

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

September 16, 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: 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; Amy Ruffner, General Manager of The Chase Park Plaza Royal Sonesta

MINUTES:

Trip Straub called for a motion to approve the August 2025 meeting minutes. Kyle Bozoian moved to approve. Debra Hunter seconded. Minutes approved.

ADMINISTRATIVE ITEMS:

August Financial Review

Kate Maher presented the August Financial Report. She noted that the sales and use tax came in under the projected budget with \$71,998.44 collected for the month. She noted that the YTD budget was also tracking low and that they would need to monitor closely.

Kate added that several businesses' payments are missing. She said she hoped to see an uptick because of Session Taco, Ranoush and Tikka Tangy opening soon.

Trip asked about the miscellaneous revenue and online communications line items, noting they were not in line with their projected monthly budget amount.

Kate explained the revenues and expenses that fell into each category and noted that she would adjust the spread to reflect a more accurate picture.

Financial Position

Kate presented the August Financial Position, noting that the CID had a total of \$584,993.41 in assets.

Safety and Security Proposal

Kate shared that during a neighborhood safety meeting, concerns were raised about safety and the presence of the unhoused during the day. She reminded the Board that a question was raised at the last meeting about the best way to deploy officers in the CID. She explained that another

alternative to off duty officers was watchmen which are less expensive and that she, Jim and Ken met with NSI staff to discuss this as an option.

She presented a proposal from the NSI for a full-time watchman position from 6 a.m. to 2 p.m., which would replace one of the CID's secondary officers' shifts. Kate explained that the CID could not fund this full-time position within the current budget but could fund the position at 32 hours per week leaving one secondary officer on in the evening from 6 to 10 p.m. The Board supported this idea and suggested that we evaluate how to extend coverage to ensure that the area has security coverage from 6 a.m. to 10 p.m. Kate stated that she and Jim would evaluate the current coverage scheduled by the SBD and CID and report back with a final suggestion.

PUBLIC REALM

Tree Removals and Replacements

Kate said that she submitted the tree replacement inventory to Forestry and would follow up to see if there is timeline for planting.

Sidewalk Improvements

Kate provided an update on the McPherson street project. She reminded the Board that they had approved splitting the estimated cost of the project of \$100,000 with the SBD, but that she and Jim were discussing contracting directly with sub-contractors in order to keep costs down. She noted that SmithCo. could potentially start demolition and concrete work soon, and she would continue to push to get the project moving.

Electrical

Kate said that Gerstner Electric has been checking the outlets in tree wells in advance of the tree lights, and working on the Griffin lights.

She added that Brake Landscaping will be installing the holiday lighting this year and will start in a few weeks. She said the anticipated cost would be \$20,000 under the holiday budget this year by using Brake.

She shared that there is a possibility that the CID is getting a larger Christmas tree at no additional cost due to a mix-up of Jim Espy's other orders.

MARKETING AND EVENTS

CWE App

Kate shared that she and Nina have met with Figozo to discuss a CWE app designed to connect individuals with businesses and their offers, events, etc. She said that Window Walk would be an ideal time to roll out the app and that it would carry on after the event. She said that the app would cost about \$7,000 but would be cost-shared with the Euclid South CID for \$3,500 each.

She said that the Marketing Committee was in favor of moving forward with the app and would share the information with both CID boards.

The Board was in favor of moving forward with the project.

Mural Project

Kate said that the Marketing Committee was interested in creating “Instagrammable moments” through murals. She said she looked at CWE block letters that would cost \$20,000-30,000, and the Marketing Committee was not in favor of that.

She said that the murals would be interactive and painted on unused or vacant windows throughout the neighborhood. She said she spoke with Alicia Nicole Jackson, an artist who has painted for Window Walk. She said that this was a cost-effective option, with each window costing \$1,250. She said there would be six to eight windows total in both CIDs. She said she would send a list of potential windows and discuss a timeframe with Alicia.

The CID was supportive of the project moving forward and would determine the final number of windows and budget as it moved forward.

Events

Kate shared that Sept. Gallery Night was a good evening in the neighborhood.

She reminded the Board that the CWE Twist of Tequila is this Saturday, Sept. 20, and that 106 tickets had been sold so far.

She reminded the Board that the Halloween Party takes place on Saturday, Oct. 25, and that there would be 10 booths, including one participant from the South CID. She shared that the event lost its large liquor sponsor due to the company’s budget, but that she was able to get sponsorships from Washington University Redevelopment Corp. and Great Southern Bank to make up some of the difference.

She shared that Window Walk planning is in motion. She said that the South CID will participate with the same structure as the North CID, to make this year’s event more cohesive. She said that this will also help offset some media costs. She said she has also talked with the Women’s Creative, and that they will manage the market aspect of placing vendors throughout the neighborhood strategically.

OTHER

Kate shared that maintenance team members are no longer with the CID. She said she is in the process of hiring two new individuals, and temporary workers are out this week. She said she will meet with Brake Landscaping to discuss how they may be able to support the CID in the interim.

ADJOURNMENT

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

Respectfully submitted,

JAMES DWYER, SECRETARY