

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

May 19, 2026

The May 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 April 2026 meeting minutes. Amy Ruffner moved to approve. Debra Hunter seconded. Minutes approved.

ADMINISTRATIVE ITEMS

April Financial Review

Kate Haher presented the April Financial Report. She noted that the CID collected \$83,992.71 in sales and use tax for April. She said that there was catch-up from several businesses, but a few businesses were still missing.

Kate presented the April Balance Sheet and noted that the CID has \$544,307.91 in total assets.

Kate shared that the CID would be getting a new bookkeeper within the same company due to the current bookkeeper taking temporary leave.

2026-27 Budget Proposal

Kate presented the proposed 2026-27 budget and noted that there have been minimal changes since the last meeting. She noted she did not increase the projected sales and use tax, but she thinks there will be an increase next year due to upcoming business openings.

Kate explained the miscellaneous marketing line item includes the Euclid South CID marketing contract, which includes staff time, overhead, etc. She informed the Board that the Euclid South CID has approved the contract for next year.

Kate noted that the admin overhead budget was reduced due to changes in clean team staffing. She noted a slight increase in online services and web hosting support due to increases in ongoing service fees.

She stated that the overall media budget increased, due to additional advertising at the airport and downtown digital kiosk ads, and explained that costs would be shared with the Euclid South CID. She noted that the landscaping budget has slightly increased due to the cost of flowers and holiday décor. She noted an increase in the safety and security budget due to changes in the program and now having full-time watchmen.

Kate noted that while reserves would still be used, she is working to more closely balance the budget.

Jim Dwyer moved to approve Resolution 2026-02, adopting the proposed 2026-27 budget. Debra seconded. Resolution 2026-02 approved.

Election of Board Officers

Trip shared that he would be stepping down as Chair but would remain on the Board and shared the new slate of proposed officers, which included Jim Dwyer serving as Chair and Secretary, Debra Hunter as Vice Chair and Ken Fowler as Treasurer.

Trip moved to approve Resolution 2026-03, adopting the new slate of proposed officers. Kyle Bozoian seconded. Resolution 2026-03 approved.

Kate presented Resolution 2026-04, the procedure of establishing a disclosure of conflict of interest resolution. She reminded the Board that this is approved each year and is required of CIDs with budgets over \$1 million.

Jim moved to approve Resolution 2026-04, adopting the procedure of establishing a disclosure of conflict of interest. Amy seconded. Resolution 2026-04 approved.

PUBLIC REALM

McPherson Parking Lot

Kate shared that part of the fencing at the McPherson parking lot is still to be replaced, and shared a proposal from JW Painting to paint the remaining part of the fence and the bollards at 402 N Euclid Ave. She said the proposal to paint the remaining part of the fence is \$1,140 and \$1,674 to paint the bollards.

Kate noted that four caps also need replacing on the bollards, and that Ken has offered to weld them.

Kate said there are two days of tree maintenance scheduled to raise canopies and remove dead limbs.

Building Lighting

Kate reminded the Board that in 2021 the CID worked with Pete Rothschild on lighting the buildings at the corner of McPherson and Euclid, and that the cost was split between the CID and

property owner. She noted that there is interest in lighting the buildings at Maryland and Euclid. She said that Rothschild owns one building and MAC Properties owns two. She said she is working to secure pricing for that project and hopes the past contractor can provide a design based on the previous buildings' schematics.

Business Updates

Kate informed the Board that the El Burro Loco lease has been re-signed, but she does not know when they will reopen. She said Noble Crown has been having soft openings with the goal of officially opening after Memorial Day. She said Marvel S Fox is slated to open late summer, and Sasha's ramen bar is moving along, but there is no opening timeline yet.

Kate said that, overall, Rose Day had gone well and that she is meeting with Rick Rudder from Rose Day with the expectation that they will request the CID take over the event going forward. She said she would keep the Board updated on her conversations with him.

Kate shared that Todd from Centro asked if the CID would consider assisting with having an additional person work on social media on behalf of the businesses' own accounts. Trip suggested compiling a list of people to connect them with rather than fund a freelancer.

Kate suggested influencers could be invited to a future merchant meeting, the same way media partners have been invited, so that businesses can be connected and learn more about potential collaborations.

Kate informed the Board that she met with Kevin Brennan, who has several ideas about how to position the CWE as a top neighborhood, including a chef-focused event, interactive indoor art exhibition and valet parking. She noted that valet parking had previously been explored and costs were too high and securing space was a challenge. She said she would look into a validation program with the new owners of the Euclid lot and Argyle garage and that the CID needed to refocus and freshen up marketing regarding parking.

Kate said that working with an outside agency on a short marketing campaign to promote the CWE and combat the idea that the neighborhood is "closed" and unsafe was something to consider as the remaining businesses start opening.

MARKETING AND EVENTS

Kate said that the Twist of Tequila crawl was successful and that the event sold out at 250 tickets. She said that the CID sponsored Music Series has started on Fridays and Kranzberg will fund and schedule musicians on Saturdays June through September. She said that the Cocktail Party is less than a month away and preparation is moving along on track.

ADJOURNMENT

The meeting was adjourned at 11:00 a.m.

Respectfully submitted,

JAMES DWYER, SECRETARY