

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

January 21, 2025

The January 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: Jim Dwyer, Paul Filla, Debra Hunter, Trip Straub; Kate Haher, Executive Director, and Nina Emerson, Marketing and Communications Specialist for the CID; Alderman Michael Browning

ABSENT: Kyle Bozoian, Ken Fowler

MINUTES:

Trip Straub called for a motion to approve the November 2024 meeting minutes. Paul Filla moved to approve. Debra Hunter seconded. Minutes approved.

ADMINISTRATIVE ITEMS:

Financial Review

Kate Haher presented the December financials. She shared that the CID came in slightly under budget with \$73,500.75 in sales and use tax revenue for the month, but is overall slightly above budget for the year.

Kate noted that the month's media expenses were down due to savings in billboards for Window Walk and some of these savings were reallocated to social media. She said she is still waiting on a few final bills, but that Window Walk expenses came in under the projected budget of \$84,000.

Kate stated that this year snow removal expenses would be significantly over budget. She noted that the businesses were appreciative of the additional efforts to clear the streets and parking spaces during the last significant storm.

Kate presented foot traffic and sales tax trends from the past three years. She shared that there was a decrease in foot traffic over the past year which could likely be due to the closings at the corners of Maryland and McPherson. She said she expects foot traffic to increase with more businesses opening as the year progresses, but that the impact of those corners being dark is evident.

Risk Assessment, Policies & Procedures

Kate presented the Accounting Policies, noting that she had nothing to add. The Board did not have any questions or comments.

Paul moved to approve. Jim seconded. The accounting policies were approved.

Kate presented the risk assessment to the Board. She noted that she is going to work with David Peeves, with Moon Rock, on recommendations for additional computer backup and storage aside from Dropbox to replace the outdated MyCloud.

Paul moved to approve. Jim seconded. The risk assessment was approved.

Kate presented the bylaws noting no changes recommended. The Board did not have any questions or comments.

Paul moved to approve. Jim seconded. The bylaws were approved.

PUBLIC REALM

McPherson Streetscape

Kate said that Brake Landscaping is waiting on numbers from subcontractors for the lighting on the McPherson streetscape, and that she hopes to have an estimate next week.

Euclid Shuffle

Kate reminded the Board that the Euclid Shuffle is on pause due to the time of year and decreased foot traffic. She said the future plan for the shuttle will be discussed at the joint marketing committee meeting next week.

MARKETING & EVENTS

Event Recap

Kate shared that Window Walk was successful. She said she was happy with the designers that participated, and that businesses were pleased. She stated that there was an attendance of 38,500 over the three Saturdays, and that the businesses she spoke with reported increased traffic during Window Walk.

OTHER

Kate shared the NSI contract with the Board and explained that the contribution to the NSI funds the outreach program, reviews of invoices, tracking analysis and overall support of their efforts. She stated that the fee increased from \$15,000 to \$17,500 for the full calendar year.

Paul moved to approve. Debra seconded. The NSI contract was approved.

ADJOURNMENT

The meeting was adjourned at 10:35 a.m.

Respectfully submitted,

JAMES DWYER, SECRETARY