

## September 2019 Board of Directors Meeting

### CALL TO ORDER

10:05AM

#### In attendance:

Ron Strawbridge, John Joern, Jason Deem, Mark Nevelow, Jessie Chappel, Jessie Douglass, Will Liebermann, Mike Glodeck, Kate Burrus

**Guest:** Eric Shultz

**Absent:** Rebecca Bolte, Justin Harris, Dasia Vance, Kaveh Razani

#### MOTION TO APPROVE MINUTES:

Mark Nevelow, John Joern seconds. All in favor; None opposed.

#### Executive Director Update

Emily gave an update of her work from the past month. She has met with 12/13 board members one on one, many business owners and residents, neighboring districts and neighborhood organizations. She also reviewed the use of a shared google drive for CID files and Asana for project management.

*Motion to give Shaheera Bhutto a \$100 gift card as a thank you gift for her time as Interim Administrator*

John Joern makes a motion, Will seconds. All in favor; None opposed.

#### Administrative Housekeeping

*Motion to approve Emily Thenhaus as signatory on the Cherokee CID bank account with Anheuser-Busch Credit Union and to approve Ron Strawbridge as signatory on this account when he is sworn as chair by the Board of Aldermen next month.*

Mark Nevelow makes a motion, John Joern seconds. All in favor; None opposed.

City Register Dionne Flowers to come to the next board meeting to ensure all board members are sworn in.

Because most board members were first appointed in 2017 and those that were up for expiration in 2019 have been reappointed, the next group elections for the board will take place Fall / Winter 2020 for those that need to be re-appointed in January 2021.

All present board members signed Memorandum of Agreement solidifying expectations for all board members and their participation in CID meetings and activities. Emily will follow up with Kaveh, Dasia, Justin and Rebecca.

## Old Business

### Cinco de Mayo 2020 (John, Kate & Eric)

The Cinco organizers presented how Cinco de Mayo could be structured either as a fundraiser or a marketing campaign. The organizers and the board agreed that Cinco should first and foremost be a marketing event.

Board discussed the creation of an umbrella non-profit for events, including Cinco and other events that are CID driven. This would not be in place of the CID events committee which would primarily work with other event hosts.

Challenges that need to be addressed going forward.

- Clarity and future funding commitment for Cinco organizers
- Finding ways of making the event more safe

Proposal:

- Contract with Cinco Organizers \$40,000 for staff from the CID (a team of 5)
- 30% of any profit made
- Autonomy to make the necessary decisions to garner the funding required to execute an event that can support the aim of Cinco De Mayo on Cherokee and the patronage of 50,000 people

Cinco challenges that need to be addressed going forward.

- Ensuring staffing (Cinco can no longer be a volunteer run event).
- Finding ways of making the event cleaner and safer and improving accessibility
- Limiting the liability of the CID and the neighborhood & better representing the best of the neighborhood
- Making the event more lucrative for the street/local vendors

A deeper dive discussion on Cinco 2020, the creation of an events non-profit and CID sponsorship for 2019 was set for Monday September 16th at 5:30 PM at Nebula (in place of the executive committee meeting). All board members are welcome/encouraged to attend. Emily will send out a call-in number.

## Secondary Officers

Emily presented proposal from SLMPD for the CID to hire secondary patrols directly from SLMPD at a rate of \$47.50/hour (or \$40 with CID covering insurance).

*Motion to pursue a 3-month pilot period with SLMPD using their insurance - to be hired in line with the data about when are the highest crime days/time periods - and to schedule a public meeting near the end of that 3 month period to share data and get feedback on public safety proposals on multiple fronts (cameras, secondary, other environmental or people-centered proposals).*

*Will Leiberman makes a motion, Ron Strawbridge seconds. All in favor; None opposed.*

## **New Business**

- **Annual report**

Emily to draft up simplified annual report (similar to South Grand style), to be completed and submitted by the end of October.

*Motion to approve Charlie Nowell at a base rate of \$60/hour as the primary graphic designer for the Cherokee Street CID*

*All in favor; None opposed*

- **Strategic Plan Retreat**

Ron and Emily discussed the value in having a 1 - 2 day strategic retreat to work on a multi-year plan for the CID, address a few thorny issues that come up regularly at CID meetings and build relationships among board members.

Emily to draft up a poll to gauge availability & interest

## **Cherokee Street Jazz Crawl**

*Motion to approve a \$2,500 sponsorship of Cherokee Street Jazz Crawl 2019*

*Jason makes a motion, Kate seconds. All in favor; None opposed.*

## **Spookapalooza 2019**

*Motion to approve \$1,000 sponsorship of Spookapalooza 2019*

*All in favor; None opposed*

## **Missouri Main Street Initiative**

*The board expressed support to find ways of collaborating with the Cherokee Lemp District but did not endorse pursuing participation the Urban Main program.*

**Adjourn: 12:05 PM**