

December 2019 Board of Directors Meeting
Cherokee Street Community Improvement District
CALL TO ORDER
10:08 AM

In attendance:

Dasia Vence, Kaveh Razani, Mike Glodeck, Mark Nevelow, Jason Deem, Jessica Douglass, Will Lieberman, Jessie Chappel, Justin Harris, Kate Burrus

Absent: John Joern, Ron Strawbridge

MOTION TO APPROVE MINUTES:

Mike Glodeck makes a motion, Kaveh seconds. All in favor; None opposed.

Executive Director Update

Emily shared copies and reviewed the draft strategic plan for the CID and the draft budget for 2020. Board members are encouraged to review the plan and budget and provide feedback before the next board meeting in January. The budget and plan are laid out in calendar year format, with the expectation that a Fiscal Year budget will also be created and submitted according to our formal requirements in June.

Administrative Housekeeping

Board member replacement for Rebecca will be decided at the January meeting, with information on all applicants to be shared at or before that meeting.

Motion to approve \$150 annual membership to Hispanic Chamber

Jessica Douglass makes a motion, Kaveh seconds. All in favor, none opposed.

Motion to approve \$450 for Explore St. Louis Leisure Membership, with the hope that Emily can work to maximize Cherokee Street's use of this membership and that no businesses are pressured to participate.

Jessie Chappel makes a motion, Mark seconds. All in favor, none opposed.

Emily asked that all receipts for 2019 be submitted ASAP so that Emily and Mark can close out the year. She also made folks aware that she will be cutting a check to Cinco de Mayo STL to complete the 2019 sponsorship from the CID that was never paid.

Old Business

Cherokee Street Thanksgiving

Overall Thanksgiving went pretty well. Overall costs hover around \$2700, and around \$1600 came in for donations, making the cost to the CID roughly \$1100. Emily will create a formal debrief document with details on what went well and what can be improved. Left over supplies will be held in the CID office to be used at future events.

Print Bazaar 2019

Print Bazaar held last weekend was also a success with a high level of foot traffic. Venues off of Cherokee Street received fewer visitors and the Events Committee will troubleshoot about how to respond to those vendors and how to improve traffic in future years.

Things to consider for future years:

- Retain emphasis on print making and consider diversity of artists
- Potential to have a similar summer event that focuses on other types of makers
- Possibly include artist index on passport in future years

Cherokee CID Lawyer

Motion to approve proposal from Cook & Riley law firm for the CID's need for legal services.

Kaveh makes a motion, Mark seconds. All in favor; none opposed.

New Business

- Indi Hop

Park Central Development has sent over an MOU for 2020 Indi Hop event. Emily will review with Events Committee and Cook & Riley to ensure the agreement is clear and binding.

- Purchasing Cherokee Street Domains

Jason Deem, through his work with the CSBA, owns the rights to many of the relevant Cherokee Street web domains, including the new website's domain cherokeestreet.com. He has offered to sell all of the domains to the Cherokee CID at the cost that they were purchased for, \$5308.03, versus the current estimated value of \$9,558.00

Motion to purchase all Cherokee Street domains at \$5308.03.

Will Liebermann makes a motion, Kaveh seconds. Will, Kaveh, Kate, Jessica, Jessie, Justin, Dasia, Mark, Mike in favor. None opposed. Jason abstains.

Additional Announcements

Will shares his intentions to re-open 2720 as a full time venue in early 2020 and his hope to seek a letter of support from the Cherokee CID. The matter will be added to the agenda at the December 2019 public meeting.

Board Members discussed availability for the December public meeting and agreed to have a short meeting based on the time-sensitive items already added to the agenda.

Adjourn: 12:00 PM