

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

June 17, 2025

The June 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, Trip Straub; Kate Hahe, Executive Director, and Nina Emerson, Marketing and Communications Specialist for the CID; Ron Coleman, Neighborhood Improvement Specialist; Amy Ruffner, General Manager of The Chase Park Plaza Royal Sonesta

ABSENT: Debra Hunter

MINUTES:

Trip Straub called for a motion to approve the May 2025 meeting minutes. Kyle Bozoian moved to approve. Ken Fowler seconded. Minutes approved.

ADMINISTRATIVE ITEMS:

Financial Review

Kate Hahe presented the May Financial Report, noting the total revenue for the month was \$80,142.01 and the YTD total was \$858,977.51. She said she worked with the bookkeeper to make several journal entries correcting how the marketing revenue and expenses were coded, and noted one additional correction needed in the miscellaneous revenue column.

Kate reminded the Board that the CID was tracking under in the 2024-25 media budget due to an issue with DDI that resulted in receiving the Window Walk billboards at no cost to the CID.

Kate noted that the CID was tracking over budget in the additional programs and events category due to adding additional gallery nights and that Cocktail Party expenses were slightly over budget.

Financial Position

Kate shared the May Financial Position and noted the CID had \$573,807.36 in cash assets.

Business Updates

Kate reported that Kendra Scott, Bluemercury and East West recently closed, and that Tikka Tangy, Session Taco and A Milli Merch opened. She shared that pending openings include Stacked STL, Mainlander, a botanicals store, a hair salon and the Chess Club expansion. She

shared that vacancies include the former Bluemercury space, former Kendra Scott space, former Golden Grocer space and former CWE Cyclery space.

Jim Dwyer noted that the former Llewelyn's space is also vacant and asked if anything could be done about addressing the decrepit conditions at the rear of the property.

Ron Coleman said that a new ordinance will go into effect in September, which will increase fines for vacant buildings with code violations.

Kyle noted that he would report back on updates to the MAC Property vacant spaces.

PUBLIC REALM

Streetscape

Kate shared that she reached back out to Mark Stika because he had told her that his schedule had opened up and that he was interested in being involved in the McPherson project, but now she was not hearing back. She said that she will follow up with him.

Tree Replacements

Kate said that the Forestry Division and their contractors have come through the neighborhood and removed more damaged trees. She said that replacements could not start until stumps were removed and that she did not know a schedule for this. She said that regularly scheduled maintenance was scheduled for next week after a delay due to the tornado.

MARKETING AND EVENTS

Events

Kate presented a recap of the 2025 Cocktail Party, which took place on Saturday, June 14. She noted that 11 businesses participated and that she had received positive feedback so far. She shared that revenue was slightly above what was projected at \$16,270 and that expenses were also slightly higher.

Nina Emerson shared that ads for Cocktail Party ran in Sauce Magazine, St. Louis Magazine and digital and print billboards, and noted additional earned coverage online and on social media.

Kate shared that the next CID event is the tequila walk on September 20. She said she would meet with interested businesses next week.

Kate reminded the Board that the Red Lantern Festival would also be promoted on the cwescene website and social media, per the contract with the Euclid South CID.

Shuttle

Kate stated that shuttle services will be terminated at the end of the month. She said that she was having conversations with the operator about the total amount due, and explained that there was

a delay in the beginning of the contract because the operator needed time to get up and running, and she needed to secure parking with the treasurer's office.

ADJOURNMENT

The meeting was adjourned at 10:40 A.M.

Respectfully submitted,

JAMES DWYER, SECRETARY