

**October 9th, 2018**

**Cherokee Street CID Meeting of the Board of Directors**

**Call to order:** 10:19 AM

**Present:** Justin H., Rebecca Bolte, Mark Nevelow, Mike Glodeck, Jessica Douglas, Jason Deem, Will L., Dasia Vence, John Joern.

**Approval of previous meeting minutes:** Motion to approve: Jason, 2nd Mark. All in favor all. Approved.

**Treasurer's report:** Mark is taking over the treasury. In the meantime, it is still Rebecca. There is one mistake in the rent portion of the Profit and Loss. It should be only 420 a month. It will be adjusted. We have 100k in the bank.

**Administrator's report:** Draft by the 25th of the annual report.

**Website bids:** Jason Deem was excited to see R.J. Hartbeck listed. Great visionary photographer. Bare bones functionality is not what we're after. I want other streets like ours in Nashville etc. to be looking at ours as an example. Design is more of my concerns. All 4 of these bids are in WordPress.

Rebecca, can we approve a budget of 8k? John Joern, regarding R.J. Hartbeck- he has the rights to tons of Cherokee street content and knows the businesses in and out. He is and gets our market. I was super happy we he came and said something about Cherokee street. He was very excited to do this project.

Rebecca would like to see some of his website examples. Maybe we should talk to him about our branding package.

Rebecca call for a motion to approve for an 8k budget Mark Nevelow made a motion, 2nd Mike Glodeck, all in favor: all.

We would like it to include a Visual map, Street directory. Empty available properties as well, Events calendar.

Jason would feel good about using Toky or atomic dust for branding. Then we take that logo to the 3k website designer.

Jason: We used Brevity for southside spaces. We used Fran foster who does a lot for Mud House. 3-6k for branding. We have typically paid that much, you get a logo and a couple different formats, monochrome, 1 color 2 color, use type use this font here is how we should display this. They give very explicit instructions, so it looks great.

Let's get the other quotes and Sarah email the board as soon as you get atomic and twig.

Have a choice made over email and have a meeting set up with a branding company by next month.

Mark: camera bids. We don't have a bid from city's finest. But I think it is too high. Will: 16-24k for just this building. One intersection was 64k. 64k x8 blocks is 500k. It's crazy.

Pending a final quote but not going to work out.

Mark is not happy with the ADT bid, ADT is happy to negotiate. One way we have lower up front and higher monthly and vice versa. It crosses and balances out at about 3 years. After about 3 years the lease is not in our interest. I am sure they would give new cameras after 3 years. Mark is not comfortable because he does not trust ADT. They are a high churn sales organization, and what you hear and what you get are not the same. I am not kicking them out, but I am dubious that they represent a good choice.

Plan C which is looking more attractive. The Costco approach to identify a single product. What I want to do is find a system and a contractor who would do all of these installs/ Ask for a price. Match program, say we have a package for you, standardized. One common system of islands. Must have a charter internet line per building. The business must match some, first we target corners. If not, next business down. Would be over a few years. Maybe the business can pay ¼ of that. Mark thinks we need to have a program ready. Contractor, system, negotiated price. Scale buy in.

What about those who have systems in place? Many do. Redundancy isn't a problem. We don't currently have access to all the cameras. We would like to have Sarah access them. Not everyone would be comfortable sharing perhaps.

This might be good for us to have something visible, this should not be our first spending choice to showcase what we are doing with the CID funds.

Subsidizing individual businesses. Talk about it in terms of investing with business on the street it sounds better. People understand the benefit.

Rolling islands of security that benefit people that put them in like Elaine's, I was looking for an infrastructure, but we would have access. I think it is ideal but financially it may not work.

Mark next step contractors of the scope and a fixed price. Will could beta test. How do we get the word out? Let's go to someone who doesn't have any camera infrastructure. Flowers and Weeds. Good spot.

**1095 lawncare approval?** Jessica thinks there is not that much grass to cut. But there are lots of weeds. Seems expensive. Already approved if it is \$800. We must get more bids if it goes over.

Will made a motion to approve 1k. Jessica 2nd, all in favor: all.

**Minority Business Committee.** Kaveh has not started yet. Find out from Kaveh if he wants to continue.

**Frank:** Extra 200\$ a month to dump the trash a month. Weeding? Dollar raise maybe?

Rebecca: let's talk about a raise at the beginning of next year. Don't worry about the weeds. We can have a review at the start of the year.

Let's agree to remove the lids. Mark will remove them and store them in his basement. Will and mark can do this.

**Adjourned 11:26 am.**