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## MEET CWEA PRESIDENT LINDSEY TSVETANOV: PASSION MEETS EXPERIENCE IN NEW LEADERSHIP

BY ABBY WOJCIK

The Central West End Association Board of Directors appointed a new president, Lindsey Tsvetanov, taking over for Brian Flowers, who served in the position for an extended term of three years. Flowers has taken an administrative role for the board to work with Tsvetanov as she transitions from the task of director to president.

Tsvetanov will oversee the CWEA board's committees, delegating tasks to the fellow eight board members, while continuing to assist with event planning and running social media.

"Brian did such a fabulous job as president," Tsvetanov said, "He digitized everything, he made everything more systematic and streamlined, so I really just want to, first of all, carry on what he's built because he really did do such an amazing job."

Having grown up in Chesterfield and attended the University of Missouri at Columbia, Tsvetanov was a broadcast journalist before eventually returning to St. Louis to pursue a law degree at St. Louis University School of Law. After falling in love with the CWE neighborhood, Tsvetanov and her husband now live on Laclede Avenue.

"It's really special here, like, waking up on a Saturday morning, walking out your door [...] we come grab a coffee and just walk around, and everyone is out to brunch and it just fills your heart with joy," Tsvetanov said.

Tsvetanov is an estate planning attorney at local CWE law firm Stock Legal LLC. Working directly with many clients from the neighborhood and people who have local businesses allows Tsvetanov to

know more about the community through her job.

"[I've just wanted] to see this neighborhood thrive and see St. Louis thrive, so this neighborhood has really given me a lot of passion that I never knew I was going to have," Tsvetanov said.

Tsvetanov and the board are hoping to improve the association's existing events, like the monthly happy hours, while implementing new ideas such as walking tours, more family-oriented events and growing the Fourth of July parade. Last year, another board member brought the idea of a fall hayride in Forest Park, which board members look forward to doing again in 2025.

The CWEA board also hosts public forums and welcomes suggestions for speakers. They encourage anyone to bring ideas for events and volunteer to help, and they are always interested in speaking with someone interested in joining the board. Someone with a love for the CWE neighborhood willing to volunteer some of their time and expertise is more than welcome to reach out.

"We have a lot of fun on the board," Tsvetanov said. "I think some people are a little bit surprised, in a good way, by how organized we are."

Tsvetanov is happy to meet with community members about any questions and concerns, and she can help by connecting individuals with the right resources. If people are having issues with their garbage or street lights, for instance, she wants to provide support.

"I'm just a resource for everyone and just want to build the community up," Tsvetanov said.

### GOODWILL *from Page 1*

Built in 1919 for the Standard Sanitary Manufacturing Co., the building was used during World War II for the war effort. Goodwill acquired and moved into the building in 1944. It served as the headquarters for Goodwill Industries until 2019 when it was sold to Washington University. The building was added to the National Register of Historic Places in 2021.

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gov) and phone (314-884-0707). Spring is right around the corner, and I'm looking forward to seeing you out and about the ward. We will get through this together.

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