

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

March 19, 2024

The March 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 Avenue.

PRESENT: Commissioners: Kyle Bozoian, Paul Filla, Ken Fowler, Debra Hunter, Trip Straub; Kate Maher, Executive Director, and Nina Emerson, Marketing and Communications Specialist for the CID; Ron Coleman, Neighborhood Improvement Specialist; Frederick Hooben, Director of Sales and Marketing for the Chase Park Plaza Hotel

ABSENT: Jim Dwyer, Alderman Michael Browning

MINUTES:

Trip Straub called for a motion to approve the February minutes. Paul Filla motioned to approve. Kyle Bozoian seconded. Minutes approved.

ADMINISTRATIVE ITEMS:

Financial Review

Kate presented the February Financial Reports, stating that \$62,727.26 had been received in sales and use tax for February. She noted the CID was still ahead of budget and said there is typically a dip in sales and use tax revenue in January and February. She explained that she did a comparison of 18 businesses from December 2022 to December 2023 and 12 were up. She noted that of the 18 businesses surveyed, retailers were up and restaurants were down.

Statement of Financial Position

Kate noted the safety and dedicated patrols budget was significantly low due to the cold temperatures and a struggle to fill shifts. She stated that TCF had inquired about reallocating some of the funds to fill additional shifts but that she did not advise adding shifts unless there was a specific need to do so, or a time not being covered. She said she would continue to discuss with the NSI and if there is a recommendation she will report back.

Paul asked if Kate could cross-reference her report with Jim Whyte's report so that the CID could figure out where to invest. Kate said that she wants to meet with Rob Betts and Sarah Wickenhauser to have further discussions about filling shifts.

Trip requested that details of the special projects expenses be provided. Kate said she would print that detailed line item going forward.

Kate shared that Busey Bank notified the CID that they would not refund the almost \$4,000 fraudulent check from December. Kate asked them for more information as to why and they told her that the check was cashed at Wells Fargo. She explained that Wells Fargo does not have the funds to refund Busey who in turn will not refund the CID. She stated the only way to find out more information is to subpoena them. She said that she had filed a police report and she is waiting for a detective to call her back to continue proceedings.

Proposed 2024-2025 Preliminary Budget

Kate presented the preliminary budget for 2024-25 and reminded the Board that a preliminary budget is required to be filed with the city and state by the end of March. She said the budget will be finalized at a public meeting in May and the Board will discuss it over the next two months.

Kate reviewed the budget details and explained that changes were made based on the actual increases/decreases she is seeing and projects that she is projecting.

Kate noted that the \$113,000 in special projects assumes the shuttle continues. Trip suggested moving the shuttle to the marketing/events column. Kate said she would also add Placer AI to the marketing column.

Kyle asked if the Board could see the actual historical data. Kate said she would resend the actuals for the past 10 years.

Paul motioned to approve the preliminary budget. Kyle seconded. Motion approved.

Office Lease

Kate informed the Board that she had received an amended lease for the office space and that rent will increase 3%. She noted the total for rent will be \$1,844.30/month going forward.

PUBLIC REALM

Streetscape

Kate shared that she does not yet have the proposal for the sidewalk concrete repairs from Mark Stika. She said that has been trying to get striping done and is waiting on a bid.

Paul asked if Brake Landscaping would be interested in doing the striping and Kate said she will ask.

MARKETING & EVENTS

Kate shared the Marketing Services Agreement between the CID and Euclid South. She informed the Board that she, Jim, Ken and Nina met with their Board two weeks ago and the SCID has since signed the agreement. She said the agreement assumes that the program would start on April 1, incorporating the SCID businesses into the CID's marketing efforts through the website, social media and media buys.

Kate stated that the fees collected from the marketing contract would offset the CID's media expenses and staff time for marketing.

Paul informed the Board that the AC Hotel is for sale.

Kyle asked for more information on the CID's social media. Kate said that Nina could share a brief overview of the social media at the next meeting.

Paul motioned to approve the Marketing Agreement with the SCID. Ken seconded. Motion approved.

Placer AI

Kate shared some data that she had been looking at in Placer AI. She said that she is finding that some multi-story buildings' multiple addresses cannot be pinged on the program and that she is working through the inconsistencies.

Kate said that Placer AI is working on two reports. She added that they will do some benchmarking and Kate will also do some.

Paul asked for vacancy comparisons and weather comparisons, if available.

Ken asked for the mean income and age information.

Other

Kate informed the Board that the next merchant meeting will occur tomorrow, March 20 with representatives from Sauce and St. Louis Magazine attending to present media opportunities.

Kate stated that she had recently sent a survey to the businesses. She shared that there is interest from 65% of surveyed businesses in a promotion with the hotels to offer discounts to AC Hotel and Chase Park Plaza guests and/or CWE residents. Kate added that 94% of surveyed businesses believe the safety ambassador program staffed by TCF is effective.

Kate shared that she received a call from a group that would like to fund two musicians for a couple of hours on Saturday nights. She said she shared the CID's objectives for music and it aligned with the group. She said the CID would fund Friday nights, they would fund Saturday and it would be promoted as one music program.

Kate informed the Board that Luxco is planning to sponsor Cocktail Party again this year and she will have more information soon.

SAFETY AND SECURITY

Kate said that she is waiting for the monthly report from Jim Whyte and she expects it soon.

ADJOURNMENT

The meeting was adjourned at 11 a.m.

Respectfully submitted,

JAMES DWYER, SECRETARY