

**THE CWE BUSINESS  
COMMUNITY IMPROVEMENT DISTRICT  
MINUTES OF THE MEETING OF THE COMMISSION  
March 29, 2022**

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

PRESENT: Commissioners Kyle Bozoian, Jim Dwyer, Paul Filla, Ken Fowler, and Trip Straub; and Kate Haher, Executive Director.

**MINUTES**

Trip Straub called for a motion to approve the January 15, 2022, meeting minutes. He noted that the month stated in the financial review on the minutes should be changed to reflect that the January (not October) financials were reviewed in February. Ken Fowler moved to approve the meeting minutes as amended. Kyle Bozoian seconded. Minutes approved.

**FINANCIAL REVIEW & ADMINISTRATIVE ITEMS**

**Review of February 2022 Financials**

Kate Haher presented the February Financial Report. Kate stated that receipts for the January sales and use tax revenue came in over budget at \$58,979.01, and added that revenue continues to track above budget for the year. She noted that February expenses were in line with budget projections.

Trip noted that net income on the P & L and Financial Statement did not match. Kate stated that she would follow up with the bookkeeper to determine what did not carry over correctly and get it corrected.

**2022/2023 Proposed Budget Review and Approval**

Kate presented a proposed 2022/2023 budget for review, explaining that the budget approved at the meeting will be submitted to the City of St. Louis as required by CID legislation. Kate reviewed the budget line items, explaining that projections were based on current expenses and revenue collections. She noted that the revenues for the current fiscal year are tracking above original projections, and that she anticipates the trend will continue as business strengthens, and more businesses open in the CWE. She noted that the budget that would be submitted to the City would reflect the high-level budget categories and that further discussion and modification of the individual line items would continue until the annual meeting in May when the final budget would be approved by the Board. Paul Filla asked if there was a concern with overstating revenue. Kate stated that, based on current revenue, she felt confident in the budget proposed. Paul asked if a 10-year report of the revenues and expenses could be provided to give the Board a better understanding of the revenue history.

Trip noted that the reserve line item on the proposed 2022/2023 budget needed to be changed to \$395,130 to balance the budget, and asked for a motion to approve the proposed budget. Jim Dwyer moved to approve the proposed 2022/2023 budget. Ken Fowler seconded. Motion approved.

**PUBLIC REALM**

**Streetscape Project Updates**

Kate provided the following updates:

1. A meeting is scheduled with Betherny Williams, the new Director of Streets, to revisit the Maryland and Euclid streetscape project with hopes to get that project moving forward.
2. The survey of the 400 Block of Euclid is in process.

3. The Streetscape Committee is scheduled to meet the following week and will be working to finalize the draft of the O & M Manual and develop next steps.
4. The list of streetscape projects identified along McPherson are in motion. Kate is working with John Hoal to address some of the landscape improvements, John is engaging Skip Kincaid to further discuss improving the tree canopy and working on design alternatives for the amenities in that area.
5. She met with a representative from the Treasurer's office to look at 5 locations where parking meter spots could be added in the CID and discussed the idea of improving signage at the Argyle Garage to drive more people to the garage.
6. She explained that she had a proposal from TGB to have the power restored to the sign at the parking lot just north of McPherson, and a proposal to have the sign cabinet refaced in order to create better visibility of the lot.

Trip asked if the sign had been illuminated in the past. Kate explained that there is power to the parking attendant station and the pole on the other side of the entrance but not to the sign. She also reported that there are issues with the overall operations and management of the lot. The Board agreed that the sign needed to be illuminated, but that the CID should not pay for a privately owned sign. Trip suggested that the CID consider offering to purchase the lot, and the Board agreed that purchasing the lot could be a good opportunity for the CID. Trip agreed to call Pete Rothschild and propose the possibility of buying the lot.

### **Power Washing**

Kate stated that she had received four bids to have the sidewalks in the CWE power washed, and reviewed the scope of service. She noted that there was a wide range in the bids. The Board agreed to pursue having the work done by Power Washing Pros STL, but tightening up the scope of service.

### **Holiday Lighting and Décor**

Kate shared a proposal for holiday lights and new decorative LED deer. She explained that now that there is electrical service in the tree wells at Maryland and Euclid, decorative lighting could be added to the trees. She explained that the proposal included lighting for the trunks of the trees and some lower branch wrap, similar to what has been done in the existing trees, and that the proposed light was an LED light matching the existing product. She noted that the lights would last approximately 4 years if used only for the holiday season. The board recommended leaving the lights on year-round, and adding other decorative elements such as the spheres, deer, and other items for the holidays.

Kate shared two options and pricing for decorative deer, one that is three dimensional and the other that is a flat outlined silhouette.

Additionally, Kate presented the Board with a proposal from TGB to have electrical installed in the trees at McPherson. The proposal to have electrical installed at McPherson was \$99,959. This included 47 trees at the McPherson / Euclid intersection in front of all commercial properties. She explained that installing the outlets would allow decorative lighting to be installed on the trees at McPherson and Euclid as well.

The board approved the electrical proposal from TGB and moving forward with the tree lighting and purchase of 10 deer.

Jim Dwyer also suggested that we continue to look at introducing unique elements each year to keep the holiday décor fresh and interesting.

### **Window Enhancements**

Kate stated that she had received a proposal from an artist who had been participating in Window Walk and the Art Strolls to create a mural on Dressel's boarded up storefront for \$700. She noted that Ben was in favor of this but did not have the funds to paint the boarded-up façade. The Board approved the use of \$700 to have the mural painted at Dressel's.

Kate also noted that she had talked to Scott Sturdevant at Rothschild about doing some type of window decals or window display on the two windows in the vacant space at Maryland and York. She explained that Scott was not in favor of a full window covering or display, but would be open to some type of treatment that would enhance the appearance. The board suggested smaller decals that did not cover the full window. Kate said she would work with Novella to create something to present to Scott.

### **MARKETING, COMMUNICATIONS AND EVENTS**

#### **Marketing & Event Updates**

Kate stated that she had met with 4 Hands Brewery and secured them as the presenting sponsor for the Cocktail Party at \$5,000, and noted that planning was underway for the event. She explained that the merchant meeting was scheduled for the following day and that she would have a better idea of how many businesses would be participating this year.

She noted that Meet in the Street would start in June, which would give the businesses more time to plan, while also noting many were still struggling with staffing.

### **OTHER BUSINESS**

Ken Fowler shared that Evangeline's had been vandalized two times in two weeks and asked what the Board thought we could do to influence better police presence and enforcement. Kyle Bozoian noted that they have had a number of issues in their lots as well, and that his understanding from Jim Whyte is that there is little we can do that we are not already doing. Kate stated that the pool of available police officers is small, SLMPD continues to struggle with staffing and that we are fortunate to have the additional off-duty police and camera network that we do have.

Ken suggested that the CID do something to help the businesses that are victims of violence, and the Board agreed to develop a policy to help businesses with expenses or to offset expenses when they are victims of crime. Kate will develop a policy to present to the Board.

Jim Dwyer reported that the Preservation Board gave preliminary approval for the residential project proposed for the Reliance Automotive property at McPherson and Kingshighway.

Kate added that Kingsway Development plans to begin construction this summer on the streetscape and development projects along Delmar.

### **ADJOURNMENT**

The meeting was adjourned at 11:18 a.m.

Respectfully submitted,

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JAMES DWYER, SECRETARY