

**THE CWE BUSINESS
COMMUNITY IMPROVEMENT DISTRICT
MINUTES OF THE MEETING OF THE COMMISSION
January 16, 2024**

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: Kyle Bozoian, Jim Dwyer, Ken Fowler, Debra Hunter, Trip Straub; Kate Maher, Executive Director, and Nina Emerson, Marketing and Communications Specialist for the CID; Alderman Michael Browning; Ron Coleman, Neighborhood Improvement Specialist

ABSENT: Paul Filla

MINUTES:

Trip Straub called for a motion to approve the October 2023 meeting minutes. Ken Fowler moved to approve. Debra Hunter seconded. Minutes approved.

FINANCIAL REVIEW:

Kate Maher presented the December financials. She shared that the CID is tracking ahead of budget for the year to date with \$560,000 collected in sales and use tax revenue as opposed to \$515,000 that was budgeted. She stated that the CID did not receive any use tax this month and explained that this was due to a correction made by the state. She stated that approximately \$21,000 would be deducted from the use tax that the CID had previously received, and that amount would be refunded to the state over time.

Kate stated that the biggest expenses came from the events in December. She explained that the South CID decided to participate in Window Walk and covered the expenses for all of the programming in the South, in addition to some of the media expenses and a management fee to the CID, which offset some of the CID's expenses. She also shared that the CID came in slightly under budget for Window Walk, with a total expense of approximately \$82,000 as opposed to the budget of \$85,000.

Kate shared that expenses came in slightly over budget for the holiday lighting due to necessary electrical repairs. She added that there would need to be a future conversation about leaving the Christmas lights up year-round because of the additional expense of maintaining the lights.

Statement of Financial Position

Kate presented the financial position statement, noting a balance of \$738,163.03. She said that the CID has done a good job of completing additional special projects and using some of the reserves in the past few years, and that we should monitor the balance closely as we consider additional projects.

PUBLIC REALM:

Shuttle Update

Kate stated that The Euclid Shuffle has been running since mid-November and is contracted through Feb. 18. She informed the Board that she and Brian James from Park Central met with the shuttle operators to discuss the first six weeks. In the first six weeks, the shuttles had over 500 riders and that riders are most frequently visiting the hospitals, Staub's, Up-Down, Whole Foods, Kingside and Holiday Inn. She also shared that Saturday is the busiest day and Sunday morning had the least ridership. She stated that she had requested more specific information and she would continue to track the results.

Trip requested the data on the exact number of riders per shift. Kate said she would follow up with the shuttle operators and share that information with the Board.

McPherson Streetscape

Kate shared that the sidewalk in front of the McPherson Hall near Walton is not in good condition. She stated that she and Jim met with Gina Hillberry to review a design that was done years ago and to develop an updated design plan so the CID can start working with the city to determine feasibility and cost. She said the idea is that the project would be a cost share between the CID and North SBD.

Concrete Replacement

Kate informed the Board that she met with Mark Stika of SBC Contracting, who previously did the Dressel's Project and sidewalk repairs at Maryland. She shared that there are several areas with trip hazards along the McPherson corridor, including a large stretch of sidewalk in front of Houska Gallery, in front of Mission Taco and Ranoush, and at Euclid and Washington.

Kate also advised that there is substantial stormwater backup at the curb in front of Pi and in freezing weather this becomes a significant safety issue. She and Mark discussed putting in a temporary trench, but the city needs to be involved in a permanent solution. Kate said she would share the cost with the Board once received.

O&M Manual

Kate stated that she sent the manual to the CID's attorney Matt McBride for his recommendations regarding next steps. Matt noted that most guidelines in the O&M Manual can be achieved through an intergovernmental agreement with the city, and his only concern was potential business pushback. Kate said she would schedule a meeting with the streetscape committee team to continue discussing.

MARKETING & EVENTS

Nina presented the 2023 marketing recap to the Board, highlighting the strong increase in followers, unpaid reach, paid ad reach and paid impressions, compared to the previous year. She shared the 2024 marketing focus which continues to be strengthening the brand, storytelling and increasing engagement. She also shared that looking for new opportunities with local news and strengthening the CID's media relationships is a priority for 2024.

Window Walk

Kate shared that overall Window Walk was successful, with 34 designed windows, 85 plus scavenger hunt submissions and positive feedback from visitors. She said that she received mixed feedback from a handful of businesses on foot traffic during the season, but that on Window Walk days there was an increase in customers. She added that a large portion of some businesses' sales come from online purchases which impacts in-store sales.

Jim suggested that with the increase in online shopping, it seemed worthwhile to coordinate with businesses that have online sales to figure out ways to promote them. He also suggested coordinating efforts between The Chase, AC Hotel and Holiday Inn to promote visitor shopping in the CWE.

Kate reminded the Board that the CID submitted a marketing proposal to the South CID the week before. She did not know their timeline for deciding but would keep the Board informed.

SAFETY AND SECURITY

Kate shared that the end-of-year safety meeting with businesses from the North and South CIDs, and the NSI had good participation, and provided an opportunity for businesses to connect with the NSI and share safety concerns. She added that meeting schedules for 2024 would be sent out soon.

Kate shared that she had received the NSI annual Cooperative Agreement for 2024. Trip requested that monthly reports be shared with the Board and Kate said they would be shared going forward. Trip called for a motion to approve the agreement. Jim moved to approve. Debra seconded. Motion approved.

OTHER BUSINESS

Trip asked if anyone had updates on whether the proposed Koplar building at Lindell and Kingshighway was moving forward. Alderman Browning said Sam was still pursuing building the tower, and it is a matter of when, not if.

Kate shared that Channel 4 is interested in doing a positive story on the neighborhood and she was hoping to focus on the McPherson corner. She said she talked with Scott Sturdevant from Rothschild and he estimated they would be able to turn over Mission Taco and Ranoush spaces by the end of April. She added that a clothing retailer and vintage store with a café would also be moving into the McPherson corner, and she hoped the story could focus on what's to come in the summer.

ADJOURNMENT

The meeting was adjourned at 11 a.m.

Respectfully submitted,

JAMES DWYER, SECRETARY