

## MINUTES

CID Board of Directors Meeting  
September 10, 2024  
8:30 AM

**-CHEROKEE-**  
**STREET**

In attendance: Ley Woods, Kaveh Razani, Effrem Grettenberger,  
Jason Deem, Will Lieberman,  
On Zoom: Jessie Chappel, Curtis York, Brennan England  
Absent: Mike Samad, Brandin Vaughn,

1. **Call to Order: 9:00 AM**
2. **Approval of July Board Meeting Minutes** Motion to approve: Ley, 2nd Kaveh. All in favor. None opposed
3. **Administrative Housekeeping**
  - a. Financial Reports
  - b. Board Elections - January seats up for renewal, 2 open seats, Mike Samad, Jessie Chappel, Brandin Vaughn, Brennan England, Curtis York;
    - i. Nominations to be launched in October. Early January deadline
    - ii. Addition to nominations process: candidate submit response to questions regarding their intentions.
      1. How do you see your strengths or skills contributing to the CID/street?
      2. What kind of impact or change do you hope to bring about through your involvement?
    - iii. January public meeting elections
  - c. Professional Development / RVP Conference
    - i. National conference being held in St. Louis relevant to community. Directors discussed whether to create a conference/professional development policy for the organization or handle requests as they come. For the sake of time, directors chose to handle this on a case by case basis.
    - ii. Motion to cover half of registration for CID Staff Sara Levin to attend RVP Conference in October: Kaveh, 2nd Ley
4. **Executive Director Report:** (XL Meeting Recap, Recent Work)
  - a. Emily shared recent business openings/closing. Directors suggested we present this info with an annual lens versus monthly/bimonthly. Emily shared recent work of the CID, including adding new prospective business pages on the website with resources and FAQs. She shared recent work on Love Bank Park, events sponsored and crime data analysis work.
  - b. New large format committees had underwhelming attendance. Directors brainstormed ways or expanding engagement, including text reminders or rotating facilitation. Staff committed to exploring text options.

**NOTE:** *These minutes may not have been reviewed or approved by the Cherokee CID Board of Directors. They will be reviewed on November 12th, 2024. If these minutes are electronically listed on [cherokeestreet.com](http://cherokeestreet.com) after that date, the reviewers made no changes and they were approved as is.*

## 5. Old Business

- a. Parking Lots — Directors agreed to pay for signage design at the city-owned lots on Texas & Ohio pending confirmation from the treasurer's office that they will pay for production and installation.
- b. Lighting Program Pilot — Emily reviewed terms for the proposed lighting project that would add both exterior pedestrian lighting and storefront lighting to private properties within the district. Directors had no issues with presented terms.
- c. Trash Removal & Sweeping Contracts — Directors reviewed bids received for trash removal from SCA, Regency & Katsam, and requested to follow up for more information. Emily will gather more information and reconnect on email.
- d. Graffiti Removal + Prevention — Directors weighed how to assist either in graffiti prevention or removal, including exploring contracting the service directly to expedite the process and not wait for Brightside; better understanding the SLMPD response to graffiti; and doing personal outreach to those involved. No consensus was reached on how to deal with the issue at this meeting.

## 6. New Business

- a. Gravois Jefferson Neighborhood Plan Implementation Committee — Didn't get to discuss at the meeting
- b. Small Business Safety Guide — Didn't get to discuss at the meeting
- c. Holiday Decor + Marketing — Didn't get to discuss at the meeting

## 7. Additional Items/ Public Comments

- a. Concerns raised over timeliness for meetings and lack of in-person attendance. Directors discussed keeping zoom as a listen-in option only and not one that can be substituted for in person attendance and voting. Next meeting moved to 9:00 AM to encourage an on time start.

Motion to Adjourn by Ley, Kaveh 2nd. 10:30 AM.

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