



## **Annual Meeting of the Board of Directors**

**February 3, 2022 at 6:00 p.m.**

**Virtually Via Google Meet**

**Minutes**

### **Board Members**

Karen Poelking, President

Lisa Mack, Vice President

Rita Ross, Secretary

Moe Romeo, Treasurer

Carol Fiorelli

Raja Belle Freeman

Steve Haynie

Patrick Hyland

Rick Krivanka

Tammy Lease

Curtis Orr

Al Paynter

Joe Pollack

Kimberly Scott

Michelle Taylor-Brooks

Denise Turner

Elaine Yeip

### **Ex-Officio**

Keith Benjamin

### **Executive Director**

Annette Iwamoto

### **Marketing Director**

Barbie McCann

### **Administrative Support**

Barbara Latini

**Absent**

Len Calabrese, Past President

Jim O'Toole, Ex-Officio

Beverly Burks

Curtis Orr

**Also Present**

Michael Love, Development Director

Daniel Subwick, Community Development Coordinator

**Guests**

Mayor Georgine Welo

Chanell Elston, City Council Member

Sara Continenza, City Council Member

The Annual Meeting of the One South Euclid Board of Directors was held virtually via Google Meet on Thursday February 3, 2022. President Karen Poelking called the meeting to order at 6:05 PM.

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

President Poelking welcomed the new members and asked each of them to introduce themselves and to share some information about themselves.

- Steve Haynie introduced himself and proudly introduced his 2 ½ year old daughter Maya who had entered the room while he was speaking. He explained how thrilled he and his wife were to have her because they had decided to adopt then found out that they were expecting Maya. Steve is the manager of the South Euclid Library and has lived in South Euclid for 17 years.
- Michelle Taylor-Brooks has lived in South Euclid on Westdale Road for 23 years. She loves the area. Michelle has worked for Alcoa for 27 years, the company is now called Howmet.
- Elaine Yeip's parents chose to live in South Euclid years ago. She lives on Oakmount Road. She is glad to be a part of One South Euclid. Elaine worked at The Citizens League, The City Club and recently retired from The Literary Cooperative.
- Joe Pollack has lived on Eastway Road since 1981. He worked with his father to build Pollack Studios. Since the year 2000, Pollack Studios has been located on Cedar near South Green Road. He and his wife raised three children, all of whom attended and graduated from the South Euclid/Lyndhurst schools.

Consent agenda:

- a. December 9, 2021 Regular Board Meeting Minutes
- b. December and Year End Marketing Reports
- c. December 7, 2021 Revitalization Committee Meeting Minutes
- d. January 4, 2022 Revitalization Committee Meeting Minutes
- e. January 18, 2022 May-Green Subcommittee Meeting Minutes

- f. December 7, 2021 Neighborhood Grant Subcommittee Minutes
- g. January 11, 2022 Neighborhood Grant Subcommittee Minutes

Pat Hyland motioned to approve the Consent Agenda. Seconded by Moe Romeo. The motion was unanimously approved. (15-0-0) Joe Pollack arrived after the vote.

**Executive Director**

Annette Iwamoto reported applications are open for the Neighborhood Grant Program: senior grass cutting and snow plowing, exterior home repairs and storefront renovations. There will be a virtual presentation for people to learn about the process for applying. Information is on the website for others to access the information. An article explaining the program was published on cleveland.com and in the Sun Messenger. March 4th is the deadline to submit an application. Decisions will be made by April or May.

One South Euclid was chosen to host an Americorps VISTA for support to assist with planning and facilitating community programs to assist business owners. The person who fills this position will help support small businesses and microenterprises. OSE will have the opportunity to apply for two more years. This is exciting news for OSE. The next step is advertising for a person to fill the position for a start date in June and serving for a full year.

**Marketing Director**

Barbie McCann submitted her 2021 Marketing Analytics report that was included in the packet. She suggested that everyone should check out our OSE website and invite others to also. Knowing the website address by heart is important: onesoutheuclid.org. The new website went online last May. Initially, there were 30 contacts subscribed to the e-newsletter and notifications; that number is up to 451 now. Grants and downtown revitalization were the most popular topics. In the past year, 68% of the viewers have been between ages 35-54. Social media advertising is up. Page reach was up 139% and it is even higher for Instagram. The most popular topics were about people and events. Annette Iwamoto added that Facebook is set up for donating now. OSE has already received donations.

**Finance Report**

Moe Romeo reported on the Financial Statement ending November 30, 2021. He opined that the report is very positive.

Financial Balance Sheet as of November 30, 2021:

Checking	\$ 7,852.84
KeyBank Checking	\$ 312,960.18
Sts. Margaret & Gregory Fed CU - Savings	\$ 102,081.43
Payroll	\$ 501.00
KeyBank Payroll	\$ 54.62
Paypal	\$ 1.47
Total Current Assets	\$ 423,451.54

The Year End 2021 Annual Financial Report will be completed in April.

Approval of the 2022 Budget - Moe Romeo asked Annette Iwamoto to go over the Budget since she prepared it. She stated that she is still wrapping up some revenue and expenses from last year. There is more revenue than anticipated and expenses were lower also, mostly due to the fact that she was hired in July. There will be a better picture in April for the 2021 Financial Report.

The budget that Annette Iwamoto put together with the executive committee was created by looking back at 2019 to see a year that wasn't affected by the pandemic. There was \$394,000 cash on hand with restricted funds and about \$200,000 of unrestricted funds. Revenue anticipated in 2022 was reviewed: verbal commitments from the city of \$300,000, a one-time allocation this year, the Build-Grow-Thrive program, less home-vacancies being available and the budget will be less as time goes on, were all discussed. The Cuyahoga County Community Development Supplemental Grant(CDSG) and Legacy Village Grant are anticipated to be received this year and go directly into the Neighborhood Grant Program and do not show up in the budget. The projected amount for fundraising has increased for 2022 with the plan to have the Mingle at the Mansion moved from the Telling Mansion to the Mayfield Country Club. The projected increase in contributions from members was increased for this year since we have more board members.

Expenses were then reviewed, starting with anticipated increase in expenses for the annual fundraiser. One South Euclid is budgeting for a consultant to help with video and social media and also bring on Barbie McCann as a staff member. Plans may include having a Realtor Day since funds are there for it. Public Art may be able to move forward since funds are there also.

Annette Iwamoto explained that it is important to increase and diversify revenue. There are a lot of ways to build on the success of the Mingle at the Mansion fundraiser. The resale of the properties that were donated to One South Euclid by the University Suburban Health Center Foundation may bring in more revenue than expected.

President Poelking stated that "we live within our means". The budget is conservative and needs to remain so. She thanked Mayor Welo and the city for the \$300,000 infusion to help One South Euclid. She said it's a momentum starter and the board is very grateful and appreciative. We need sources of revenue to provide for the Build-Grow-Thrive Program in the future.

Michelle Taylor-Brooks moved to approve the 2022 Budget. Seconded by Carol Fiorelli. The board unanimously approved the motion. (16-0-0)

### **Executive Committee**

President Karen Poelking reported that Sally Martin, housing director since 2008, has left her position and has begun a new position as the director of Building and Housing for the City of Cleveland under the leadership of the newly-elected Mayor Bibb.

Denise Turner previously volunteered to be a member of the Community Engagement Committee. The purpose of the committee is getting more residents involved and engaging with the community. The Fundraising Committee needs more members as well.

Historically, the executive committee held quarterly meetings with Mayor Welo. Starting that tradition again, the executive committee had a Zoom meeting with Mayor Welo. The city has a new Fire Chief Dave Csire and a new Ward 4 Councilman John Fahsbender replacing Jane Goodman who just retired from City Council.

Mayor Welo stated that the city we live in today is not the same city that it was three years ago. She shared some ways that she is looking at to make the city better. She would like to see expanded recreation events and more resources in our parks. She stated that the city doesn't have enough manpower to manage it all. The position for recreation director is needed to manage the parks which include or will include: bocce ball courts, community gardens, volleyball courts, repurposing the tennis courts, skating track and more.

Mayor Welo was happy to report about the positive article that was published on cleveland.com that featured South Euclid as one of five cities with sales of homes that are doing well. The median sale price in South Euclid from January through May 2021 was \$124,300, 19.3% more than last year and more than 45% higher than in 2017.

Sara Continenza has held meetings with young people to find out what they want. She wants to engage youth in the process. She is planning a Farmers Market at Quarry Park and working with Cleveland Heights so it can be a larger event. Partnering with them and sharing resources is how we do things with our neighboring communities. She is also working with Notre Dame College regarding a meet and greet with residents and stakeholders on March 16 at 6:00 PM at Notre Dame. Karen Poelking reported that the President of the college will speak at the event also. She also reminded the board about the Business Mixer on March 9th at 5:00 PM at Notre Dame.

### **Governance Committee**

Rick Krivanka, Chair, stated that an Orientation Meeting for new members will be scheduled in March. Other members are welcome to participate and will be notified of the date.

After Rick Krivanka's explanation for the need of a president-elect position and some discussion, Moe Romeo moved to approve revisions to Article IV of the By-laws, to institute a position of a President-Elect Officer on the board. Seconded by Al Paynter. The board unanimously approved the motion. (16-0-0)

After Rick Krivanka's explanation and some discussion, Elaine Yeip moved to approve the revisions to Article V of the By-laws to revise Executive Director Signature Power. Seconded by Pat Hyland. The board unanimously approved the motion. (16-0-0)

### **Revitalization Committee**

Carol Fiorelli, Chair, reported:

- There are currently \$96,000 pending sales and two new builds;
- Now lots are selling for \$15,000–\$20,000 rather than \$3,000–\$5,000;
- Akron Cleveland Housing Report showed an increase in average house sales from \$108,000 to \$161,000 from 2019-21.

Mayfield/Green Subcommittee

Carol Fiorelli reminded the board about the City Council Public Hearing for the rezoning of the three parcels on South Green Road and for mixed use commercial on February 28th at 6:00 PM.

She reported that there was a meeting with Harriet Slive and a gentleman who represented the Novicky Court neighbors. She stated that it was a good meeting because they shared a viewpoint of what they would like to see developed on the South Green Road lots by Ardendale. They would like to see something that promotes a community meeting place or a restaurant that promotes community togetherness. Carol Fiorelli encouraged them to join the Mayfield/Green Subcommittee. They also shared their concerns with the sports fields that backs up to their properties behind Sacred Heart of Jesus Parish. Carol welcomed others to join the Mayfield/Green Subcommittee meetings virtually on the 3rd Tuesday of each month.

### **Fundraising Committee**

Annette Iwamoto will be sending out a doodle poll to find out the best times to meet. We will be more successful if we start planning now.

### **Upcoming Events**

- a. South Euclid Events
  1. Zoning and Planning Committee Public Hearing on Expansion of Mayfield Green District via Webex  
February 28, 2022 / 6:00 PM
  2. South Euclid Business Appreciation Mixer at Notre Dame College  
March 9, 2022 / 5:00 PM - 7:30 PM
- b. Regular Board Meeting
  1. April 7, 2022 | 6:00 PM  
South Euclid Community Center & Google Meet
  2. The remainder of the 2022 Regular Board Meetings will be held on the first Thursday of every other month at 6:00 PM at the Community Center and via Google Meet.  
(2022 dates: June 2, August 4, October 6, December 1).

Denise Turner motioned to adjourn the meeting to go to the Special Board Meeting. Seconded by Michelle Taylor-Brooks. The board unanimously approved. President Poelking adjourned the meeting at 7:39 PM

Respectfully Submitted,

Barbara Latini, OSE Administrative Support

(Proofread and approved by Secretary Rita Ross)



**Special Meeting of the Board of Directors**  
**February 3, 2022 at 6:00 p.m.**  
**Virtually Via Google Meet**  
**Immediately following the Annual Meeting**  
**Minutes**

**Board Members**

Karen Poelking, President  
Lisa Mack, Vice President  
Rita Ross, Secretary  
Moe Romeo, Treasurer  
Carol Fiorelli  
Raja Belle Freeman  
Steve Haynie  
Patrick Hyland  
Rick Krivanka  
Tammy Lease  
Al Paynter  
Joe Pollack  
Kimberly Scott  
Michelle Taylor-Brooks  
Denise Turner  
Elaine Yeip

**Ex-Officio**

Keith Benjamin

**Executive Director**

Annette Iwamoto

**Marketing Director**

Barbie McCann

**Administrative Support**

Barbara Latini

**Absent**

Len Calabrese, Past President

Jim O'Toole, Ex-Officio

Beverly Burks

Curtis Orr

**Also Present**

Michael Love, Development Director

Daniel Subwick, Community Development Coordinator

**Guests**

Mayor Georgine Welo

Chanell Elston, City Council Member

Sara Continenza, City Council Member

The Special Meeting of the One South Euclid Board of Directors was held virtually via Google Meet on Thursday February 3, 2022 immediately following the Annual Meeting. President Karen Poelking called the meeting to order at 7:40 PM.

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

The Election of Officers

Governance Committee Slate of Officers:

- President Karen Poelking
- President-Elect Rick Krivanka
- Vice-President Lisa Mack
- Secretary Rita Ross
- Treasurer Moe Romeo

Denise Turner moved to approve the Governance Committee Slate of Officers. Seconded by Tammy Lease. The board unanimously approved the Slate. (16-0-0)

Mayor Georgine Welo performed the Swearing in Ceremony of New & Returning Board Members:

New Members Voted in by the Board on December 9, 2021 for a First Term for 3-years

- Michelle Taylor Brooks
- Steven Haynie
- Joseph Pollack
- Elaine Yeip

Continuing Board Members to Begin a Second Term for 3-years

- Patrick Hyland
- Denise Turner
- Tammy Lease

Continuing Board Members to Begin a Third Term for 3-years

- Len Calabrese
- Lisa Mack
- Moe Romeo

Appointed Members to a Term for 1-year (non-voting)

- City Council President Ruth Gray appointee: Keith Benjamin
- Mayor Georgine Welo appointee: TBD

Rick Krivanka will inform the board of the date for the meeting for new members.

Denise Turner motioned to adjourn the meeting. Seconded by Elaine Yeip. The board unanimously approved. (16-0-0)

Meeting adjourned at 7:53 PM

Respectfully submitted,

Barbara Latini, OSE Administrative Support

(Proofread and approved by Secretary Rita Ross)