



Annual Meeting of the Board of Directors
February 6, 2025 at 6:00 p.m.
South Euclid City Hall
Community Room – Second Floor
Minutes

Board Members

Pat Kenney, Vice President
Elaine Yeip, Secretary
Amy Crawford, Treasurer
Rick Krivanka, Immediate Past President

Michael Barb
Callie Cripps
Jessica Fitzgerald
James Frank
Steve Haynie
Callie Hopes
Lisa Mack
Al Paynter
Joe Pollack
David Spero

Ex-Officio

Julie Mostov

Executive Director

Programming and Communications Manager

Barbie McCann

Administrative Support

Karen Poelking for Barbara Latini

Absent

Keith Benjamin
Jillian Dinehart
Pat Hyland
Tammy Lease
Rita Ross
Natalie Stamper
Denise Turner

The 2025 One South Euclid Annual Board meeting was called to order at 6:34pm by Past President, Rick Krivanka, in the absence of newly elected President, Jillian Dinehart.

Secretary Elaine Yeip took roll call.

Consent Agenda

Rick Krivanka explained the purpose of a consent agenda for the benefit of new members. A consent agenda is meant to group routine items that don't necessarily require discussion into one item so not to have to vote on each item individually. This is done to save time for more important matters.

A motion was made by Al Paynter to accept the consent agenda as presented and Pat Kenney seconded the motion. The consent agenda was approved.

The items approved in the consent agenda were the:

- December 12, 2024, OSE Regular Board Meeting Minutes
- December 2024 Marketing Report
- 2024 Marketing Analysis
- 12/03/2024 Revitalization Committee Meeting Minutes
- 12/12/2024 NGP Grants Committee Meeting Minutes
- 12/10/2024 Fundraising Committee Meeting Minutes
- 01/22/2025 Executive Committee Report
- Governance Committee Report

The moment of gratitude was omitted for this meeting due to the special board meeting.

Finance Report

Past President Krivanka walked members through the three financial reports provided in the board packet. These included a financial statement of position (balance sheet), a financial statement of activities (revenue/expense activities) and the organization's budget (proposed vs. actuals).

He added that federal and county funds previously awarded to CDCs are "drying up" and other new revenue sources will need to be identified.

Referencing the operating budget, Mr. Krivanka noted the organization could likely continue its work for the next 2-3 years if all remained the same; however, it is important to look at least 3-5 years ahead to plan and prepare for future challenges and opportunities. With that, he emphasized the importance of board members understanding OSE's finances. To assist, a financial dashboard will be created to review at meetings. The dashboard will help members in analyzing OSE's health, identify trends and ultimately, make decisions.

Pat Kenney suggested that given board members fiduciary responsibility, it would be helpful to have copies of the financials made available ahead of time, so members can familiarize themselves with the numbers and be prepared to engage in better discussions at meetings. He added it might be beneficial to engage with a 3rd party service, if only temporary, to assist members and the new Executive Director in understanding the numbers, the reports and forecasting the budget.

This led to a review and update of OSE's relationship with outside accountants as well as what work is expected of them. Until recently, OSE had been working with Your Bean Counters for accounting services. But, due to some problems with the 990 filing as well as other items, OSE terminated the relationship with Your Bean Counters and retained the Acumen Group for support. Mr. Krivanka, with the Executive Committee, will review the engagement letter from Acumen to see exactly what services have been agreed to and determine if any further items need to be added. OSE's new Treasurer, Amy Crawford, will also be included in the discussion.

In the meantime, Jessical Fitzgerald suggested members who are interested in learning about generalities in non-profit finance should consider attending BVU training on the topic.

Executive Committee

Rick Krivanka thanked Amy Crawford for her leadership in conducting the search for the new Executive Director, Kristian Hunter.

He announced that former ED, Annette Iwamoto, has been providing up to 10 hours/week assistance since her departure and will continue to do so through Kristian's onboarding.

The Museum of American Porcelain Art office space will continue to be used, and a hybrid schedule will be worked out so that Kristian is reachable in the office 2 days/week and the other 3 days/week she will work remotely. Members were asked to give some thought to other possible office space in the city. While the Museum is a unique space, it is not readily accessible nor visible to the public. City Hall is not a viable option either. It is important to avoid the "optics" that OSE is a part of city government.

Future OSE staffing was addressed. Rick Krivanka and Len Calabrese met with Programming and Communications Manager, Barbie McCann, to review her role and responsibilities going forward. All agreed to make adjustments in Barbie's duties to free up Kristian as she comes on board. Along with the new/additional duties, Barbie received a salary increase that will reflect her added responsibilities.

Issues continue with the VISTA Volunteer program. The job has been pulled from online posting and will be revisited when Kristian gets settled.

Governance Committee

Committee Chair, Lisa Mack, had no report given the special meeting that was held just prior to the annual meeting.

Rick Krivanka announced that all new board members participated in orientation sessions prior to the evening meetings.

He added that all board members will be emailed the organization's conflict of interest policy. Each member is expected to read the policy then sign and return it ahead of or at the April board meeting.

Lastly, Rick Krivanka referred to the Self-Evaluation Summary report contained in the board packet. Eight (8) board members responded to the evaluation last fall. Mr. Krivanka encouraged members to review the survey and take time to reflect on the feedback and comments provided.

Community Engagement Committee

Committee co-chairs Jessica Fitzgerald and Amy Crawford reported the January 28 new resident happy hour at the Black Forest was a success. Twenty-five (25) new residents stopped by to connect with one another and OSE board members. Contact information was collected. A suggestion was made to connect this event with a Chamber event in the future. More happy hours will be scheduled.

Jessica Fitzgerald mentioned that the annual Intersection event will not be occurring this year after learning from Dan Subwick that the city is changing the events at the Food Truck Park this summer. This led to discussion about the Intersection event's "owner" and the need for clarity about the city's plans. A question about the storage location of OSE owned items such as the Adirondack chairs was also mentioned in relation to Intersection.

Looking ahead, volunteers will be needed for Rock the Block. David Spero asked who booked the musicians for this and other city-sponsored summer events. David will be connected to the appropriate individuals.

Community Engagement Committee meetings will be held at the South Euclid Library.

Fundraising Committee

Barbie McCann provided the Fundraising Committee report beginning with an adjusted timeline for the Hometown Heroes recognition. More preparation time is needed to handle the promotion and execution of the award that is part of Mingle at Mayfield that will be held on September 18, 2025. With that, the nominations for Hometown Heroes will open on March 17th. The deadline for selection will be May 1 and the confirmation deadline will be May 11.

End-of-year appeals occurred with mixed results. New events and ideas have been discussed by the committee to include a year-long 50/50 raffle and a spaghetti dinner(s) with special guest hosts (Jim Frank). It was also suggested that fundraising objectives be balanced with community engagement activities. These ideas and more will be shared with the new ED.

Marketing campaign updates were provided. Fourteen (14) vendors participated in the Shop Local campaign, the highest participation rate to date. The Reusable Bag initiative received positive feedback despite little retailer support with two stores planning to continue in the program. The Community Engagement committee's new resident happy hour increased visibility for OSE. Lastly, a \$2,500 donation from the Take a Lap Foundation was received in support of the Senior Landscaping Program.

Revitalization Committee

Rick Krivanka provided an update on Smartland noting the company has not cooperated with or communicated with OSE regarding the release fees that are due since the properties involved were removed from the MLS and re-listed on AirBNB. The Revitalization Committee is considering hiring legal counsel to review the claim; however, since City Council is contemplating a moratorium on AirBNB renewals, action was tabled until City Council makes its decision. Board members were reminded that this information (and all board meeting information) is confidential and not to be shared.

Learning that Cleveland lost the bid for a professional women's soccer team, the former Notre Dame College property remains for sale.

Sommers Real Estate Group continues building Ryan Homes on purchased parcels throughout the city. They may be interested in obtaining additional lots. Queen Ann Court development sold out within weeks with an anticipated ground-breaking in March/April. While there is continued interest in Ryan Homes, the hope is that new and different models will be proposed for construction going forward to avoid being a community filled with cookie cutter homes.

One of OSE's goals is to seek and form more partnerships. In past years, OSE partnered with Community Housing Solutions (ED Roger Carney) by providing funds to them to assist residents in making home repairs. CHS was able to leverage the funds OSE provided to them (\$10,000/yr) to accomplish over \$100,000/yr in repairs and renovations. Consideration is being made to contact the new ED, Pam Schuellerman, to revisit the relationship.

Julie Mostov announced that FutureHeights (Cleveland Heights) has named a new Executive Director, Lee Chilcote. It was recommended that Kristian reach out to him when she gets settled. This prompted the request that if any board member knows of someone Kristian should meet and talk with as she begins her role, please let her know and help her make contact, if possible.

New Business

Fiscal Sponsorship

OSE received a fiscal sponsorship application from *One Northeast Ohio*, a small grassroots group of area residents who are exploring ways to expand regional efforts that will decrease redundancies and expenses in local governments. A former board member, Karen Poelking, is a part of this group and was invited to explain the request and answer questions.

Karen clarified the group wants to establish a social media presence through the creation of a website. The website will highlight current initiatives and promote and encourage collaborative ideas around regionalism. Additional resources and links and podcasts will be added over time that provide research and studies that show the savings and benefits regionalism provides to citizens. This group is nonpartisan.

Funds for this project are available through a family account being held at the Cleveland Foundation. The family is supportive of the project and agrees with transferring the funds. One South Euclid will receive 5% of the initial deposit as a set-up fee and thereafter, a 5% administrative fee for any additional monies raised. Should there be no additional money raised in a year, a \$20 fee will be charged.

Karen left the room as the board discussed and voted on the application.

A motion was made and seconded to approve the fiscal sponsorship. A vote was taken, and the fiscal sponsorship application was approved.

Members were reminded of the upcoming events listed on the agenda.

Amy Crawford made a motion to adjourn the meeting. Pat Kenney seconded. The motion was unanimously approved, and Rick Krivanka adjourned the meeting at 8:04pm.

Respectfully submitted,
Karen Poelking
(Acting Administrative Support)