

**THE CWE BUSINESS  
COMMUNITY IMPROVEMENT DISTRICT  
MINUTES OF THE MEETING OF THE COMMISSION  
August 22, 2023**

The August 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:** Jim Dwyer, Ken Fowler, Debra Hunter, Paul Filla, Trip Straub; Alderman Michael Browning, Katlyn Smith, Legislative Assistant for the 9th Ward; Kate Haher, Executive Director, and Nina Emerson, Marketing and Communications Specialist for the CID

**ABSENT:** Kyle Bozoian

**MINUTES:**

Trip Straub called for a motion to approve the June 2023 meeting minutes. Ken Fowler moved. Paul Filla seconded. Minutes approved.

**ADMINISTRATIVE ITEMS**

**Review of FY 22/23 Year End Financials**

Kate reviewed the June financials. She stated that June was strong, with \$102,885 in sales and used tax collected. The CID finished the 22/23 fiscal year with \$1,040,156 in revenue compared to the projected budget of \$881,100. Kate pointed out items that were significantly over or under budget; she noted that payroll was down due to related expenses being assigned to the PR category through contract services; all events were over budget and that is anticipated to happen this year also as costs increase with contractors and suppliers; miscellaneous maintenance came in higher than the expected budget because the timing of tree trimming, purchasing of the ATV, and other items that were not originally accounted for; landscape maintenance was high due to work done on York Avenue.

Kate reminded the Board that there will not be a full audit this year, instead there will be a financial review by the auditing firm, which is in motion.

Kate noted that the checks over \$5,000 were identified on the profit and loss statement, and items paid from the special projects account were listed as requested at the last meeting.

**July 23/June 24 Financials**

Kate stated that revenue for the first month of the 23/24 fiscal year came in under budget, with \$66,177 in sales and used tax, which had been budgeted at \$81,250. She noted that the CID did not receive receipts from the Chase Hotel and Straub's, and she anticipates a greater revenue next month.

Trip noted that bank accounts are consolidated, and interest is more than projected.

## **CID Attorney**

Kate stated that she had conversations with Matt McBride of Lashly & Baer about representing the CID and that he is interested in working with the CID. She stated that his firm works with several other districts and that their hourly rates are less than the existing arrangement with another firm, so the move is also financially beneficial. Kate noted that an engagement letter and proposal were sent to the Board for review.

Jim Dwyer moved to approve the engagement letter. Paul Filla seconded.

## **PUBLIC REALM**

### **Streetscape Updates**

Kate shared that all concrete work in front of Dressel's is complete. TBG, the electrical contractor, will complete their work this week and trees will be planted shortly, which will complete the project.

### **Brake Landscaping Contract**

Kate presented the proposed landscape contract for FY 2024 which includes ongoing maintenance, watering, weeding and pruning. The total annual cost of \$45,195 is slightly higher than last year. Contract approved.

Alderman Browning asked if the CID could help in areas that the forestry department covers, such as tree trimmings. Kate explained that Brake handles beautification but that the CID also contracted with Val's Tree Service for ongoing tree maintenance including tree trimming. Jim added that the CID covers its own boundaries, and the SBD has begun a program covering the SBD area. Alderman Browning stated that he could help with planting of additional trees in the spring.

### **Other Maintenance Items**

Kate shared that she, Jim, Alderman Browning, and other city officials met to discuss the traffic issues on York Avenue. She informed the Board that an agreement was reached to make improvements to existing parking spaces, striping, and installing no parking signs on the east side of York and in the Argyle Alley. She added that there may need to be a conversation later about York becoming a one-way street but that these were the first steps.

Kate stated that potential speed bumps on Euclid were discussed with the city. She shared that she received a cost from the city of \$6,000 per speed hump and explained that the city would need funding assistance. She added that further discussion is required due to the price, and explained that adding sections of cobblestone to the street is an alternative solution.

Kate informed the Board that the Maryland Plaza fountain was damaged and in need of repairs, which would cost \$4,000.

## **MARKETING, COMMUNICATIONS & EVENTS**

### **Event Updates**

Kate shared that the Halloween vendor meeting would take place that day. Urban Chestnut is the top sponsor again and she is still working on getting other sponsors.

Kate stated that there will be a gallery event on September 8<sup>th</sup> and that all McPherson galleries will participate. She also shared that she is talking with them about cross-promoting with the surrounding restaurants.

Kate shared that there is an upcoming meeting with the Window Walk design team. She explained that they are discussing a new approach by having the design team design multiple windows with additional designers who can provide support and execution. This is intended to ensure improved designs across the board.

Kate informed the Board that the Central West End Association will recognize Sean and Stanley with the 2023 Polk Award at their annual meeting in October.

### **Place AI Event Report and Proposal**

Kate explained that she was impressed with the information in the reports she received and shared with the Board from Places AI, and stated that if the CID wanted to gain access to additional information by working with Place AI the cost would be \$12,000 annually. The Board asked for more information on a multi-year contract and a termination clause. Kate said she would request that info and get back to the Board.

### **ADJOURNMENT**

The meeting was adjourned at 11:05 a.m.

Respectfully submitted,

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JAMES DWYER, SECRETARY