

**DUTCHTOWN COMMUNITY IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING  
January 05, 2021, 5:30 p.m. CST**

**Online via Microsoft Teams**

[Meeting Link](#)

**AGENDA**

Commented [JP1]: @Brandon Jacobsen

1. Call to Order at 5:30pm
2. Approval of previous meeting minutes
3. Secretary's Report
4. Treasurer's Report
5. Old Business
  - a. Wayfinding Project SWOT Analysis Update
6. New Business/Open Discussion
7. Committee Reports at 6:00pm
  - a. Safe, Clean, & Green– Brandon Jacobsen/John Chen
  - b. Organization Committee – Jessica Payne
  - c. Design – Adina O'Neal/Legina Taylor
  - d. Promotions – Nick Findley/Janessa West
  - e. Economic Vitality - Nate

**Adjournment and next meeting** – February 2, 2021, 5:30 pm via Teams

## MINUTES

### Board Attendees:

Brandon Jacobson (X)	Tony Duncan (X)	Stevie Limmer LaChance ( )
Caya Aufiero (X)	Michael Powers (X)	
La Gwenda Sims ( )	Fadumo Sheikh Hassan ( )	

1. Call to Order at 5:44pm
2. Approval of meeting minutes
  - a. Michael moves to approve to December meeting minutes, Caya seconds. All in favor.
  - b. Will approve September and October minutes via email.
3. Secretary's Report
  - a. No report this month.
4. Treasurer's Report
  - a. No report this month, but will send balance statement via email to the CID.
5. Old Business
  - a. Next meeting for the organization committee is January 19<sup>th</sup>. We will be talking about the wayfinding project at this meeting. Will coordinate with the promotions committee as needed.
6. New Business/Open Discussion
  - a. Budgets will need to be in to the CID by the 3<sup>rd</sup> week of February if possible, from all of the Urban Main committees. Draft budget for CID needs to be together in April for the CID so we can approve and send by the May 31 deadline.
  - b. CID Board Vacancy & Leadership
    - i. Brandon will be leaving the board this month.
    - ii. Caya is acting president at this point. Will be looking to fill positions on the board.
7. Committee Reports at 6:00pm
  - a. Safe, Clean, & Green– Brandon Jacobsen/John Chen
    - i. Have been working on developing a plan to mulch select planters around the CID footprint including: Virginia, Meramec, and near Crusoe's. Are completing canvassing to identify target locations and sourcing the mulch either free through ChipDrop or through a bid process. Will need roughly 18 yards of mulch which will likely be around \$1800-\$2000 for 48 planters. Will have bid awarded by February and mulch filled by March.
    - ii. Building out a camera and sensor network plan to implement. Will have two independent tracts for the pilot program: a managed network with the Flock cameras to capture license plates at intersections and the curated network with private cameras on a voluntary basis
  - b. Organization Committee – Jessica Payne

- i. Have reviewed the budget, the fundraising letter for the individual giving campaign, as well as an accountability structure for committees. Will be working on volunteer recruitment and retainment, resource development, wayfinding, and stakeholder engagement.
- c. Design – Adina O’Neal/Lagina Taylor
  - i. NIC project deadline was pushed back, but we have submitted all of the interim reporting documentation. The painting is complete and the lights and sunshades have been installed.
  - ii. We do still have building painting that needs to be completed as the weather allows. Sign John has been volunteering to do the final trim work to get this completed when he is able.
  - iii. Need to add gravel to the planters and find a way to anchor them to the buildings. Will also make a plan for painting the concrete barriers.
- d. Promotions – Nick Findley/Janessa West
  - i. Ribbon cutting at Forget Me Not with Channel 4 present on January 2<sup>nd</sup>.
  - ii. Put out the next Dutchtown Business Showcase video highlighting Juanita’s this morning. We have plans to do one feature video per month
  - iii. Janessa is working on the next Google My Business guide this month
  - iv. Ben Robinson is working on additional content and will do some neighborhood profiles with residents as well as business owners. Hope is to show a broad, diverse swath of neighbors
  - v. Will be focusing on a sustaining donor drive in January and February with direct mail, email and direct asks from board members.
  - vi. Hope to do a Dutchtown Discounts card this spring.
  - vii. Already have movie nights set and will be working towards sponsorship soon.
  - viii. Are looking into a street festival in the spring or some sort of Karnival.
- e. Economic Vitality – Nate Lindsey
  - i. Outdoors After Hours are on hold during the cold winter months. We hope to have these going again in March
  - ii. John is creating our business listserv so we can be in better contact
  - iii. We will be inviting business owners to a private Facebook group where they can interact and we can share resources easily
  - iv. Will be launching “Before Hours” coffee events
  - v. Will be talking about 3305 Meramec and the rejected MHDC package and ways that we can lobby for more federal funding support.

**CID Board Meeting Adjourned at 6:42pm**

**Next meeting** – February 2, 2021, 5:30 pm via Teams