

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

February 17, 2026

The February 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 Haheer, Executive Director, and Nina Emerson, Marketing and Communications Specialist for the CID; Peter Cassel, MAC Properties.

ABSENT: Amy Ruffner

MINUTES:

Trip Straub called for a motion to approve the January 2026 meeting minutes after noting a minor correction. Ken Fowler moved to approve. Debra Hunter seconded. Minutes approved.

ADMINISTRATIVE ITEMS

January Financial Review

Kate Haheer presented the January Financial Report. She noted that the CID collected \$89,062.41 in sales and use tax and revenue is tracking above budget. She explained that January was a slow month aside from snow removal expenses. She noted that street parking spaces were cleared after the snowstorm, which caused the CID to go over budget in that category.

Jim Dwyer suggested pre-negotiating for snow removal services in advance of winter.

Kate presented the January Financial Position and noted that the CID has \$500,231.28 in total assets.

Property Owner Updates

Peter Cassel gave an update on the vacant spaces at MAC Properties buildings in the neighborhood. He noted the money and effort put in to the Noble Crown restaurant space by the St. Louis Chess Club. He said that Sasha Alms, formerly of Brennan's, has signed a lease on the Golden Grocer space for a wine bar and ramen place called Ronin STL, and that they are moving forward with design and permits, with an estimated opening this summer. He advised that Sasha intends to utilize the terrace for outdoor dining, and that MAC will address concerns about existing lighting along the railing. He also advised that the former Mike's Bikes and Wolfgang's spaces in the Landesman Building will be turned into apartments.

Kate suggested that the architectural lighting at Maryland could be evaluated and upgraded similarly to McPherson in the future.

Kate shared that AHM has updated the Euclid parking lot entrance/exit system and is working on a validation program for customers and CWE employees.

Kate informed the Board that Abdul Abdullah (Park Central) has reached out to her about scheduling a meeting with commercial property owners to activate the Euclid corridor, and that she would share more as that moved forward.

PUBLIC REALM

Speed Deterrents

Kate presented a proposal from Stika Brothers Concrete for \$22,664 per speed deterrent. She noted that there are traditional speed humps on McPherson that the city is installing that cost approximately \$6000 each. She reminded the Board that they previously were not interested in the traditional speed humps due to concerns about aesthetics, but recommended them as an alternative and suggested that Alderman Browning may be able to assist with funding. The Board agreed and asked Kate to reach out to the alderman to request the installation of speed humps along Euclid.

MARKETING AND EVENTS

CWE App

Kate said that she and Nina are continuing to work on the app with the developer team. She said she would send out a report on offers and redemptions to the Board.

Events

Kate shared that there will be four cocktail crawls throughout the year, and that the businesses are in support of this. She explained that these are good events because the ticket sales offset the costs while activating the neighborhood. She added that some businesses also expressed interest in a non-alcoholic crawl, like a mocktail crawl.

Debra and Trip questioned whether a mocktail crawl would be a draw, and Trip suggested combining the events.

Kate said that there is interest from the businesses in a restaurant week, and this event would involve primarily marketing and promotion by the CID, versus logistics.

Trip asked whether a charitable component would be beneficial for the event. He also suggested a ticketed sampling event as an alternative.

Kate advised that the McPherson Market will take place on the last Sunday of each month starting in March, with McPherson being closed from 8 a.m. to 3 p.m. She reminded the Board that the businesses on McPherson are organizing the event.

Kate shared that Kyle Howerton with AHM raised the question about having a McPherson block party. She said she is unsure whether adding this event to the calendar would be beneficial given the other additional events already scheduled at this point. The Board agreed that this was not necessary.

Jim inquired about the prospect of bringing back the Bookfest event. Kate said that Bookfest was a significant undertaking for Kris Kleindienst (Left Bank Books) that became too much. She added that the attendance at the author talks was good, but not as high for the vendors that participated. She said she would talk with Kris to discuss an art- and book-focused activation.

Kate said that planning for Cocktail Party and Halloween is in motion. She reminded the Board that Dennis Gorg, who ran production for Halloween, has retired. She said she will meet with several groups about possibly running the show. She added that there could be a potential increase in expenses.

Kate presented the Rose Day proposal. She said they are asking the CID for \$15,000 in sponsorship and shared their budget with the group. She noted that there is money in the additional programs and events budget but said she believes \$15,000 is too high and suggests \$5,000 as a sponsor contribution. The Board agreed and directed that the sponsorship money be put towards specific line items such as litter, street closure, restrooms and a photo booth.

OTHER

Kate informed the Board Bill 152, the food truck ordinance, has been reintroduced at the Board of Aldermen but that no changes had been made since the last time it was presented. She said she resubmitted the letter the CID submitted a year ago to Matt O'Leary with the same concerns about the lack of rules and regulations.

Jim shared that he was advised Michael Hamburg, the owner/developer of the former Reliance Automotive property that he intends to proceed with a scaled-down version of that project.

ADJOURNMENT

The meeting was adjourned at 11:25 A.M.

Respectfully submitted,

JAMES DWYER, SECRETARY