

CID BOD Meeting February 12, 2019

In Attendance: Kaveh Razani, Jason Deem, Will Liebermann, Jessie Chappell, Kate Buress, Mike Glodeck, Mark Nevelow, Justin H.? John Joern.

Call to order: 10:15am

Approval of previous minutes: Mark Motion Kaveh second all in favor 7. None opposed.

Treasurer's Report: Change the sheets to fiscal year. July 1<sup>st</sup>- June 30<sup>th</sup>. Sarah will add them to the website. We should only hire vendors that are insured and provide insurance Mark met with Beck and is creating a form. Also making an agreement for the cameras, we are not hiring the contractor but creating the package. The relationship between the installer and the property owner is their own.

Mark makes a motion to pay both entities who had windows damaged: Le Criss, and Nebula. Second John all in favor 7. 1 abstained.

Beautification update: Tote bags? Price out reusable totes that are more study.

Branding: May be used on the new RFT ads. Letterhead, sigs. Not for Facebook.

Business Development: Welcome packet- Sarah can use branding.

Public Safety: John ring system- not done yet. Might hire a contractor. Mark will hook up with a new contractor this week, recommended by Will. Perhaps Wednesday.

Marketing: Charlie Knoll who will do the website development, after going through and building a strong framework, Charlie had to reassess. It is a larger scope of work. Knowing more details, he redid the bid and it isn't gated, but it is staged in a time stamp. Payments are milestone based. Multi-phase system. Total cost of \$6500. John will send the information to the board along with links to Charlie's previous work.

Motion to approve 6500, Will, 2<sup>nd</sup> Kaveh. All approved- 8 0 opposed.

Brea banners- higher than expected- 22k. If we order the banner mounts ourselves and gets them printed online instead of Engraphix and Jason fixes the bucket truck it could be less. Brea will pay for artist stipends. 65 total banners, 15k perhaps if we are creative about it and piecemeal. Kaveh motion to approve 15k, Mark 2<sup>nd</sup> all in favor 8 0 opposed. Kate has a contact to hang pole banners. Kate will reach out to Brea to help.

John: Cherokee Village and Cinco de Mayo: New activation to build into cinco- corner of Texas and Cherokee the empty lot. The goal is to create a less chaotic environment inside of this chaotic festival to create a vibe. Part of this idea is to bring in businesses that would be apprehensive to be involved in this event. Just want to be present. An aspect like a mercantile, a one stop shop- cinco merch, band merch, involvement of the CID and possibly pushing out branded tee-shirts and bags. To incentivize our relationship with artfarm, using their point of sale, proceeds to the CSDL. Liquor booth made 9k for csdl last year. The idea is double or triple the sales that could go back to the CSDL. Still in talks with Artfarm, but it would be an asset if the CID would be involved. Sold out last year. Working with Carlos Zemora and he has great ideas. He put 4 amazing options in front of us, better than el diablo. His work was in an international latino poster art festival. He won. In Brooklyn- and he was booked a gig to do pier 31 in Chelsea. John will keep us posted.

Social Media Plan: Please review

Mark Nevelow: Dasia is overcommitted, missed many meetings in a row and is very busy. She may want to contribute as a committee member, but not a board member. She is great at events and very capable, but if she can not attend board meetings we should consider asking her to step down.

Closed session: