

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

October 21, 2025

The September 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: Jim Dwyer, Ken Fowler, Debra Hunter, Trip Straub; Kate Maher, Executive Director, and Nina Emerson, Marketing and Communications Specialist for the CID; Amy Ruffner, General Manager of The Chase Park Plaza Royal Sonesta

ABSENT: Kyle Bozoian

MINUTES:

Trip Straub called for a motion to approve the September 2025 meeting minutes. Ken Fowler moved to approve. Debra Hunter seconded. Minutes approved.

ADMINISTRATIVE ITEMS:

September Financial Review

Kate Maher presented the September Financial Report. She noted that the CID collected \$75,306.32 in sales and use tax in September, and that total revenue is under the projected year-to-date budget.

Kate noted that payments for the newer restaurants at the McPherson corner had not begun to come in yet and that payments from some businesses were behind.

She added that there would be a significant number of expenses through the rest of the year due to the Halloween and Window Walk events.

Kate noted the CD matures on October 22, and the Board needs to determine the amount to keep in the CD. She said the interest rate for six months is 3.6%.

Trip suggested keeping \$250,000 in and moving \$50,000 to the operating account.

Staffing Recommendations

Kate shared that she has had multiple interviews for maintenance team staff. She recommended three people be hired for 20 hours per week instead of two people with more hours. If the Board agreed, she said she has three candidates who will go through background checks and, assuming all goes well, will be hired.

The Board agreed with this recommendation.

Business Concerns

Kate informed the Board that she attended several meetings over the last couple of weeks with businesses and community leaders about concerns with slower foot traffic and reduced sales. She said there was a meeting on the McPherson corner with businesses that are struggling and have concerns about the low daytime traffic, events and neighborhood safety.

Kate explained that she is moving forward with crosswalk striping at McPherson and Washington and that she is talking with Mark Stika about pricing for crosswalk pavers at certain locations along Euclid to help prevent speeding.

Kate said that Nina is working on signage that will point visitors toward businesses at McPherson and Maryland.

Kate shared that, following a suggestion at the merchant meeting, a Google ad for the Halloween event was set up. She noted that the Facebook and Instagram ads were outperforming the Google Ad, and this would be something to look into further in the future.

Jim Dwyer suggested looking into advertising at the airport and using the digital signs downtown.

Amy Ruffner suggested the retailers push Google reviews. She said that at the Chase, they found more return in Google reviews compared to Google ads. She also suggested the CID look into other visitor ad options on sites like Expedia.

Kate informed the Board that she has been advised that there is a lease on the Golden Grocer space and construction will start soon. She said that she was also told that a lease will be signed for the Blue Mercury space soon, with more details to come. She shared that Wolfgang's Pet Stop will be leaving the neighborhood next year.

SAFETY AND SECURITY

Safety Patrols

Kate reminded the Board that at the last meeting they discussed replacing one of the secondary patrols with a watchman position which would cover more hours at a reduced rate. She shared a document showing an overlap of the SBD and CID watchmen and LEO shifts. She said one option was eliminating 8 p.m. to 12 a.m. LEO shift and adding a watchman shift from 6 a.m. to 2 p.m., and adjusting hours slightly on the weekend, in order to get more coverage during the morning/daytime hours when there are issues and more businesses open.

Trip noted that there is no coverage from 10 to 11 p.m.

Amy suggested the watchmen shift change to 7 a.m. to 3 p.m. The Board agreed and approved making the schedule changes as recommended.

PUBLIC REALM

McPherson Project

Kate said that the McPherson streetscape project is in motion, with costs totaling around \$35,000 each for the CID and SBD. She reminded the Board that the project cost is split with the SBD, and the overall total is \$70,000.

Snow Removal Contract

Kate presented the snow removal contract from Brake Landscaping. She noted that the contract is a time and materials contract and has not changed from last year's.

Jim moved to approve. Ken seconded. Contract approved.

MARKETING AND EVENTS

Marketing

Kate shared that the CWE App is in the process of being built. She said the merchant meeting will be moved up so that the Figozo team can present the app to the businesses with plans to launch the app with Window Walk.

Kate also said that the mural project was in motion, but with the holidays is moving a little slower.

Events

Kate said that she was considering adding another Gallery Night on the first Friday of November because many of them had an opening planned that night.

Kate shared that the Twist of Tequila was a successful event, with great feedback from businesses and attendees, and that the CID broke even.

Kate said that Halloween and Window Walk are in motion. She noted that the Euclid South CID will participate in Window Walk with street activations and that she was coordinating that.

Kate shared that she met with Rick Rudderer from Rose Day and that they are looking for the CID to partner or sponsor the event. She asked for more specific information and that they get back to her with a more formal request and details of the event.

ADJOURNMENT

The meeting was adjourned at 11:00 A.M.

Respectfully submitted,

JAMES DWYER, SECRETARY

