

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

The meeting was called to order at 10:03 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; and Alderwoman Heather Navarro.

**MINUTES**

Kyle Bozoian moved to approve the November 17, 2020 meeting minutes. Paul Filla seconded. Minutes approved.

**FINANCIAL REVIEW & ADMINISTRATIVE ITEMS**

**Review of December 2020 Financials**

Kate Haher reported that total income is currently tracking slightly ahead of year-to-date budget, despite missing payments from a few businesses in December. She noted that the majority of December expenses were related to Window Walk and holiday programming.

Kate also referenced a spreadsheet that she had emailed the Board containing a summary of additional approved special projects. She reminded the Board that they had agreed to fund these special projects out of CID reserve funds, and that the spreadsheet highlights what has been paid to date (for each project) and the remaining balance of \$138,000 still to be paid as projects are completed.

Kate reminded the Board that she had approached Pete Rothschild last August to ask if he was interested in funding 50% of the proposed building lighting project at McPherson (with the CID funding the other 50%), which he declined at the time. She stated that he has since revisited the conversation and they have been working with a contractor recommended by Pete to vet the project and move it forward. She said that the \$50,000 allocated on the spreadsheet (for the Building Lighting Project) is a placeholder and that the final amount will be lower than what was initially projected. She said she would share the final contract with the Board once it's finalized.

**Review of Accounting Policies & Risk Assessment**

Kate stated that she had emailed the CID's Accounting Policies and Risk Assessment to the Board, noting that these documents are reviewed annually and modified as necessary. She said that she had reviewed the documents and that there weren't any major changes to report, just a few modifications.

Trip asked each Board member to review the documents and to email Kate any recommended changes. He stated that if Kate does not receive any changes by the end of the week, then the Accounting Policies and Risk Assessment for 2021 have been approved.

**2021 Priorities List**

Kate stated that she had emailed the CID's 2021 priority list to the Board prior to the meeting. She gave a brief overview of each item on the list:

1. Implement public realm enhancements.
2. Finalize and adopt the Retail Vision Plan and identify key initiatives to implement.

3. Develop an Operations and Management Strategy for the CID.
4. Collaborate with property owner on lighting of the buildings at McPherson and Euclid.
5. Manage the CWE Stretery in collaboration with the businesses in the CWE.
6. Appeal to Millennials
7. Develop plans for promotional activities, advertising and events in conjunction with the “re-opening” when pandemic policies and guidelines are lifted.
8. Improve the tree canopy in the CID.
9. Grow the holiday experience and programming.
10. Continue to maintain a clean, attractive public realm.
11. Seek new opportunities to expand marketing efforts.
12. Produce successful community events to attract visitors to the CWE.
13. Evaluate opportunities to collaborate with other CWE entities

She asked the Board if they had any feedback or recommendations that they would like to share. Trip asked each Board member to review the document and to email Kate (by Friday) their list of top priorities. He stated that the Executive Committee would then review the responses and share a final plan with the Board.

## **PUBLIC REALM**

### **Euclid & Maryland Streetscape Update**

Kate stated that she and Alderwoman Heather Navarro continue to push the City Streets Department for confirmation that the CID can move forward with its streetscape project (and that they can use the designated meter spots at Maryland & Euclid). She mentioned that she had emailed Jamie Wilson (Director of the Street Department) a copy of the CID’s most recent streetscape plan last week, but that she has not yet received a response. She said that Alderwoman Navarro will be reaching out to the St. Louis Board of Public Service to help move the project forward.

### **York Avenue Streetscape Update**

Jim Dwyer gave a brief update on the York Avenue streetscape project. He stated that plans to enhance the streetscape and function of York Avenue are 60% complete, and that documents have been sent to the City for final approval.

## **RETAIL VISION PLAN PRESENTATION & DISCUSSION (H3 Studios and Partners for Economic Solutions)**

John Hoal, Julia Pancoast, Anita Morrison, and Abigail Ferretti joined the Zoom meeting to lead one last discussion with the Board before finalizing their Retail Development Strategy for the CID. They provided a brief overview of their findings and highlighted the importance of public realm improvements and collaboration between entities (to strengthen the Euclid corridor). They also noted that competition continues to grow in surrounding areas (like Cortex and The Grove), and that competition will be an on-going struggle for the CID.

The Board discussed the suggestions and provided feedback, and was asked to provide final feedback by the end of the week.

## **MARKETING, COMMUNICATIONS & EVENTS (Written Report)**

Kate mentioned that she had circulated a Window Walk recap and a copy of the CID’s marketing plans for the next few months. She asked the Board to review both documents and to email Erica or herself with any questions or feedback.

**ADJOURNMENT**

The meeting was adjourned at 11:28 a.m.

RESPECTFULLY SUBMITTED,

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JAMES DWYER, SECRETARY