



Regular Meeting of the Board of Directors
June 1, 2023 at 6:00 p.m.
South Euclid Community Center
1370 Victory Drive, South Euclid, Ohio 44121
Minutes

Board Members

Rick Krivanka, President
Lisa Mack, Vice President
Rita Ross, Secretary
Moe Romeo, Treasurer
Karen Poelking, Past President
Len Calabrese
Jillian Dinehart
Jessica Fitzgerald
Raja Belle Freeman
Patrick Hyland
Tammy Lease
Kim Scott
Michelle Taylor-Brooks
Denise Turner
Elaine Yeip

Executive Director

Annette Iwamoto

Programming & Communications Manager

Barbie McCann

AmeriCorps VISTA

Carl DeScott

Administrative Support

Barbara Latini

Absent

Steve Haynie
Patrick Kenney
Al Paynter

Joe Pollack
Keith Benjamin, Ex-Officio
Julie Mostov, Ex-Officio

The Regular Meeting of the One South Euclid Board of Directors was held at the South Euclid Community Center on Thursday June 1, 2023. President Rick Krivanka called the meeting to order at 6:01 p.m.

Secretary Rita Ross performed the roll call of board members. There was a quorum present.

Consent Agenda

- a. April 13, 2023 OSE Regular Board Meeting Minutes
- a. March - April Marketing Report
- b. 05/02/2023 Revitalization Committee Meeting Minutes
- c. 04/18/2023 May-Green Subcommittee Meeting Minutes
- d. 05/16/2023 May-Green Subcommittee Meeting Minutes
- e. 04/19/2023 Grants Committee Meeting Minutes
- f. 05/22/2023 Grants Committee Meeting Minutes
- g. 05/09/2023 Fundraising Committee Meeting Minutes

Patrick Hyland motioned to approve the Consent Agenda. Seconded by Karen Poelking. The board unanimously approved the Consent Agenda. (12-0-0) Jillian Dinehart, Raja Belle Freeman and Tammy Lease arrived after the vote.

President Rick Krivanka asked for three Board members to share a moment of gratitude for life in South Euclid:

Elaine Yeip is so grateful for her neighbors on Oakmount Road. A very kind neighbor cuts her grass for her. There are younger neighbors who have moved in and other neighbors that have been there for a long time.

Patrick Hyland likes the diversity in his neighborhood; those who've stayed and those moving in. It's a great mixture of people, young and old.

Len Calabrese was recently at a meeting welcoming immigrants. He likes the diversity in South Euclid and pointed out another city that we can look to as a great example of an economically sound and diverse city. He stated that the bustling city of Atlanta is too busy to show hate.

Finance Report

Moe Romeo, Treasurer, reported that the accounts are in good shape and stable. The property that OSE owns is also included in the assets.

Financials as of April 30, 2023:

1000 - Petty Cash	\$	182
1001 - PNC Checking	\$	16,225
1004 - Square	\$	796
1005 - KeyBank Checking	\$	232,093

1006 - SMG FCU Checking	\$ 100,935
1007 - SMG FCU Draft	\$ 1,328
1010 - PNC Payroll	\$ 501
1011 - PayPal	\$ 2,558
1022 - KeyBank Payroll	\$ 3,055
1100 - Accounts Receivable	\$ 3,000
1050 - KeyBank Purchase Card	\$ 635
Total Current Assets	\$ 361,310

Executive Director

Annette Iwamoto thanked those that marched in the parade and handed out flyers. She passed around a volunteer sheet so everyone could fill-in the times that they could work at INTERSECTION. To promote the theme “Come Together and Thrive”, paper flowers will be passed out so attendees can write their thoughts.

Annette stated that Barbie McCann’s one year anniversary as Marketing Director has arrived. Barbie noted there is a correction to the printing of our new tee shirts: Bonfire will remove the thin white line that was not included in the original artwork. She remarked that the marketing metrics show that everything is going well.

OSE received \$4000 from Legacy Village, applied for \$3000 from Ohio Arts Council and will apply for \$5000 for next year through Cuyahoga Arts and Culture. OSE also applied for a \$50,000 grant from the Mandel Foundation for among other things the Food Truck Park and the park at the NW corner of Mayfield and South Green; known to some as Pizza Park.

A new AmeriCorps VISTA for summer starts June 20 and will be working on a marketing plan. To everyone’s delight, Carl DeScott has agreed to stay on for another year. The Food Truck Park will have a soft-opening on June 8 from 11:00 a.m.- 2:00 p.m. Annette hopes that many people will come back to the Food Truck Park throughout the summer. Coasters with a QR code to ask for feedback will be available at the Food Truck Park.

Executive Committee

President Rick Krivanka asked Carl DeScott, AmeriCorps VISTA, to start his planned presentation: Implementation Plan for Businesses. He gave a thorough presentation that will help businesses. By helping businesses it will drive economic development in South Euclid. These are some of the points presented:

- Priority 1 - OSE should look to help improve businesses’ online presence, since the internet and social media are valuable tools.
- Priority 2 - Continue assistance in forming a Merchant Association in each of South Euclid’s economic districts.
- Priority 3 - Create various support programs, with the goal of establishing ways to attract new businesses, as well as retaining and uplifting existing South Euclid businesses as well.
- Encouraging businesses to keep up with repairs; partial renovation programs with deadlines.

- Results: potential increase in profit for businesses and more people coming to downtown.
- July 20 Business Mixer and a goal of having a mixer again in September.
- Goal to have a new merchant association by January 2024.
- Develop a three-year plan that ends in June 2026.

2024-2026 Strategic Plan

President Rick Krivanka explained that he would like to have input from the entire board for this first conversation about the 2024-2026 Strategic Plan. Committees will do much of the work but he would like the board to be engaged from the beginning and with the committee work that will come back to the entire board later in the process. Rick asked questions and wrote the responses on large poster-sized paper for all to see. Here are a couple of the questions and responses.

What do you most affirm and support in our statements of Mission, Vision and Values?

Board members answered with the words: thriving; vibrant; connection - the power of connections and how important it is for OSE build and improve connections; building connections to support economic growth; community engagement.

Rick invited further comments on points to consider adding. Board members responded with the words: address equality in all its aspects; regarding vision: lead and assist others; add emphasis on all that brings something for everyone; building and growing pride in living and working in South Euclid.

For each Goal area, what do you see as our 2-3 best accomplishments – things you are most grateful for?

Executive Committee Goals:

Board members responded: achievement in building a high-performing and quality staff with Annette Iwamoto as Executive Director and Barbie McCann as Manager of Programming and Communications; making much more progress because of staff; expertise that Annette brings as an experienced non-profit executive; Annette and Barbie have brought a knowledge base we did not have; new aspects of marketing and grant writing; things are being done so well with skills and experience that facilitate much better exposure in the wider community; great design insights on our website and communications; establishing our own OSE identity as both collaborative but distinct from the city - learning, growing, and developing great working relationships.

Governance Committee Goals:

Board members responded: feeling very welcome as a new board member and supported as the chair of the new Community Engagement Committee - so many awesome moments; appreciate the breadth of experience and commitment in our new Board members; continue to address the challenge in recruiting new board members; how can we better tell our story to the wider community – so more people understand: What is OSE? Need to foster a growing awareness about OSE and the opportunities to serve on committees and the board; try to engage more younger adults; participate in various community walks that serve others and help us to meet people; consider the potential of TikTok; build on good experience of seeking feedback from our community at Oktoberfest; connect with PTAs and other community organizations and build capacity for future OSE board and committee members.

Fundraising Committee Goals:

Board members responded: Started with low hanging opportunities; continue to ask “what more is possible”? Great to initiate Mingle at the Mansion / Mingle at Mayfield and Hometown Heroes; consider offering OSE mixers for new residents as well as sending welcoming mailings to new residents to build awareness and engagement with OSE; consider supporting scholarship opportunities.

Revitalization Committee Goals:

An article in cleveland.com noted that South Euclid is one of the five most sought after communities for young adults and families, singles, first time homeowners; successful work to upgrade homes and help people to keep their homes – a model for other communities; this committee has done an awesome job from the time of foreclosures to the present; need to get more businesses involved in revitalization and in helping to provide assistance for seniors.

The plan is to come back to the board again with feedback from each committee.

Governance Committee

President Rick Krivanka reported that a draft of the revised by-laws was included in the packet for this meeting. The revisions and additions were highlighted.

After an explanation of the motion by President Krivanka, Moe Romeo moved to approve the revisions and additions to Sections 5, 7, 8 and 9 regarding thanking outgoing members at the December board meeting, an orientation for new board members in January, and welcoming new members at their first meeting in February. Seconded by Michele Taylor-Brooks. The board unanimously approved the revisions and additions. (14-0-0) Lisa Mack needed to leave early before the vote.

Community Engagement Committee

Tammy Lease reported on Restaurant Week. China Jade Restaurant may not be able to participate because of an emergency health issue of the chef. Eleven restaurants chose to take part in One South Euclid's pilot Restaurant Week, June 1 - 7, 2023. A marketing plan was created and tactics, such as flyers, social media, website, e-news and media relations were used to draw awareness to the event.

Revitalization Committee

Annette Iwamoto reported that all homes by Smartland are on the market for sale. The Land Bank home on Wilmington Road is also for sale; OSE will receive 10% of the sale. There are vacant lots for sale; more interest for developers. The Mural ad hoc committee reviewed applications for a mural at The Johns-Carabelli business; the committee narrowed it down to two. There was a meeting with Allegro to get a developer for the OSE property on South Green Road between University Suburban Health Center and Ardendale Road.

Business Renovation Grants

Carl DeFranco did not sign an agreement in time for the business renovation grant. The committee will discuss later how to reuse those funds. Mini grants focus will be on block parties.

Fundraising Committee

Annette Iwamoto reported that fundraising tee shirts can be found via the OSE website on Bonfire. The tee shirts will be available for sale in sizes: medium, large and extra-large at INTERSECTION.

Mingle at Mayfield on October 19, 2023 - Tony Quarles offered to play music; no charge. Hometown Heroes nominations are open.

New Business (None)

Upcoming Events

- i. South Euclid Events: <https://www.onesoutheuclid.org/event>
 1. June-Sept Thursdays Community Market-Quarry Park N, 4–7pm
 2. 6/1 - 6/7 South Euclid Restaurant Week
 3. 6/4 Ray Rhode Concert-The Pop Tarts, Notre Dame College, 7pm
 4. 6/9 INTERSECTION, South Euclid Food Truck Park, 5pm–10pm
 5. 6/9–8/13 Food Truck Park, Th 5-10pm, Fri & Sat 11-2pm & 5-10, Sun 11-2pm: www.cityofsoutheuclid.com/foodtruckpark
 6. 6/10 Community Garage Sale, Community Center, 9am–2pm
 7. 6/18 Juneteenth Freedom Day-Garfield Mem.Church 11am-4pm
 8. 6/24-25 Gardenwalk, 11am-4pm,www.gardenwalksoutheuclid.com
 9. 7/2 Ray Rhode Concert-Akron Symphonic Winds, NDC–7pm
 10. 7/20 Business Appreciation Mixer
 11. 7/30 Ray Rhode Concert-Hillcrest Concert Band, NDC –7pm
 12. 8/1 Bexley Bash/Nat'l Night Out, Bexley Park, 6pm
- ii. One South Euclid Board and Committee Meetings
 1. 2023 Regular Board Meetings will be held at 6:00pm at the Community Center: August 3, October 5, December 14
 2. Fundraising Committee - June 13 & July 11 at 12pm (virtual)
 3. May-Green Subcommittee - June 20 & July 18 at 7pm (virtual)
 4. Revitalization Committee - June 6 & July 11 at 8:30am (City Hall)
 5. Community Engagement - June 14 & July 12 at 7pm, (OSE Office)
 6. Grants Committee - July 12 at 9:00am (OSE Office)

President Krivanka adjourned the meeting at 7:57 p.m.

Respectfully Submitted,
Barbara Latini, Administrative Support

(Proofread and approved by Secretary Rita Ross and Executive Director Annette Iwamoto)