



DRAFT

**DUTCHTOWN COMMUNITY IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING**

MINUTES

DATE: April 22, 2025

Attendance:

Directors Present: Caya Aufiero, Ann Smart, Dwayne Nelson, Mel Brockley, Fadumo Hassan, Dainielle Fox (via Teams Meet) Michael Powers (via Teams Meet)

Directors Excused:

Directors Absent:

Guests: Shannon and Paul – Magnetize, Ahmad Faez- Prospective new Board Member, Kyle Russel – Prospective new Board Member, LaTasha Smith - DTMS, Rob Carlson – DTMS, Shawn Stokes - Legislative Assistant for Alderman Cohn (via Teams Meet), Kyle Brandt-Lubart (via Teams Meet), Dallas Adams (via Teams Meet), Nate Lucena (via Teams Meet)

Call to Order:

Caya Aufiero called the meeting to order at 5:33 pm and announced a quorum was present. Introduction of guests to board members. Then announced the agenda was reordered and there was a time constraint due to the Magnetize Presentation.

Approval of March 2025 Board Minutes:

Due to time constraints, it was unanimously Tabled until the next meeting.

Secretary's Report: Ann Smart

1. Board recruitment- was open until April 8, 2025.

Treasurer's Report: Dainielle Fox

1. Financial Statements – Treasurer's Report, Balance Sheet, Bank Statement
 - a. Profit and Loss: \$-17,982.11
 - b. Total Assets: \$225,891.22
 - c. Bank balance of \$195,304.84
2. Nothing has been received from the City Assessor to date.

New Business:

1. Final Budget Meeting Date:
 - a. A When is a Good for Board Members will be sent out to decide the meeting date.
2. Audit and Best Practices:
 - a. Since the CID must be renewed by the voters next year, it was suggested to have an Audit & Best Practices report from a non-profit centric CPA.



- b. They typically run between \$4,000-\$10,000. Since DTCID is a simple organization, the price should be towards the lower side due to using a 3rd Party CPA currently.
 - c. This was previously attempted but was unable to work out.
 - d. Caya asked for anyone with recommendations to get bids to please send them to her or Dainielle to follow up with.
 - e.
3. Board Member Vote:
- a. The 2 candidates for the Open Board Position were announced they were asked to give a brief introduction to everyone.
 - a. **Ahmad Faez** – Owner of Prestige Motors (2 Locations) Montana and Grand and Grand and Meramec. He grew up in Dutchtown and is part of the first generation of Afghan immigrants that moved here and built a strong community with community centers (RESALAT Community Center), mosques, multiple grocery stores and more.
 - b. **Kyle Russel** – (started via Teams Meet and later appeared in person) – Started with mentioning the process between his last application and this one was not the same. He then accused The Board of being biased as there should be no limit on Board Seats and the needs haven't changed since his last application. Then Kyle accused the Board of bringing in Dainielle without making the opening public. He was informed that he was incorrect. Kyle told Michael, Ann & Caya to be quiet- that he didn't want to hear from them. He wanted to hear from other Board members. (In Person after the discussions below) – He was asked to re-introduce himself – He owns a home in Dutchtown and has several buildings in the area, one being on Virginia. He feels the funding the CID provides is not great and said Caya is a Dictator. When asked what other properties he owns in the neighborhood, he refused to answer. He then went back to his previous concerns from before.
 - 1. A group discussion started, the CID board confirming the process was the same, the only difference this time was that the process was put into writing for transparency and then disseminated.
 - 2. Kyle was informed that his response to the previous email informing him that he was not selected was rude and unprofessional. He did apologize.
 - b. Ann moved to vote for a candidate into the board position but did not receive a second.
 - c. Another call to order was made
 - d. Mel moved to table Ann's motion to next month, it was seconded by Dainielle. Ann's motion was tabled until next month by a 4-3 vote.
4. Trash Update:
- a. Jubilee Services is attempting to locate some additional liners for the trash cans that are currently missing them.
 - b. It was confirmed they are still on the Tuesday and Thursday schedule for the footprint.



LaTasha asked for Some trash cans on Virginia. Caya said we have a standing request in, but takes forever to get them. They run upwards of \$400 each

Old Business:

1. Magnetize Campaign Presentation:
 - a. Conducted a community wide survey
 - i. Great Qualitative Results – 46 total respondents
 1. 33 of 46 were Residents
 2. 5 of 13 were businesses
 3. 3 of the 5 were business owners who were residents
 - ii. Of all the Community Organizations, the CID was the most recognized followed by Dutchtown Mainstreet's and the Neighborhood Innovation Center.
 - iii. The CID was perceived as the Grant Maker for Dutchtown
 - iv. The negative feedback was that the CID needs more transparency for funding.
 - b. The Campaign with Primarily focus on Homeowners and Renters followed by Business Owners.
 - i. The Barriers:
 1. Homeowners on fixed incomes are worried about increased taxes
 2. Renters aren't concerned with property taxes
 3. Business Owners are also concerned about the increase in taxes
 - c. There will be 3 pillars of their messaging with the tone and voice being Accountable and Approachable:
 - i. Making Impact Easy
 1. Set it and forget it
 - ii. Inspiring Stewardship
 1. Volunteering
 2. Beautification
 - iii. Elevating Dutchtown
 - d. They laid out possible ideas for the campaign: Pride and Progress
 - i. The campaign needs to be "tangible"
 1. Porch Talks (more localized "Town Hall" style meetings on the neighbors' porches)



2. Live Feeds
 3. Social Media
 4. Local Influencers
- e. They usually try to line up the next meeting with Board Meetings but stated that since the vote for the Open Board position will be happening next month, that may not be the best time to get the feedback to proceed.

Open Floor:

1. Michael said that 40% of S. Grands LLCs don't live in the area (such as Family Dollar) and vacancies were mentioned and Porch Talks would probably not be happening. S. Grand has a lot of vacancies and needs more attention.
2. Mel asked how to make the CID Mission clearer on S. Grand, and it was noted by Michael that S. Grand from Meramec to Chippewa hasn't had any focus on it from any Dutchtown organization. The needs for S. Grand are known and is why the Board needs another Member from the S. Grand Leg to represent it and help with ideas and focus.
3. Operation Brightside is supposed to help with reported graffiti. CSB who organizes that, has been contacted and nothing has happened.
4. A strategic vision for S. Grand needs a committee as the neighbors there are feeling neglected. Ahmad said he was unaware of the CID until his second location opened at Meramec and Grand.
5. Kyle Russel then asked about why there is only one Board Seat open.
 - a. Caya and Shawn Stokes both mentioned the laws and statutes prevent more from being added without a lot of almost impossible changes.
6. LaTasha asked about the Lights on Virginia needing more funds to finalize the project as the costs have gone up from the previous grant request.
 - a. Caya requested Latasha to send updated information for the Board to Review to give the amount needed to finish the project.



Announcements:

1. For the good of the neighborhood:
 - a. After Hours is monthly on the 2nd Thursday from 5.30pm-7.30pm.
 - b. Safer Dutchtown Coffee Hour is hosted at the Neighborhood Innovation Center every month on the 2nd Saturday from 10am-12pm
 - c. Spring Fling on Virginia – April 26 from Noon-3pm – Virginia Pocket Park
 - d. Mom Up! Market and Fashion Show will be May 3rd and 4th
 - e. Safer Dutchtown Summit will be July 21st from 10am-1pm

Adjournment:

Ann moved to adjourn the meeting and it was seconded by Dwayne at 7:44pm, Motion unanimously carried, the Next meeting is **May 27, 2025** (4th Tuesday of each month) The meeting will be open to the public at the Neighborhood Innovation Center (NIC STL) 3207 Meramec, 63118 & online at <https://dutchtownstl.org/cidmeeting>

DUTCHTOWN COMMUNITY IMPROVEMENT DISTRICT

3207 Meramec Street, St. Louis, MO 63118 <https://dutchtownstl.org/cid>

Minutes submitted by Terry Coleman