

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

The January 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: Jim Dwyer, Ken Fowler, Debra Hunter and Trip Straub; Kate Hahe, Executive Director
ABSENT: Paul Filla and Kyle Bozoian

MINUTES

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

FINANCIAL REVIEW & ADMINISTRATIVE ITEMS

Review of July 2022 Financials

Kate Hahe presented the December 2022 financials, noting that sales and use tax revenue was low for the month of December. She explained that taxes from a few of the larger contributors were not received in December, and that she was waiting on the initial tax revenue from the AC Hotel since it opened in December, 2021. She stated that she expected January and February revenue to be higher due to the holiday, before sales tax collection slows down in later winter/early spring. She noted the increase in expenses due the Halloween and Christmas events but explained that, overall, the budget was on track.

Review of Accounting Policies and Risk Assessment

Kate presented the Accounting Policies and Risk Assessment documents for review, noting that she had made minor updates to each, but that overall the policies remained the same. She reminded the Board that these are reviewed annually as required by the audit.

Review of CID Bylaws

Kate shared a copy of the CID Bylaws with suggested edits. She explained that the Bylaws had not been updated since the CID was formed, and she suggested that these be reviewed annually going forward. She asked the Board to review the suggested edits, send additional suggestions to her and that they would adopt the updated Bylaws at the Annual Meeting in May.

Investment Opportunities

Kate reported that she had looked further into Treasury Bills and other investment opportunities, and that Treasury Bills would provide a better return on the CID funds with no risk. Kate suggested that the CID invest through Fidelity. The Board agreed and advised Kate to start the process.

Business Updates

Kate provided a list of all the businesses that had opened and closed in 2022, noting businesses slated to open and remaining available spaces. Debra Hunter asked if the CID had considered hiring a leasing agent to curate a mix of tenants for the CID. Kate stated that she intended to speak to one leasing agent who represents spaces at the Argyle Garage and lives in the CWE, to get a better understanding of their process and would report back on the topic.

PUBLIC REALM

400 N. Euclid Project Update

Kate reported that the project was currently being reviewed by city departments and she expected that the bid packet would be ready in February. She noted that she and Kyle had reached out to possible contractors, but that neither had been very responsive, most likely due to the relatively small scope of the project.

McPherson Street Updates

Kate recommended moving ahead with landscaping updates on McPherson, including removing cobblestones, resetting planters, placing new planters at the corners and updating landscaping at the corners. She stated that this would cost up to \$12,500 and requested approval from the Board. Ken Flower moved to approve the expenses associated with the landscape updates at McPherson. Trip Straub seconded the motion. The motion passed unanimously.

McPherson Tree Study Update

Kate stated that John Hoal and Skip Kincaid had met with the Forestry Department in December to present the recommendations in the McPherson Street Tree Study. She reported that it was a good meeting, and that Forestry was supportive of the recommendations in the plan providing the Alderman was also in support, and that Forestry would handle the stump removals as needed. Kate stated that she had presented the plan to the Alderman and that he was also in support of the plan, and committed \$7,200 to plant 12 new trees. Kate recommended that the CID move forward with the first phase of the plan, which included the removal of dead trees, pruning existing trees and planting 12 new trees, and would cost \$15,000 plus the \$7,200 committed by the Alderman. Jim Dwyer moved to approve funding the first phase of the plan. Trip Straub seconded the motion. The motion passed.

MARKETING, COMMUNICATIONS AND EVENTS

Window Walk and Holiday Marketing Recap

Kate reported that Window Walk and the holiday season programming were a success. She noted that 18 windows had been decorated by designers and that feedback had been positive. She stated that foot traffic was good, but that she noticed that people did not stay in the CWE as long this year, which she felt was due to the lack of casual restaurants and fewer shops with the number of current businesses closed and vacancies. She explained that the promotion of the events was strong and that participation in the scavenger hunt, rewards program, and voting were all good. She noted that between Halloween and Window Walk, \$30,205 gift cards had been awarded leaving, \$50,550 remaining for future promotions.

Upcoming Events

Kate noted the following events are on the schedule and planning is in process.

- In-side Sidewalk Sale – Feb. 4th
- Spring Tulip Stroll – April 15th
- Cocktail Party – June 10th

She also noted that she would be discussing other events with the merchants at the next merchant meeting and would begin putting together the schedule for the remainder of the year.

SAFETY & SECURITY

Kate stated that she is working on a program to assist with funding for safety film for the businesses, noting that the company that had done the work with the NSI would need a commitment from 8 -10 installations at a time. Kate explained that she is looking at other companies to compare costs and options and that she would report back.

OTHER BUSINESS

There was no other business.

ADJOURNMENT

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

Respectfully submitted,

JAMES DWYER, SECRETARY