

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

September 17, 2024

The August 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 North Euclid Ave.

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

ABSENT: Paul Filla

MINUTES:

Trip Straub called for a motion to approve the August minutes. Ken Fowler moved to approve. Kyle Bozoian seconded. Minutes approved.

ADMINISTRATIVE ITEMS:

Financial Review

Kate Hahe presented the August financial reports. She stated that revenue collected was lower this month and that Drunken Fish and El Burro Loco were not included in the report, which partially explained the slower month. She noted that the CID is not receiving Jeni's Ice Creams' sales tax, but that Jeni's confirmed that it is being collected and they are trying to work through issues with their filing. She noted that the CID has also not received sales tax from Pharaohs Donuts, but that an audit is in process with the state.

Kate reported that expenses are on track. She said that there would be an increase in the upcoming months due to Halloween and Window Walk expenses

PUBLIC REALM

Streetscape

Kate shared that eight trees were removed last month, and that Forestry would grind the stumps and then plant 21 new trees in the district.

Sidewalk Repairs

Kate said she did not have any updates on the McPherson streetscape permit approval. Ron Coleman said he sent emails to several people and is waiting to hear back.

York Ave.

Kate advised that she and Alderman Browning spoke after the last Board meeting about traffic counts and getting the bollards placed on York Ave. She said the Alderman is working on bollards at another location with someone different at BPS and he was going to mention putting in bollards at the entrance to the Chase garage on York Ave. in the hopes of getting it approved that way. She added that he is also working on a Lindell traffic study and would look into having the traffic study of York Ave. included in that project. She said she is waiting on an update from him.

Food Truck Guidelines

Kate shared a draft of a letter that addresses concerns regarding the proposed food truck ordinance that is currently being discussed by the Red Tape Committee. She explained that Board Bill 14 strips many of the guidelines that are in the current ordinance, such as times of operation and where food trucks can go and general oversight of the program, and proposes very little regulations of the program, which would not be beneficial to commercial districts.

Kate asked the Board if there were any objections to the letter and there were none. She said that she would send the letter later that day.

MARKETING

Website Upgrade

Kate shared the proposal for a website upgrade from Brevity. She said that while the website is currently running fine, due to its age there would be an increasing number of issues in the future. She shared that Brevity is offering a website upgrade for \$5,000 in which the CID would move the site to Brevity's new platform. She noted that when the website was created years ago the cost was around \$16,000 and that this proposal is likely significantly less than an upgrade would otherwise cost. She recommended that the site be upgraded.

The Board agreed with the proposal.

Annual Report

Kate said that she and Nina would begin to work on the annual report.

Euclid Shuffle

Kate shared that the Euclid Shuffle current contract went through the past weekend. She said an extension was discussed at the joint marketing committee and the Euclid South Board was discussing it.

Kate noted that ridership has increased and the cost per ride has decreased. She said that given the current foot traffic and time of year, she recommended reducing to one shuttle through the fall and reevaluating it during the holidays.

Jim recommended a light or some sort of attraction be added to the shuttle to increase visibility. Kate said she would bring that up with the shuttle company.

The Board supported continuing with one shuttle through the fall.

Events

Kate shared that feedback from the galleries and restaurants about the CWE Gallery Night has been positive.

Kate reported there will be eight vendors for Halloween this year, with two from the South CID. She said Johnnie Brocks would be a sponsor and Luxco would be the main sponsor.

Kate said that Window Walk preparations are coming along. She explained that she had 12 designers and 15 businesses signed up. She said that the first kick-off meeting would take place next week.

Merchandise

Kate stated that there is some interest from businesses in selling a CWE tote bag, noting the interest was primarily from small businesses. She said she would explore options with Creative Entourage about what the bag could look like and present design concepts to the group.

OTHER

Debra Hunter asked if there were activations that could be implemented in the lead-up to the Halloween event.

Kate said she would expand the music series through October and that she would think through additional activations.

ADJOURN

The meeting was adjourned at 10:44 a.m.

Respectfully submitted,

JAMES DWYER, SECRETARY