# THE CWE BUSINESS

# COMMUNITY IMPROVEMENT DISTRICT

# MINUTES OF THE MEETING OF THE COMMISSION

# November 15, 2022

The November meeting of the CWE Business Community Improvement District was called to order at 10:00 A.M. The meeting was held at the CID office.

**PRESENT:** Commissioners Kyle Bozoian, Jim Dwyer, Ken Fowler, and Trip Straub; Kate Haher, Executive Director and Debra Hunter, incoming commissioner.

**ABSENT:** Paul Filla

# MINUTES

Trip Straub called for a motion to approve the August 2022, meeting minutes. Ken Fowler moved to approve the meeting minute. Kyle Bozoian seconded. Minutes approved.

# FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

# Review of July 2022 Financials

# Trip Straub reviewed the October financials, noting that sales and use tax revenue was ahead of budget for the month, and that the YTD was still tracking above budget. Kate stated that there was an increase in expenses in October primarily due to the Halloween event. She explained that the expenses for the 2nd quarter of the year have historically been higher due to the events scheduled for the first half of the year, and that expenses slow down in the 3rd quarter. Trip asked about the unrestricted funds account on the Financial Position sheet. Kate state that it was the amount of reserves that the CID had when the accounting was transitioned to QuickBooks and that is should be combined with the designated reserve account.

# Mollie Malone from Stopp and Vanhoy presented the 2021/2022 Audit Report stating that they had concluded with an Unqualified Opinion which is the best report they can give. She noted that the CID was is good position, with a 40% increase in revenue over the previous year. She added that a few journal entries were submitted, and Kate stated that those had been input, and the books were up to date.

# Mollie also suggested that the board review the segregation of duties policy annually.

# Kate noted that the interest rate for the account at Busey Bank holding the majority of the CID funds was poor and that after multiple requests, Busey has not offered to increase it. The Board suggested that Kate look into Treasury Bills and Marcus funds which are paying 3 – 4% at this time.

**PUBLIC REALM**

**400 N. Euclid Project Update**

Kate reported that the contract was signed with David Mason to complete the construction documents and take the project to bid. She stated that the documents would be at 90% in early December and at that point the city review process would begin, and that it would be mid-January when the project is ready to be taken out to bid.

**McPherson Tree Study Update**

Kate stated that Skip Kincade and John Hoal presented the results of the Tree Canopy Report to the Streetscape Committee and that the next steps were to meet with Forestry and the Alderman to get their support. She noted that those meetings were in process and that she would present next steps to the Board at the next meeting.

**O & M Manual**

Kate explained that the CID attorney had done an extensive review of the O & M Manual and made recommendations and that the Streetscape Committee would meet to review and determine next steps.

**MARKTING, COMMUNICATIONS AND EVENTS**

**Halloween Update**

Kate stated that Halloween was a success. She noted that expenses came in approximately $5,000 over budget but that the event generated $21,490 in revenue which was $10,000 higher than projected. She noted that the crowd was strong all day and that the elements added to the daytime festivities were a success. She also reported that sales at the businesses were all very good, with multiple businesses reporting their highest grossing Halloween ever.

**Small Business Saturday and Window Walk**

Kate reported that plans for Small Business Saturday and Window Walk were set. She noted that 18 windows were being created by area designers this year and that they were kicking off Small Business Saturday earlier in the day than in past years, with coffee and donuts offered attract early shoppers to the neighborhood.

**SAFETY & SECURITY**

Kate explained that, due to the number of smash and grabs that have taken place throughout the city of St. Louis, the NSI was recommending that businesses invest in a safety glass film that will prevent or slow down attempted vandalism. She explained that Safe Haven Defense provided a demonstration at the NSI office and was installing the film on some businesses in the NSI footprint. She suggested that the CID help fund this for the businesses in the district through a cost share program. The board agreed this was a good idea and that the CID could pay 50% of the cost to have the safety film installed, up to $1,000 per business. Kate stated that she would talk to the contractor to gather more information and then develop a program for review.

**OTHER BUSINESS**

There was no other business.

# ADJOURNMENT

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

Respectfully submitted,

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JAMES DWYER, SECRETARY