

**THE CWE BUSINESS
COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
November 16, 2021**

The meeting was called to order at 10:00 A.M. via zoom.

PRESENT (via Zoom): Commissioners Kyle Bozoian, Jim Dwyer, Ken Fowler, and Trip Straub; Kate Haher, Executive Director and Myles Marshall, Marketing and Communications Intern for the CID.

MINUTES

Kyle Bozoian moved to approve the October 19, 2021, meeting minutes. Ken Fowler seconded. Minutes approved.

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Review of October 2021 Financials

Kate Haher stated that October sales tax revenue came in lower than projected but total income is currently tracking ahead of the year-to-date budget. Kate mentioned that expenses in the last quarter of the year are higher than other months due to Halloween and Window Walk. Trip Straub asked about the expenses in the Special Projects line item and Kate noted that those expenditures were for the concrete repairs on Euclid and fees to H3 for designs consultation services.

Staffing Update

Kate Haher introduced the new Marketing & Communications intern, Myles Marshall. He will be acting as Marketing and Communications intern until May 2022.

PUBLIC REALM

Retail Plan Next Steps

Kate Haher stated that the executive committee had discussed the next steps for the retail plan and explained that once she reviews the edits submitted by Jim Dwyer. She will work to finalize the plan.

Once the plan is final, she will share it with the Alderwoman and property owners and the CID will continue to focus on the strategies outlined in the plan that were identified as the top priorities of the CID earlier in the year. She added that a letter of intent will be added to the document stating that the plan was developed with the intent that the strategies recommended would be carried out by many groups and not be the sole responsibility of the CID.

Streetscape Improvement Updates

Kate explained that H3 Studios is proposing that the CID enter into a professional services agreement with H3 rather than a contract for specific projects. She reminded the board that the CID intends to move forward with a number of different projects recommended by H3 and the Streetscape Committee, some of which will require more time than others and it is not possible to determine exactly how much time some will take. She explained that, through the professional services

agreement, projects would be billed hourly, and that the agreement would include checks and balances to ensure expenditures are within reason. Kate stated that after discussing this with John Hoal, she recommends the CID approve the proposed contract with a modification to the length of the term and noted she would send it around for final review and approval.

Kate reported that the installation of electrical outlets in tree wells at Maryland and Euclid had been approved and that work had begun. She explained that the project will be funded through TIF funds available through the SBD, but that the ongoing service would be billed to the CID.

Kate also stated that she and Jim were working to have a portion of Carriage Lane at Kingshighway behind Straub's repaired, that they were working to determine which pavers the contractor could get in time to complete the work by the TIF deadline, and that they were working on the logistics and schedule to limit the impact to Straub's deliveries. Trip noted that the work could not start until after Thanksgiving and that Straub's would need access from either end of the alley at all times for deliveries.

MARKETING & EVENTS

Halloween Update

Kate Maher stated that overall Halloween was successful. She said that the daytime events were very well attended, and the event ran very smoothly. She stated that there were 56 participants in the adult costume contest which was higher than most years and that attendance was good but not a record high. She explained that the lower attendance could have been the result of Covid, or that the loss of Subzero, Gamlin and Bar Louie's crowds had an impact, but she noted that sales at the participating booths were good. She added that the event received a good amount of press coverage the week leading up to it, which was good for the CWE.

Window Walk Update

Kate stated that she is currently working with 17 designers for the Window Walk, and that all plans were in place for the season. She mentioned that she expected to see an improvement in the windows as a result of the growing inventory that can be reused and the fee that is being paid to the designers this year. She explained that she was coordinating a number of marketing and promotions efforts with Novella, and that between Myles and Novella, we would have good promotion of the event, and everything scheduled for the season. She explained that promotions included partnering with influencers, a holiday scavenger hunt, the rewards program and a robust social media campaign with 25 days of giveaways.

She added that storage of all the items acquired is a challenge and that in general storage for CID property needs to be addressed.

Gift Cards

Kate provided an update on the gift card inventory. She reported that, approximately \$50,000 had been distributed and that the CID still had approximately \$147,000 in cards remaining. She explained that she intended to use \$38,000 throughout December on the giveaways, influencers, rewards program, staff appreciation, police appreciation and the designers.

Kate advised that she would send the gift card inventory sheet to the board for review.

OTHER BUSINESS

There was no other business.

ADJOURNMENT

The meeting was adjourned at 10:45 a.m.

RESPECTFULLY

SUBMITTED,

JAMES DWYER,

SECRETARY