

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

March 31, 2026

The March 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, Debra Hunter, Amy Ruffner, Trip Straub; Kate Haher, Executive Director, and Nina Emerson, Marketing and Communications Specialist for the CID; Ron Coleman, Neighborhood Improvement Specialist

ABSENT: Ken Fowler

Minutes:

Trip Straub called for a motion to approve the February 2026 meeting minutes. Kyle Bozoian moved to approve. Amy Ruffner seconded. Minutes approved.

ADMINISTRATIVE ITEMS

February Financial Review

Kate Haher presented the February Financial Report. She noted that the CID collected \$46,362.77 in sales and use tax and, despite it being a lighter month due to taxes from several businesses missing, total revenue is still tracking slightly above budget. She noted a few line items including staffing and holiday that would end under budget for the year while other line items were tracking on budget.

Kate presented the February Financial Position and noted that the CID has \$478,068.79 in total assets.

2026-27 Budget

Kate presented a high-level 2026-27 budget for review. She reminded the Board that this would be submitted to the Board of Alderman and that a final budget would be approved in May. She reviewed the budget in detail, stating that she proposed the revenue be increased by \$25,000 to \$950,000, noting new businesses coming online in 2026.

She noted a decrease in admin and overhead budget due to hiring new maintenance staff for fewer hours and less total cost than the previous two employees. She informed the Board that the CID office needs a new printer, which contributes to the increase in office supplies.

She noted the increase in media due to the marketing committee's interest in general neighborhood promotion in new areas such as Lambert Airport, digital kiosks and expanding digital presence with St. Louis Magazine.

Amy asked if there was any opportunity to partner with Uber drivers. Kate replied that she would need to look further into it.

She noted the significant proposed budget increase for the Halloween Party and explained she was taking a hard look at the event and evaluating how to sustain it going forward.

Trip asked whether it was time to evaluate the benefit of the Halloween Party for the businesses and the neighborhood.

Kate suggested that the stage setup is something that could be reevaluated to reduce costs.

Jim Dwyer noted that it is hard to measure the impact on the neighborhood but believes the event brings value.

Debra noted that it is also hard to measure the event's effect on goodwill and perception of the neighborhood with the greater community.

Kate noted that the landscape budget is flat and the maintenance budget is slightly increased. She added that there is also an increase in the dedicated patrols budget.

Kyle moved to approve the proposed 2026-27 budget. Debra seconded. Proposed budget approved.

PUBLIC REALM

Speed Deterrents

Kate shared that Alderman Browning agreed to fund four speed bumps on Euclid and that a timeline for installation has not been set. She said the Alderman will submit this for review by city agencies.

Griffin Light Repairs

Kate said that eight globes and a full assembly of one light fixture need to be replaced as a result of the May 2025 tornado damage for a cost of \$8,433.

The Board agreed on moving forward with the light repairs.

McPherson Project

Kate reminded the Board that there still needs to be a new curb put in place between the McPherson lot and the landscaping, and sections of the railing need to be replaced. She said she received two proposals for the curb, including one from St. Louis Paving for \$6,500 and one from Asphalt Ninjas for about \$2,300. She recommended using Asphalt Ninjas at \$2,300 and

Clark Metal Craft at \$5,210 for fencing, and added that this cost would be split with the NSBD and The Board agreed to move forward with both projects.

MARKETING AND EVENTS

Euclid South CID Marketing Contract

Kate presented the Euclid South CID marketing contract and noted a slight increase in management fees and additional cost for general neighborhood and events promotion with media partners. She also explained that the contract included participating in Window Walk and other events.

Events

Kate shared that the first Gallery Night of the year and the launch of the McPherson Market were successful. She shared that 200 tickets were sold for the Bourbon Crawl and that it was a great afternoon in the neighborhood as well.

Kate shared that Cocktail Party planning is in motion. She noted that this year Alexis Tucci is handling production and Frances Thompson is managing operations.

Debra and Trip expressed support for having dispensaries as potential event sponsors and questioned whether THC drinks would be a fit at Cocktail Party.

OTHER

Trip asked about the construction on Kingshighway.

Kate noted that the project had been in the works for years but little information was provided on the final design or the start of construction. Kate also noted that a plan was created for roadway modifications on Lindell Boulevard and York Ave.

The Board requested that the Alderman come talk to them about these modifications.

Kate said she would reach out to Alderman Browning about attending the next Board meeting to discuss the Lindell Streetscape Project.

ADJOURNMENT

The meeting was adjourned at 10:57 a.m.

Respectfully submitted,

JAMES DWYER, SECRETARY