

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

January 20, 2026

The January 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: Jim Dwyer, Ken Fowler, Debra Hunter, Amy Ruffner; Kate Haher, Executive Director, and Nina Emerson, Marketing and Communications Specialist for the CID; Jim Whyte, Neighborhood Security Initiative Director

ABSENT: Kyle Bozoian, Trip Straub

MINUTES:

Jim Dwyer called for a motion to approve the November 2025 meeting minutes. Ken Fowler moved to approve. Debra Hunter seconded. Minutes approved.

ADMINISTRATIVE ITEMS

December Financial Review

Kate Haher presented the December Financial Report. She noted that the CID collected \$75,148.88 in sales and use tax for December. She said that, knowing that foot traffic and sales were down, she would continue to keep an eye on the budget, but that currently the CID was tracking slightly ahead of the projected revenue.

She noted that the media expenses were slightly lower than projected due to an offset from the Euclid South CID's contribution from participating in Window Walk. She said the CID is also under budget in additional programs and events because the Twist of Tequila event cost less than the projected budget. She noted that the Halloween and Window Walk events came in slightly over budget.

Financial Position

Kate shared that the CID has \$512,822.43 in total current assets.

Accounting Risk Assessment Bylaws

Kate presented the Accounting Policies & Procedures Risk Assessment & Bylaws. She reminded the Board that they review these documents annually. She stated that the accounting policies and procedures would need to be updated once a decision is made regarding the use of a debit or credit card. She noted that there was recent fraud on the business debit card, and Great Southern Bank suggested that a credit card with the CID's name on it may be a better option.

Business Updates

Kate shared that Pete Rothschild sold six of his properties in the CID. She said she met with the new owners last week and had a good introductory meeting.

She shared that the Blue Mercury space is becoming a sports tavern and that a restaurant would be opening on the northeast corner of Euclid Ave. and Maryland with the St. Louis Chess Club. She said there is no update on the El Burro Loco space.

SAFETY AND SECURITY

Neighborhood Report

Jim Whyte presented the neighborhood safety report for the end of 2025.

He noted that overall crime in the North CID is down significantly compared to the five-year average.

He said that there has not yet been a repeat offender stealing from Lululemon since several offenders have been identified and arrested. He believes lululemon management is responding to the problem more effectively.

He added that Alvin and Melissa from the Outreach Team are continuing to be out on the streets, but that it is harder with the colder weather. He said businesses should continue to let them know if there are conflicts with the unhoused.

NSI Contract

Kate presented the annual NSI contract which includes the services to be rendered, including safety patrols, monitoring schedules, community engagement, reviews and spot checks, etc. She reminded the Board of the contribution schedule from the CIDs and SBDs that help fund the NSI's budget. She said the CID's contribution for 2026 is \$17,500.

Jim called for a motion to approve the NSI contract. Amy Ruffner moved to approve the contract. Debra seconded. Contract approved.

MARKETING AND EVENTS

Nina Emerson presented the 2025 Marketing Overview. She noted that as of early January, the CWE App had 1,399 downloads. She shared that as of early January, the CID has 28,723 followers on Instagram, an 11% increase from the year prior, and 16,249 followers on Facebook, a 12% increase from the year prior. She noted that content interactions and profile visits on both platforms increased from the year prior.

She shared that the 2026 marketing focus included reintroducing and refreshing the brand by reframing the CWE as vibrant and evolving. She said this would be supported through

storytelling on social media and online and engagement through working with CWE businesses, local media and influencers.

Kate shared that Valentine's Day promotions are in motion. She said there would be upcoming ads with St. Louis Magazine. She said she and Nina have also met with the app team to discuss activities within the app that will be promoted on the CID's social media. She said the promotion would include two parts: a photo raffle contest and a love story submission about someone's connection to the CWE. She said she also planned on having heart arches placed in the neighborhood for Instagrammable moments.

She shared that she and Nina met with the Duane Reed and Square One galleries, and that this year there would be six gallery events, including two daytime progressive art talks.

She said she would continue to explore adding more cocktail crawls in partnership with Luxco. She added that this idea would be discussed with businesses at tomorrow's merchant meeting.

She noted that she received an email from Abdul at Park Central, and that he would like the full CID Boards to meet with the property owners to discuss the focus of the neighborhood.

PUBLIC REALM

Kate stated that the majority of work was complete at the McPherson Streetscape Project and that she was working on the last pieces of repairing the fence and adding a curb.

Kate said she talked with Mark Stika last week regarding speed strips, and he was researching pricing on the stones.

OTHER

Kate shared that Brian Phillips from Washington University Redevelopment Corp shared information on a summer fellow program with her. She explained that WashU pays for an intern to work with different community organizations. She said that there are several areas where a fellow could work with the CID, and that she is submitting an application.

ADJOURNMENT

The meeting was adjourned at 11:10 A.M.

Respectfully submitted,

JAMES DWYER, SECRETARY