

**THE CWE BUSINESS  
COMMUNITY IMPROVEMENT DISTRICT  
MINUTES OF THE MEETING OF THE COMMISSION  
June 20, 2023**

The June 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 at 412 B N. Euclid Ave.

**PRESENT:** Kyle Bozoian, Ken Fowler, Debra Hunter, Paul Fila, and Trip Straub; Kate Haheer, Executive Director, and Ronald Coleman, Neighborhood Improvement Specialist of St. Louis.

**ABSENT:** Jim Dwyer (Grand Jury Duty)

**MINUTES:**

Trip Straub called for a motion to approve the May 19, 2023, meeting minutes. Paul Fila noted that he was present at the May meeting and the correction needed to be made to the minutes. Kyle Bozoian moved to approve the minutes with the correction. Debra Hunter seconded. Minutes approved.

**ADMINISTRATIVE ITEMS**

**Review of April 2023 Financials**

Kate Haheer presented the May 2023 Financial Report. She stated that receipts for the May sales and use tax revenue came in slightly over budget and that revenue was ahead of what was projected for the year-end. Kate stated that expenses are trending upward due to upcoming events and landscape improvements but that, overall, the budget was in a good place. She added that with the businesses that just recently opened and those slated to open in the next fiscal year, the board should feel confident in the 2023/2024 budget.

The board requested that checks over \$5,000 and all payments applied to the special projects line item in the budget be noted on the monthly financial report going forward.

**PUBLIC REALM**

**Streetscape Updates**

Kate provided an update on the 400 N Euclid Streetscape Project. She stated that the contractor was waiting for some of the sewer components to be ready before they break ground, but that they expected that to be in the next two weeks.

She stated that the 9 new planters for McPherson and Euclid had been placed and planted, and that Brake was finishing up the last of the Liriope in the beds which would wrap up the streetscape enhancements on McPherson. She noted that the businesses were pleased with the improvements.

Kate added that the living wall on York Ave. had been replanted and that it is being monitored closely. She stated that she was discussing ongoing maintenance with the person who installed the wall, which she believed would be a better option than Brake due to his experience with living walls.

Kate also noted that 3 days of tree trimming had been complete as had the window washing throughout the district.

### **MARKETING, COMMUNICATIONS, & EVENTS**

Kate reported that the CWE Cocktail Party was a success, noting that the weather turned out to be great, the crowd was good and sales at the booths were strong. She stated that sales reports ranged from \$3,000 to \$22,000 at the booths, noting the difference in the businesses set-up and offerings. She added that, overall, the businesses who participated were very pleased and that the event ran smoothly all night.

Kate stated that the 1<sup>st</sup> Saturday Social was scheduled for June 24<sup>th</sup> and that musicians, entertainers, and other activities would be set up throughout the CWE. She explained that this was the first of three events for the summer.

Kate stated that she was looking into an AI platform that could potentially be very beneficial to the CID in our event and marketing efforts and potentially retail efforts. She stated that she had been talking to the company directly and Colin O'Brien, a local event producer, who was using it. She shared some of the information she had received and explained that the platform could provide much more information. The Board was interested in seeing additional reports and information about the platform and asked Kate to move forward with the reports and continue to discuss the pricing options.

Debra asked about any potential new businesses coming into the neighborhood. Kyle reported that they did not have a tenant for the old Golden Grocer at this point, but that MAC was going to complete a build out which would hopefully entice more possible tenants. Kate stated that a new retailer was coming in on McPherson and that it would be a great addition the neighborhood.

### **OTHER BUSINESS**

The July meeting was cancelled. The next meeting will be held on August 15<sup>th</sup>.

### **ADJOURNMENT**

The meeting was adjourned at 10:46 a.m.

Respectfully submitted,

---

Jim Dwyer, Secretary