

Cherokee Street Community Improvement District

Meeting of the Board of Directors

May, 15th

Nebula, 3407 S. Jefferson

Board members in attendance, Mark, Kaveh, John, Jason, Mike, Dasia, Will P., Justin, Will L., Will P.

Others in attendance: Anne M., Carlos

Meeting Minutes

1. Meeting called to order at 11:23am
2. Approval of April Meeting Minutes- mark motion, john second, all in favor, none opposed
3. Committees Report

The Board discusses the committees and the chairs, the administrator will not set the meetings, chairs set meeting do most of communication, admin is record keeper and attends meetings. The committee chairs will set meeting prior to the next Board meeting on June 12th.

4. Review of Administrator's Job Description, see attached
5. Administrator's Report – none
6. Public Comment
7. Other Matters to Come Before the Board
8. Adjournment

Meeting adjourned at 11:42am.

This meeting is open to the public; however, that a portion of the meeting may be closed to discuss legal, real estate and/or personnel matters as provided by Sections 610.021(1), (2) and/or (3), RSMo.

Representatives of the news media may obtain copies of this notice, and persons with disabilities wishing to attend can contact: Anne McCullough, 3407 S. Jefferson, St. Louis, MO, 314.304.0932, anne@cherokeestreet.com

CHEROKEE STREET CID ADMINISTRATOR POSITION OPENING

The Organization

The Cherokee Street Community Improvement District (CID) provides the financial resources to advance the health, safety, educational, civic, social, commercial, and economic interests of the Cherokee Street community. It works to attract and retain businesses and residents, as well as to encourage public and private investment on Cherokee Street and the surrounding neighborhoods. It will do so by focusing on beautification, public safety, community engagement, business development, and marketing. The Cherokee Street CID is dedicated to supporting economic, social, ethnic, and gender based diversity. The CID encompasses fourteen blocks on Cherokee Street in South St. Louis City.

The Neighborhood

Cherokee Street is a vibrant corridor for commerce and creativity in South St. Louis—bringing together art, social enterprise and entrepreneurship all within a historical commercial district, surrounded by four distinct neighborhoods.

Cherokee Street attracts a broad range of visitors from the St. Louis region for retail, services, and activities authentic to Latino culture. Cherokee Street is home to more than 20 Latino owned and operated businesses, including bakeries, restaurants, shops, retailers, salons and grocers.

Cherokee Street Antique Row is a unique shopping and historical district where dozens of merchants sell items from the areas' historic past in treasure-filled stores.

The types of establishments you'll find on Cherokee Street are as diverse as the architecture. From clothing, furniture, grocers, galleries, to restaurants, bars, art studios and live entertainment, Cherokee Street has it all!

The Job Description

The Administrator of the Cherokee Street Community Improvement District acts as the principal officer of the CID, and is responsible for the overall administration, financial management, and day-to-day activities of the CID. The Administrator provides leadership and expertise as it reports to the CID Board of Directors and works with the Board and its Committees to develop sound work plans, which translate the CID's core purpose and vision into realistic goals and objectives.

Responsibilities

- Oversee the administration of the CID, ensuring compliance with all governing policies and rules, including CID by-laws, policies and procedures, procurement of all goods and services, issuing requests for proposals, and monitoring/maintaining all vendor, contractor and consultant relationships, hiring and supervising personnel, financial management and budgeting, record keeping, and office operations;
- Manage and oversee all communications, including general public and media requests, annual report, newsletters, websites and social media;
- Prepare and manage an annual plan and operating budget, which is complete, attainable and consistent with the goals and objectives established by the Board. Assure adherence to these plans, maintaining all organizational records;
- Oversight and coordination of the CID's staple services: beautification, marketing, events, safety and security, economic and community development, and capital improvements;
- Advocate as a spokesperson and liaison on behalf of CID directors and members to government agencies, as well as other community and professional organizations;
- Develop and execute all board communications including operations and programming updates and governance documents;
- Coordinate all CID meetings and oversee communication functions including responding to internal/external inquiries and developing agendas, minutes, reports, newsletters, and other communications;
- Assist in the ongoing recruitment of board members including outreach and development;
- Act as staff to the Board and its committees and serve as the Board's liaison to the community-at-large, as well as maintain accurate information about retail availability and statistical and economic indicators;
- Seek out methods to continuously improve the efficiency and effectiveness of the organization and its programs;
- Identify opportunities for economic development within the CID;
- Cultivate and maintain effective relationships, and actively engage with businesses, residents, property owners, public officials, community leaders and the media;
- Oversee all aspects of major retail promotions and district special events, including sponsorship solicitation;
- Cultivate and expand relationships with corporate, community, government, and institutional partners to carry out CID's mission and objectives;
- Set and maintain high standards of quality (ie. accuracy, thoroughness and degree of excellence in work) for the CID's programs; AND
- Perform other functions that may be deemed appropriate by the Board.

The Candidate

The ideal candidate will be a critical thinker with a dynamic and engaging personality, strong communication skills, a solid understanding of industry practices, a demonstrated ability to build partnerships, and a track record of delivering results. They will have a self-directed and deadline oriented mindset, and be a capable researcher and writer with experience working in high-stress stress environments that require creative problem solving skills. The ideal candidate will be diplomatic, tactful, culturally sensitive, and confident in maintaining productive relationships with law enforcement, elected officials, community members, and business owners. They will be patient, open-minded and diligent. The candidate will have 5+ years of experience working in

some combination of the following areas: economic development, non-profit management, government/public policy, retail or tourism promotion or urban planning. A Master's degree in a related field or comparable experience is preferred.

Qualifications:

- Familiarity with urban planning, community and economic development practices and principles
- Experience preparing legal documents and managing legal procedures
- Detail oriented; able to juggle multiple projects at once
- Proven track record in successful grant-writing and research projects
- Ability to organize and lead large groups of people
- Comfortable speaking to diverse groups of people in a public setting
- Ability to work flexible hours, including evenings and weekends
- Ability to balance strong day-to-day management and administrative needs with visionary thinking
- A record of leadership and success in strategic planning and problem solving
- Demonstrated success working as a sole practitioner or in another self-directed environment
- Experience managing staff, consultants, and contractors
- Substantive budget and financial management experience
- Familiarity with the retail and/or small-business climate
- Marketing and special event programming experience
- Experience working with municipal government offices and officials
- Ability to work with diverse business and community leaders
- Ability to coordinate community outreach among multiple stakeholders and interest groups.
- Bilingual in Spanish preferred
- Proficient in Adobe Suite and Microsoft Office
- Transportation required

Salary and Benefits

Salary and benefits are commensurate with qualifications and experience.

Questions

What does a culturally and economically viable business district look like to you?

What challenges have you experienced in your professional career dealing with parties of differing cultural backgrounds? How did you overcome these challenges?

Please describe your methodology for maintaining an organized work environment.