

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

June 16, 2026

The June 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: Jim Dwyer, Ken Fowler, Debra Hunter, Amy Ruffner; Kate Hahe, Executive Director, and Nina Emerson, Marketing and Communications Specialist for the CID

ABSENT: Kyle Bozoian, Trip Straub

Minutes:

Jim Dwyer called for a motion to approve the May 2026 meeting minutes. Debra Hunter moved to approve. Amy Ruffner seconded. Minutes approved.

ADMINISTRATIVE ITEMS

May Financial Review

Kate Hahe presented the May Financial Report. She noted that the CID collected \$45,972.34 in sales and use tax and has now fallen behind the year-to-date projected budget. She explained that there was a large reversal of The Chase Park Plaza's revenue collection from 2022 to 2024, likely due to a correction in process, as well as missing payments from several businesses.

Kate presented the May Balance Sheet and noted that the CID has \$502,488.69 in total assets.

Business Updates

Kate reported that she had talked to a number of businesses and expressed concern for their success. She said multiple businesses reported slow foot traffic and low sales.

Kate said that Herman Miller is expected to open at Maryland Plaza in July. She said she has not received any updates recently on the opening of Sasha's wine bar. She informed the Board that Potbelly will open in the Euclid South CID in the former Einstein's Bagels space. She added that the former Wildflower space is under lease, but she does not know anything further.

Kate said she was talking with Becki from Drips Botanical Elements recently about how to incorporate retailers into more events, and she suggested that the food crawl could potentially include art or vendors, giving people more reason to explore the CWE and stay in the neighborhood longer.

PUBLIC REALM

Landscaping Updates

Kate shared that Brake has been struggling due to their crews being delayed in arriving from Mexico. She said Juan is the new person overseeing maintenance for the CID, and she is working with the project manager to make adjustments to a few beds that she felt needed improvement.

Ken asked about the possibility of bringing landscaping in-house. Kate said she would explore opportunities.

Jim noted that Brake has the resources and staff to handle emergency situations, like snow removal, and that was something that the CID would not likely be able to handle in-house.

Concrete Repairs

Kate said she would like to repair the concrete outside of Dressel's and in front of Cocina Latina. She said she reached out to SmithCo. Contracting who had done the work on McPherson, and he sent a proposal for both repairs for \$1700.

The Board approved the concrete repair proposal.

Kate said that the painting was completed on the fence at the parking lot and on the bollards in front of Up-Down, and that the remainder of the fence should come in the next several weeks. Jim suggested checking to see if a second coat of paint is needed after the new sections of fence are installed.

Park(ing) Day

Kate shared that Park(ing) Day is upcoming and is a day when metered parking spaces are repurposed into parklets or social spaces. She said the treasurer's office was focused on the CWE for the project this year and said she would talk with Brake, SWT and several artists about partnering to design spaces.

MARKETING AND EVENTS

Kate said the Cocktail Party this past Saturday (July 13) was successful, and she had received a lot of positive feedback from attendees. She said she heard from Billie at Drunken Fish, stating the event was successful for them, but noted that their food sales were up and their drink sales were down. She noted there were more food vendors this year, and this could have contributed to their sales being slightly down. She said she was awaiting final numbers from the rest of the vendors and would also ask Brian Phillips to pull attendance numbers from Placer AI.

Kate said she would send out an email soon to businesses inviting them to discuss the fall food crawl and what that may look like.

Kate shared that she met with Abdul Abdullah, who informed her that he is leaving Park Central in July. She said he is delivering the CWE-branded whiskey, and it is up to the CID to decide how to use it. Kate said she planned to create a summer passport for visitors to enjoy CWE whiskey drinks and more details will follow.

Media Updates

Nina informed the Board that the new ads at Lambert Airport and the downtown digital kiosks are moving along. She said that the first airport ad would be displayed in the summer, followed up by a second ad in the fall, and that the kiosk ads would be displayed throughout the summer. She said she was also discussing with St. Louis Magazine the possibility of an article about the overall neighborhood and its evolution.

Nina said that the CID is working on signing up for Central West End Yelp and TripAdvisor accounts. She said the CID will also encourage businesses to utilize individual accounts if they are not already.

Nina said that she plans to invite Alexis Zotos and other collaborators to a future merchant meeting in order to introduce herself directly to the businesses, explain what social media opportunities she offers and build relationships.

OTHER

Kate shared that the CID was not selected by a student for the WashU Fellowship Program, but that she would still like to bring an intern in for 15 to 20 weeks. She noted that with the increase in smaller events and the current push for a refresh of marketing, Nina could use the extra support. She proposed hiring a summer intern for \$20 per hour.

The Board approved hiring an intern.

Maryland Intersection Building Lighting

Kate said she sent plans to lighting contractor who did the work on the McPherson corners, and they are interested in the project, but he said that a lighting designer is needed due to upgrades and changes in the fixtures. She said she is meeting with Randy Burkett to look at the project, and he will send a proposal for the redesigned lighting.

ADJOURNMENT

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

Respectfully submitted,

JAMES DWYER, SECRETARY