

**THE CWE BUSINESS  
COMMUNITY IMPROVEMENT DISTRICT  
MINUTES OF THE MEETING OF THE COMMISSION  
October 17, 2023**

The October 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, Kyle Bozoian, Ron Coleman, Neighborhood Improvement Specialist; Alderman Michael Browning; Kate Maher, Executive Director, and Nina Emerson, Marketing and Communications Specialist for the CID

**ABSENT:** Trip Straub

**MINUTES:**

Jim Dwyer called for a motion to approve the September 2023 meeting minutes. Ken Fowler moved to approve. Paul Filla seconded. Minutes approved.

**ADMINISTRATIVE ITEMS**

**Review of the September 23 Financials**

Kate stated that September was a strong month with \$95,245.82 in sales and use tax collected. She stated that the CID has been exceeding the 2023-24 revenue projections. Kate noted a bump in the interest, noting that the interest rate had not been correctly applied to the operating account when the money market was closed.

**PUBLIC REALM**

**Tree Canopy – Phase 2**

Kate shared that she met with members of the North SBD to discuss collaboration on tree maintenance throughout the CID and SBD area, with her focus being in the CID area. She noted that earlier this year 28 trees were replaced at the intersection of Euclid and McPherson and 22 trees were identified as ones that could be replaced this fall at Maryland and Euclid. She shared that Forestry agreed to do the removals and planting, with the CID paying for the trees. She stated that the cost is approximately \$4,000.

Paul Filla motioned to approve \$4,000 for the tree replacement. Ken Fowler seconded. The motion was approved.

## **Alley Murals**

Kate shared that the CID had put out an RFP before COVID to do murals in two alleys, but the project died when COVID hit. Kate noted that she received an email recently from a muralist and wanted to revisit the idea of murals with the Board.

Kyle stated that in 2020 MAC Properties was not interested in a mural in the Argyle alley. Jim asked where the other potential locations were for the murals. Kate shared that the Gerhart building and the alley at Cocina Latina were other options. Jim said that he did not believe this was a good idea. He wanted to ensure that the integrity of the architecture is preserved. Paul concurred and added that he was concerned about the maintenance of the mural.

Kate shared that there are ways to do murals that do not go directly on the buildings and that she believes there is value in the activation and interaction with the right mural in the right place.

Debra said she welcomes any art that will draw people to the neighborhood and therefore to the businesses.

Ken shared that he liked the idea of it but had concerns about the placement of the mural in an alley. Ken suggested focusing on a seasonal installation and something more interactive like an Instagram wall. The Board concluded this was not a priority at this time and would have further discussions about potential installations in the future.

## **Living Wall Fertilization**

Kate stated that the plants in the living wall were replaced this year and are doing well. She shared that Will Delaney has been monitoring the wall and making recommendations on how to get the plants through the winter. She informed the Board that one recommendation was to install a permanent fertilization system. Kate stated that the proposal is for \$1,000 to buy the system and that it is a one-time expense. Kate stated that the fertilizer itself is not expensive and that it will help the health of the plants.

Jim moved to approve the proposal. Paul seconded. The motion was approved.

## **Euclid Shuttle**

Kate presented a plan to bring back the Euclid Shuttle in collaboration with the South CID. She reminded the Board that the Euclid Shuttle was first launched in collaboration with the South CID in 2018 to move people up and down Euclid from Forest Park Parkway to Washington Avenue. Kate shared that the previous week, she, Ken, Jim and Nina met with the South CID to discuss marketing, and that the SCID was interested in bringing the program back.

Kate said she recommends investing in two shuttles. She presented a proposal for two shuttles to the Board, and stated that the shared cost is approximately \$34,300 per CID for three months. She stated that the idea is to operate the shuttles from mid-November through mid-February, after which the CIDs can decide about extending the program.

Paul asked about the insurance cost. Kate stated that insurance is covered by the company operating the shuttle, so there are no additional costs. Paul also inquired about social media. Kate said that there would be promotion on social media, web, newsletters, etc.

Debra asked why the shuttles would run longer in the evenings than during the day. Kate shared that, previously, most of the ridership was in the evening from 5 p.m. onwards. Kate said that the daytime hours hit during lunchtime and should hopefully bring customers up from the hospitals. Kate added that there is flexibility and that hours can be adjusted based on the data collected.

Ken asked where the shuttles would be operating. Kate stated they would run along Euclid from Forest Park Ave. to Washington Ave and on the cross streets in the commercial core.

Paul moved to approve the proposal. Debra seconded. The motion was approved.

### **Sidewalk Repairs**

Kate stated that she is developing a list of sidewalk replacement needs throughout the CID. Jim asked if there should be an ADA compliance survey. She stated that this was completed when the streetscape assessment was done five years ago and that she would pull the report and update the Board.

### **Event Updates**

Kate shared that all marketing promotions for Halloween were out and that everything was coming together.

She said that 90% of the programming for Window Walk was done and that she was continuing to look for new opportunities. She shared that meetings between designers and businesses were taking place. She also shared that the electrician was on site, checking electrical and installing the holiday lighting.

Kate informed the Board that Jim Espy has vintage pieces that will be used in the former salon space at the Chase and also potentially in the Busey Bank space and Citizen Park.

### **Placer AI**

Kate shared that she and Nina met again with the Placer AI representative and that the information that can be gathered continues to be impressive. Kate said that the CID will have access to data going back to 2017 which will become available immediately once the contract is signed. She recommended approving the proposed contract with Placer AI for a two-year term at \$12,000 annually. The Board agreed to move forward.

### **South CID Meeting**

Kate informed the Board that staff and board members met with representatives of the Euclid South CID the previous week and had a good discussion on collaboration. Kate shared that the South CID is still trying to figure out what their marketing will look like and what a potential collaboration between the CIDs would involve. She shared that the Euclid South CID is putting out an RFP and that she would revisit the proposal she prepared in 2018 and share that with them.

Debra added that the public does not distinguish between the North and South CIDs. Kate agreed and added that it does not make sense for the South CID to create something from scratch when the CWEScene.com and social media presence are already very strong.

Kate shared with the Board that sections of the CID's website are dated and, while a complete redo is not necessary at this time, platform updates are likely needed. Kate added that the website manager is going to submit a proposal for revamping the whole website and a proposal for specific upgrades.

#### **OTHER BUSINESS.**

Kate shared that she had attended a meeting with other St. Louis CIDs to address how the CIDs approach the city and the Board of Alderman about the allocation of the ARPA and NFL funds that are available. Kate said that there will be a letter circulated to be presented to the Board of Aldermen and that she will keep the Board updated.

Kate advised that there will be a joint safety and security meeting with South CID businesses in November.

#### **ADJOURNMENT**

The meeting was adjourned at 11 a.m.

Respectfully submitted,

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JAMES DWYER, SECRETARY