

**THE CWE BUSINESS  
COMMUNITY IMPROVEMENT DISTRICT  
MINUTES OF THE MEETING OF THE COMMISSION**

**February 18, 2025**

The February meeting of the CWE Business Community Improvement District was called to order at 10:00 A.M. The meeting was held via Zoom.

**PRESENT:** Commissioners: Kyle Bozoian, Jim Dwyer, Paul Filla, Ken Fowler, Debra Hunter, Trip Straub; Kate Haher, Executive Director, and Nina Emerson, Marketing and Communications Specialist for the CID; Ron Coleman, Neighborhood Improvement Specialist; Jim Whyte, Director of the Neighborhood Security Initiative; Jessica Haw, Grace Moore, Frances Sablan, Trinity Thomas, Saint Louis University students

**MINUTES:**

Trip Straub called for a motion to approve the January 2025 meeting minutes. Paul Filla moved to approve. Debra Hunter seconded. Minutes approved.

**ADMINISTRATIVE ITEMS:**

**Financial Review**

Kate Haher presented the January financials. She shared that the CID is slightly ahead of budget in sales and use tax revenue with \$86,648.70 collected for January and slightly ahead of overall projected revenues. She stated that most expenses were on track but noted that the snow removal is significantly over budget due to the multiple snowstorms in January. She added that the Window Walk event came in under budget and the shuttle was under budget due to the pause in the program.

**PUBLIC REALM**

**McPherson Streetscape**

Kate said she expects three bids on the McPherson Street project but that it has continued to be a challenge to get information from contractors.

**Trees**

Kate shared that most of the trees from last year's scheduled tree replacements have been planted.

**Other**

Kate said that she would like to purchase more flexible bollards and six trash receptacles. She said she is going to add an amount to replace trash cans each year in future budgets.

Trip called for a motion to approve the purchase of six trash cans and liners for \$12,800 and the bollards for \$437. Paul moved to approve. Jim seconded. Motion approved.

### **Euclid Shuffle**

Kate proposed bringing the shuttle back on April 1 through the end of June and splitting the cost with the Euclid South CID for slightly over \$14,000 which is included in the current budget. She added that there was general agreement at the joint marketing meeting about bringing one shuttle back in the spring. The Board agreed to move forward.

### **SAFETY AND SECURITY**

Jim Whyte presented the February crime report. He shared that there were 10 fewer crimes reported in January.

Jim said that he is working to schedule a meeting with Lululemon's corporate security personnel. Jim Dywer suggested that Jim Whyte invite Sam Koplar and himself to the meeting.

### **TCF Contract**

Kate shared the proposed 2025/2026 TCF Contract and informed the Board that Rob Betts has requested increasing the rate from \$80 to \$85 an hour for offices and from 40-45 for ambassadors. She noted that rates had not increased since 2021.

Jim Whyte said the other CIDs and SBDs have approved the rate increase.

Paul moved to approve the TCF contract. Trip seconded. Contract approved.

### **MARKETING**

Nina Emerson presented the 2025-26 Marketing Overview. She shared that the CID will continue to strengthen the marketing of the entire corridor from Washington Blvd. to Forest Park Ave., as well as explore new opportunities in social and digital media.

Kate noted that 314 Day would take place next month and businesses would not be charged a fee to participate. She said she would be encouraging businesses to participate.

Kate reminded the board that Back in Bloom would be coming up, and she met with Dustin Parres from Luxco about the opportunity to incorporate a gin sampling. She shared that they also discussed a margarita crawl during the first week of August using brands and sponsorship from Luxco. She added that a whiskey walk during Window Walk or in November was suggested during the marketing meeting.

Kate shared that she and Nina met with the art galleries and confirmed three dates that the four galleries will host opening events.

**OTHER**

Debra asked about the foot traffic from SLU and WashU move-in weekends. Kate said she would pull specific numbers from PlacerAI to share with the Board.

**ADJOURNMENT**

The meeting was adjourned at 11:00 a.m.

Respectfully submitted,

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JAMES DWYER, SECRETARY