

CID BOD MEETING MINUTES

DECEMBER, 11TH 2018

Call to order: 10:09 AM

Members present: Do have quorum. Mike, Mark, Jessica, Rebecca, Sarah, Will. John.

Approval of previous minutes: John 1st, Jessica second, all in favor-6- 0 opposed.

Treasurer's report: What happened was I did not properly pass off payroll and Sarah was not paid. We will have training and fix the problem in the future.

New business: Harrison Bohn is here to present his application and discuss why he would like to join the board. I have been working here for 7 years, I am a landlord. My company has 107 units. I love on Ohio to live closer to what I invested in. I have years of background in finance and I want to make my neighborhood better. I would like to help in any way and throw in my 2 cents. I am fairly conservative, I like to see how everyone can succeed down here. I can not do so on my own, there must be a way to work together and Cherokee is the main driver on how we can make this work together. I am happy to help in any way possible.

Safety is my main concern. I don't think it is bad, but people are worried about coming down to the area. I want hem to come down and make it safe. I think I can help out in that way. Keeping it clean is another thing. It is much more appetizing when it is clean. I pick up 10 bags of trash a day. Urban Living STL is my company. I can make all the meetings.

Mark will talk with Brandin Vaughn.

Beautification update: Meeting yesterday, getting planters 17th, getting greens that week and maybe even bulbs. Free bulbs from Brightside. Delaying trash walk to spring to push for better attendance. Working on volunteer gardening crew. Push the businesses outside to take care of them.

Want to add the cans Nebraska to Gravois. Maybe negotiate that Frank would dump those in an alley dumpster. Hire someone once a week to pick up the entire CID. Following up with Republic. Maybe someone to clean one alley a week. Sarah will talk to Frank about this. And quotes from Republic and others. Totes: buying reusable bags for 1.66 selling to shops at cost and then having the shops sell the bags to the public at 2.00 each. Motion to approve John, second Mark, all in favor 6 none approved. Wait until Toky branding.

Public Safety Update: Cameras: identified 2 different hardware systems we want to pilot. I picked up a few ring systems at Costco. We want to put them on 2 people's houses and see what they capture. Want to test. \$200 each. If we subsidize, we want to make sure we can access multiple of these cameras through a single console.

12 camera indoor outdoor system as well. So, we can see alleyways etc. 2k per systems with hardware and installation. I want to test a few to see if that is true. On Amazon and amazon provides the local

installer. I want to make sure we can access those cameras from a common console. Need to access the log in information. We want the property owners to subsidize. For the pilot it should be free. Will can help organize this. One Cherokee Cuts, and one at STL Style House. Mark will reach out for the debit card. Elaine's sandwiches for the 2nd ring system for one of the residential properties.

We can add coverage little by little.

Marketing committee update: Project X. Met with Shaeera and who has given us a proposal which we agree needs revision and more definition. Directionally correct. In 2 phases, her concern was whether she was piloting the whole operation and between her and the board members. I asked her for a bid for the entire thing. She prefers this. Phase 1 PR, production of the event and planning, fundraising and partnerships, project management, 15k 10-12 weeks. Large cost to produce but if we get sponsorships it reduces our cost. The goal of p1 is to generate sponsorship and partner ship which pays for phase 2, this is our operating theory. We don't know who else to ask for a 2nd bid.

Someone at SLU in the entrepreneurship program maybe able to. John will forward what she has put together to Jessica. Arch grants may be a great resource. Maybe the winner could automatically get an Arch grant.

Large metropolitan broadcast for the area. Also helps us as a street curate 3 businesses we think fit the bill and succeed. New business and marketing halo. Broad message that we are actively seeking.

Minority Business:

Community Development: check to Alexa for the CSDL. 10k.

Admin Report:

RFT ads: Rebecca met with the RFT. 1k per ad buy 3 half a page ads, we would be responsible for filling that. We would resell these discounted ads to businesses. I would like to go forward with it-R. 333.00 per ad. Plus 2 digital premiums and a social media post. Mark made a motion, Will 2nd. All in favor 5, none opposed.

Next board meeting in January. Will vote on candidates.

CSDL table discussion on the check until we work out board seats.

Rebecca will reach out to Alexa for an hour-long double board meeting.

Closed Session:

Adjourned 12:02