

**DUTCHTOWN COMMUNITY IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
December 01, 2020, 5:30 p.m. CST**

Online at

<https://us02web.zoom.us/j/87151034440?pwd=dVNRK0M5MHBFWWNGOE9NeXBmb2x2QT09>

MINUTES

Board Attendees:

Brandon Jacobson (X)	Tony Anderson (X)	Stephanie Limmer (X)
Caya Aufiero (X)	Michael Powers (X)	
La Gwenda Sims (X)	Fadumo Sheikh Hassan (X)	

1. Call to Order at 5:37pm
2. Approval of September & October meeting minutes
 - a. Brandon will send out for approval via email vote
3. Secretary's Report
 - a. Nothing to report this month
4. Treasurer's Report
 - a. Nothing to report this month
5. Old Business
 - a. CID Expansion to Louisiana
 - i. Plan is to move forward in 2021. Nate has spreadsheet setup and ready to go. Will be talking to Joel soon about doing outreach.
 - b. Halal Store payment follow-up
 - i. Check has not been written, but Stevie will complete on 12/2 after confirming final amount with Brandon
 - c. Wayfinding Project SWOT Analysis Update
 - i. One of the potential signs was torn down from an accident. Waiting on update. Michael is still trying to schedule meetings with the appropriate folks to move forward
6. New Business/Open Discussion
 - a. UrbanMain Training Requirements
7. Committee Reports at 6:00pm
 - a. Safe, Clean, & Green– Brandon Jacobsen/John Chen

- i. Will be putting together an RFP for mulching flower beds along the CID footprint. Have done initial canvassing and need to narrow down to top-priority areas to focus on for this round
 - ii. Jim Whyte from CWE was a guest at our last meeting to discuss the safety and surveillance systems that they have in place. The goal is to have a network of cameras in place with shared data access. Still in the research phase.
 - iii. Block Organizing: Working with Joel Sillman and Amanda Giles to add new blocks currently
 - b. Organization Committee – Jessica Payne
 - i. Hoping to have a full meeting this month and get “organized” for 2021
 - c. Design – Adina O’Neal/Lagina Taylor
 - i. NIC Redesign: We have the majority of the painting complete. We have more work being completed on the 8th for installation for electrical outlets. There may be volunteer opportunities coming up, we will let you know.
 - d. Promotions – Nick Findley/Janessa West
 - i. Set up DonorBox to be able to accept recurring donations via PayPal and will add Stripe capabilities. We are looking to do a more focused campaign in 2021 to drive monthly donors.
 - ii. We set our 2021 Movie Nights for 6/5, 7/24/, 8/28 (Likely a dive in movie)
 - iii. We created a brochure to speak to what DT2 can provide for our businesses. We also handed out “Support Dutchtown” window clings
 - iv. We have a new business resource business page at dutchtownstl.org/business
 - v. Sent an email for supporting Dutchtown Businesses on Friday of last week
 - vi. Produce first in series of walk-through guides to demonstrate how to get on Google My Business pages. There will be a 2nd part and additional videos on social media set up, etc.
 - vii. We shot and produced a video for Logan Kid’s Resale along with a website feature
 - viii. Started a new YouTube Channel for DT2
 - ix. Next showcase business will be Cheryl Harris at Kwamboka
 - x. Today is Giving Tuesday. We highlighted the NIC fundraiser as well as links for donating to DT2 and our area partners
 - xi. We are almost out of Dutchtown Proud signs from the last funding allocations - 10 left at the NIC
 - e. Economic Vitality – Nate Lindsey
 - i. We completed the Business Support pamphlet with the Promotions Committee and handed them out to the businesses on Meramac. Stickers and brochures are still available at the NIC
 - ii. Economic Vitality is utilizing Microsoft Plan App within Team to create tasks based on the MMSC Action Plan for our committee. We are laying the groundwork for creating a loose affiliation of businesses
 - iii. We are lacking a good list-serve to be able to contact our businesses so we are working to build this out.
 - iv. Planning to launch a monthly Coffee Morning for business owners to network and get informed on our activities.
 - v. Will be discussing After Hours as well as cash-register ringing events for the upcoming months

Adjournment and next meeting – January 5, 2021, 5:30 pm via Teams