

**THE CWE BUSINESS COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
OCTOBER 19, 2021**

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

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

ABSENT: MyHi So, Corporate Operations Director for So Hospitality Group.

MINUTES

Kyle Bozoian moved to approve the September 21, 2021 meeting minutes. Ken Fowler seconded. Minutes approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Review of September 2021 Financials

Trip Straub stated that September sales tax revenue came in higher than projected and that total income is currently tracking ahead of year-to-date budget. Kate Haher reported that sales tax revenue from two businesses located within the Euclid South CID were incorrectly credited to the North CID's sales tax collections, and advised that she has notified the State of this error. She explained that once the issue is resolved by the State, \$1,400 will be subtracted from the North CID's collections.

Kate also mentioned that expenses will start to pick up over the next few months due to events (Halloween and Window Walk).

Audit Report

Kate stated that she had just received Stopp&Van Hoy's completed audit review for the CID for FY 20/21 and that she would email a copy to the Board to review. She reminded commissioners that this was the second year that the firm had completed an audit review, and that the CID would undergo a full audit next year. She mentioned that while there were no major issues to report, the firm found that one sales tax entry had an incorrect date that would need to be adjusted. She also noted that the firm is still tracking the CID's gift card usage and that they had requested some clarification regarding the CID's special projects fund (and whether certain projects fall under public realm or marketing).

Kate also reported that the firm had noted that sales tax revenue is down and recommended that the CID be cautious moving forward. Paul Filla asked if the CID should consider establishing a one year reserve fund. Kate said that she would run some numbers and put together a report that highlights the CID's top spending priorities and also identifies areas where the budget could be pared back.

Kate stated that the firm needs the management representation letter from the CID to finalize the audit. Kyle Bozoian moved to approve the management letter. Jim Dwyer seconded. Motion approved.

Staffing Update

Kate mentioned that she had interviewed three potential intern candidates last week and that she had extended an offer to one candidate this morning. She explained that he is currently evaluating his schedule and that she would know more about his availability later today.

She also mentioned that the CID had recently hired two part-time maintenance employees and that they had both started working.

PUBLIC REALM

Retail Plan Next Steps

Kate stated that she had emailed commissioners a link to the CID's revised retail plan from H3 Studios, however, she noted that several board members were unable to open the link. She asked the Board if they would like to table this discussion until everyone has reviewed the updated documents. Jim Dwyer suggested that commissioners take two weeks to review the revised retail plan, and then email Kate their reactions by Wednesday, November 3rd. He stated that the Board could schedule future discussions if commissioners have any questions/concerns after reviewing the updated documents.

Paul asked if the final retail plan could incorporate who is responsible for each recommended strategy on the list (whether that's the CID, City of St. Louis, local property owners, etc.). Kate said she would consider how to incorporate key players into the report and also noted that the initial letter of intent explained that these strategies require collaboration among many groups.

Kate stated that once the final retail plan is approved by the Board, the document will also be shared with the Alderwoman, property owners in the District, and placed on the CWEScene website.

McPherson Street Plan and Project List

Kate reminded commissioners that they had reviewed the McPherson/Euclid streetscape project list at the last Board meeting, and that she is currently looking into costs/budget numbers associated with each project on the list. She stated that she has received a proposal for the engineering scope of work that would be required for the northwest block of McPherson (in front of Up-Down and Dressel's), but noted that this proposal did not include any pricing information and that she would share it with the Board as soon as she receives it.

She also said that she had received another proposal for landscaping services at the McPherson/Euclid intersection (removing shrubs, replacing stones and trees, seeding opportunities, etc.). She said that she would be receiving pricing information shortly and that she would share it with the Board.

Safety & Security

Kate mentioned that she had emailed copies of reports that highlight officers' activities throughout the District that had been requested at the last Board meeting. She also noted that Robb Betts is currently working on an app that will provide the CID with a more comprehensive overview of officers' daily activities. She mentioned that the app will be available soon and it will first be tested and deployed in the North CID area.

Kate reported that since she joined the Central West End Neighborhood Security Initiative (NSI) Board in 2013, the CID had made a \$5,000 annual contribution to the organization, which has not changed. She stated that the NSI has now proposed a \$15,000 annual payment from the CID, which would help cover the services that they provide to the District outlined in the proposed contract. The Board agreed to the \$15,000 payment.

Kate stated that she has also received a \$3,750 proposal from Novella to help spearhead an anti-panhandling campaign, which would encourage people to give to programs helping people in need instead of directly to the person. She explained that with the new program, contributions received would help fund the NSI's dedicated outreach worker program. She explained that Novella would work with the CID, the NSI, and other neighborhood groups to help craft a strategic communications plan that would encourage people to donate to the NSI's dedicated outreach program, instead of simply donating to panhandlers. The Board agreed they were in favor of moving this program forward.

MARKETING & EVENTS

Halloween

Kate stated that Halloween planning continues to move ahead. She mentioned that several restaurants throughout the District will be participating as vendors during the event, but that we will have fewer than in previous years, and that she anticipates a large crowd this year.

Window Walk

Kate reported that 17 designers have been paired with businesses to decorate their windows for Window Walk. She also noted that the CID has secured a 30 piece brass band to perform for a few hours during the tree lighting ceremony on December 4th, and said that she is also working with other dance groups and entertainers to help elevate the festivities and activate the neighborhood during the event.

Annual Report

Kate mentioned that Erica is finalizing the CID's Annual Report for FY 20-21, and that she would be emailing commissioners a copy to review in the next few days.

OTHER BUSINESS

Erica Lembo reported that the CID's September Scavenger Hunt was extremely successful, and noted that almost 200 people completed the Hunt. She explained that the Scavenger Hunt continues to attract visitors from areas farther away, including Illinois, Chesterfield, and Florissant. Kate also noted that since the Scavenger Hunts have been so successful, Window Walk's traditional Ornament Hunt will be rebranded into a Holiday Scavenger Hunt this year.

Kate stated that she is working with Jim to utilize funds available through the SBD and will be receiving two quotes over the next few days to repair the alley behind Straub's. She also stated that she has received a proposal to install electrical outlets at the trees at the Maryland and Euclid intersection. She mentioned that both of these projects will begin to move forward quickly (because availability of funds will expire in December). She also noted that she has received quotes from two different power washing companies, and that she is waiting on a third to provide their estimate.

Kate said that she is driving to Illinois tomorrow to pick up Window Walk holiday décor that's been stored in Jim Espy's warehouse for the past year. She explained that the CID will need a place to store all of the décor over the next few months, and reported that Nicki Dwyer has offered to rent 510 N Euclid to the CID for \$600 a month. Kate mentioned that the CID is currently paying \$200 a month for a smaller closet inside the building, but that the larger space is much-needed. The Board agreed that the CID should pay \$600 a month for the larger space at 510 N Euclid.

ADJOURNMENT

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

RESPECTFULLY SUBMITTED,

JAMES DWYER, SECRETARY