality Group; Kate Haheer, Executive Director and Erica Lembo (via Zoom), Marketing and Communications Coordinator for the CID.

ABSENT: Commissioner Paul Filla

MINUTES

Kyle Bozoian moved to approve the August 17, 2021 meeting minutes. Ken Fowler seconded. Minutes approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Review of August 2021 Financials

Trip Straub stated that August sales tax revenue came in higher than projected and that the CID's fiscal year is off to a strong start.

Kate Haheer reported that all of the CID's funds have officially transferred over to Busey Bank.

PUBLIC REALM

Retail Plan

Kate reminded commissioners that she had emailed them H3 Studios' revised retail plan prior to the meeting. She explained that the firm had made updates to the initial plan (based on the Board's feedback), and that they had also provided clarification for any items that were left unchanged. She asked commissioners to review the firm's responses and noted that the CID's retail priorities list would be discussed in further detail at the next Board meeting.

McPherson Street Plan and Project List

Kate shared details from the McPherson/Euclid streetscape plan and presented a proposed project list. She reminded commissioners that John Hoal and his team, along with the CID's Streetscape Committee, have been working on a long-term conceptual vision for the McPherson/Euclid streetscape (while the Maryland/Euclid streetscape project is on hold with the City). She explained that the projects listed in the packet are short-term projects that can improve the McPherson streetscape right away:

1. Remove shrubs and roses on the NW corner and enhance landscaping.
2. Remove existing stones around McPherson beds and install fencing and benches.
 - Select design for fencing / benches.
3. Replace the sidewalk in front of LBB, Pi, Up Down and Dressel's.
 - Remove the ramp at LBB and establish ADA at front entrance.
4. Remove and replace all trees on McPherson.
5. Repair sidewalks/trip hazards on McPherson.
6. Adjust the sidewalk café layout to provide proper access on the sidewalk near the South alley.
7. Update Pedestrian Lighting (In process through SBD).

8. Coordinate with the parking lot owner on the sidewalk improvement plan in front of the parking lot.
9. Identify some type of visual / identifying element for the intersection.
10. Install electrical outlets in trees - \$28,000 (2018 estimate).

She stated that she would look into costs/budget numbers associated with each project on the list and that the CID's Streetscape Committee would continue to move these projects forward.

O & M Policies

Kate also mentioned that the Streetscape Committee has continued to work on the CID's operations and management plan for the neighborhood. She explained that the group has put together detailed guidelines and policies (for four different categories) that would improve operations in the CWE. She noted that the group would be meeting again soon and that she would keep the Board updated as things move forward.

Infrastructure Improvements

Carriage Lane / Kingshighway: Kate stated that she is waiting on a bid from Stika Brothers Contractors to re-set the pavers at Kingshighway and Carriage Lane. She said that she would share it with the Board as soon as she receives it.

Schlaflly Library Irrigation: Kate also mentioned that the CID is working with the Schlaflly Library to repair the irrigation leak under their sidewalk and noted that repairs are currently underway.

Traffic Safety and Enforcement

Kate stated that there has been an increase in speeding along Euclid Avenue and that she received notification from Alderwoman Heather Navarro that the City Police Department has approved three patrol cars (per District) to be assigned to certain areas for traffic enforcement and control. Kate said that she does not yet know where these cars will be located. Jim Dwyer suggested it may be time for the CID to reconsider speed bumps in the neighborhood. Kate stated she would discuss with Heather and report back.

MARKETING & EVENTS

Halloween

Kate stated that Halloween planning continues to move forward. She reported that 4 Hands Brewing Company is unable to commit to a sponsorship this year. However, she reminded the Board that Johnnie Brock's Dungeon has committed to a larger sponsorship and noted that she is still waiting for a response from Busey Bank. She also mentioned that the CID has a Zoom meeting scheduled for later this afternoon with restaurants in the District who are interested in participating as vendors.

Jim asked if the CID has put together messaging regarding safety/COVID protocols for the event. Kate stated that the CID would share COVID policies online and in promotions of the event.

Window Walk & Holiday Lighting

Kate said that she had a meeting with Tom Ridgely from St. Louis Shakespeare Festival last week and reported that they are not able to collaborate on another holiday production in the CWE. She explained that they do not have the resources necessary to participate this year. However, she mentioned that an employee with St. Louis Shakespeare Festival may still be able to help the CID

craft a vision/story for this year's theme. Kate said that she would be reaching out to this employee shortly to see if there is an opportunity to work together.

Kate also mentioned that Krista Howard (who managed the Window Walk design team last year) has already started to recruit designers for this year's festivities. However, she noted that many designers are unable to return. To recruit more designers and to help improve the quality of this year's designs, Kate stated that she thinks the CID needs to pay designers a set fee (instead of having them just volunteer their time). She recommends that the CID increase their Window Walk budget by \$20,000 to pay these designers. The Board agreed to increase the Window Walk budget.

Kate also presented commissioners with pricing information from Jim Espy for the holiday trees. She noted that one other company advised they were unable to assist this year, and she was waiting to hear back from one other company. Kate noted that these would be a long term investment, made from aluminum and designed to last multiple years, which was driving the cost up, in addition to the installation cost. She suggested that the Board could roll out one at a time to spread the cost. The Board agreed that the cost, specifically the installation, was high and that they would like to hear from another company before making a decision, suggesting that this may need to be put on hold until next year.

Art Stroll Recap

Kate stated that the CID held its monthly Art Stroll this past Saturday on McPherson. She mentioned that while foot traffic wasn't as busy as it was in July (during the Sidewalk Sale), she still received positive feedback from a few of the galleries that attendance was high and sales were great. Ken Fowler also mentioned that Enchanting Embellishments had a solid day of sales.

OTHER BUSINESS

Kate mentioned that she has not received many applications for the CID's part-time Marketing, Communications and Special Events Intern position. However, she stated that she has a meeting scheduled tomorrow afternoon with Novella (the CID's PR and Marketing Consultant) to discuss possible coverage during Erica's maternity leave. She also noted that there are two potential candidates interested in the CID's part-time Maintenance position and proposed that the CID hire both, which would improve overall maintenance operations. The Board agreed.

Kate also stated that the Central West End Neighborhood Security Initiative (NSI) has advised of a proposed wage increase (from \$65/hr to \$80/hr) for supplemental patrol officers staffed by TCF. She explained that TCF has had difficulty getting shifts filled due to lack of officers and competing contracts. The Board agreed to the increased wage proposal, but mentioned that they would like to see a detailed report highlighting officers' activities throughout the District.

ADJOURNMENT

The meeting was adjourned at 11:22 a.m.

RESPECTFULLY SUBMITTED,

JAMES DWYER, SECRETARY