



## **Regular Meeting of the Board of Directors**

**December 3, 2020 at 6 p.m.**

**Google Meet**

**Minutes**

### **Board Members**

Len Calabrese, President  
Vaughn Johnson, Vice-President  
Moe Romeo, Secretary/Interim Treasurer  
Lisa Mack, Immediate Past President  
Carol Fiorelli  
Patrick Hyland  
Rick Krivanka  
Curtis Orr  
Karen Poelking  
Rita Ross

### **Ex-Officio Members**

Jim O'Toole

### **Marketing Director**

Barbie McCann

### **Absent**

Keith Benjamin, Ex-Officio  
Brijin Boddy  
Beverly Burks  
Al Paynter  
Kimberly Scott

### **Also Present**

Michael Love, Economic Development Director  
Sally Martin, Housing Director  
Daniel Subwick, Community Development Coordinator

### **Guests**

Councilwoman Sara Continenza

K'Larissa Denson  
Lauren Lanham  
Karen Schaefer  
Yvonne Sanderson  
Mayor Georgine Welo

The Regular Meeting of the One South Euclid Board of Directors was held Virtually via Google Meet on Thursday, December 3, 2020. President Calabrese called the meeting to order at 6p.m.

Secretary Moe Romeo performed the roll call of board members.

President Calabrese asked if anyone had any changes or corrections to the minutes from the Regular Meeting on October 1, 2020. Patrick Hyland motioned to approve the minutes. Seconded by Carol Fiorelli. The board unanimously approved the minutes. (8-0-0) President Calabrese was included for this vote.

Len Calabrese introduced Karen Schaefer as a new nominee for an unexpired board term. Karen Schaefer shared some information about herself: she has been the executive director of The Heights-Hillcrest Regional Chamber of Commerce for close to 20 years and also served in a membership role. She has lived in the district for over 50 years and was very involved with the PTA at Adrian School. She stated that she is honored to be asked to serve on the Board. Karen's office for the Hillcrest Chamber of Commerce will be at the Telling Mansion.

Karen Poelking moved to have Karen Schaefer added to the Board. Seconded by Carol Fiorelli. The board unanimously approved. (8-0-0) President Calabrese was included for this vote. Curtis Orr and Rita Ross arrived after the vote.

Mayor Georgine Welo performed the swearing in of Karen Schaefer as a board member of One South Euclid. Mayor Welo congratulated her as the newest member of the board. Mayor Welo commented about the accomplishments of One South Euclid and the state of the city.

### **Finance Report**

Moe Romeo, Interim Treasurer, stated that the balance sheets and the income statement are in the packet. He indicated that he was unsure of the amount of money that will be coming in for 2021. Dan Subwick stated that the residential resale program has suffered because of the Covid-19 pandemic. There are some side yard expansions but there will not be the funds like years before. Foreclosed properties are not going to the city like in previous years. There are not as many distressed homes in the city so there will not be revenue coming in like in the past. However, there is enough money in reserve that will keep OSE in a good financial position. The board needs to look at new opportunities.

The Financial Report ending October 31, 2020:

PNC - Checking

\$ 160,225.27

Sts. Margaret & Gregory Fed CU - Savings	\$ 101,854.61
Payroll	\$ 501.00
Total Current Assets	\$ 266,093.38

### **Executive Committee**

President Calabrese stated that even though we are still going through the pandemic the city and the board have responded in positive ways. He sent out a letter asking board members to contribute to OSE and commented about the importance of having 100% participation.

The Annual Report was created by Barbie McCann. The postcard will be mailed out to 11,000+ households in the community.

Vaughn Johnson stated that OSE will be reaching out to foundations and the question that will be asked is whether or not OSE has 100% participation from the board. He reiterated that OSE needs 100% participation in the annual giving to OSE.

### **Revitalization Committee**

Carol Fiorelli, Chair, commented that Dan Subwick already gave a good summary. She stated that the net profit for the year is \$152, 516.63. She reported the following:

- There are no new houses that will be sold;
- 4313 Elmwood - side lot that was sold for \$2,458;
- May need to focus on new builds for the next few years;
- All but two of the owner-occupied grants have been completed. Fewer but larger grants were given out in 2020.
- Five storefront renovation grants were given out. All were completed except Spoto's - work is still being done and hopefully will be completed by the end of the year.
- There are pending lots for sale for new build - projected profit of \$38,000 for 6 lots however it is not expected to happen in 2020.

### **May/Green Action Committee**

Carol Fiorelli reported that the DART assessment, the walk through, and town hall meeting took place in October. Frances Jo Hamilton has been in contact and is working on a final report that should be coming any day. She did many interviews and the results of those will be in the final report also.

The plan to create a Landmark Commission is moving forward with City Council review and the process that needs to take place.

President Calabrese stated that there will be meetings after the first of the year with Council to renew the contract with One South Euclid.

## **Fundraising and Communications Committee**

In the absence of Brijin Boddy, Barbie McCann stated that the committee is looking at fundraising that will include the community. She indicated that the committee turned in the questionnaire for Strategic Planning.

Barbie McCann recommended that everyone look on the One South Euclid website or Facebook page for a link to the Bonfire.com website. Bonfire is the location of an OSE fundraising campaign that includes custom-designed OSE merchandise: hoodies, tee shirts, sweatshirts and tank tops for purchase. All profits will benefit Covid relief. The sale could raise between \$500 and \$600 if 50 shirts are sold. Those who buy the merchandise can also make a separate donation to OSE. Barbie asked everyone to share the information on Facebook. The processing fee is reduced from 8% to 3.5% for non-profits.

CLEan Express Auto Wash, 4365 Mayfield Rd (at Sheffield Road) is selling peppermint air fresheners for \$1.00 until December 25. The profits will benefit One South Euclid.

Barbie McCann reported the following:

- 2020 Annual Report - 11,000 postcards will be sent out to households.
- When doing business for OSE, she encouraged board members to use the OSE logo on their emails to help increase awareness of One South Euclid. She offered her assistance to anyone needing help.
- The OSU video posted on Facebook had a reach of 1,000 people and was viewed by 400. She is doing all she can to increase the awareness of OSE on social media.
- She will also be working on the format of the Strategic Plan.
- She mentioned that Friends of OSE is mentioned in the 2020 Annual Report with a link to the donation page on the OSE website.

## **Strategic Planning**

Karen Poelking, Chair of the Committee, Lisa Mack and Yvonne Sanderson are working on the Strategic Plan. The draft of the plan will be ready by the Board meeting in February. She stated that the committee received all the goals and work plans of the committees which were all very thoughtful, realistic and achievable.

Karen Poelking reported about the Strategic Plan:

- Refreshing the plan and making sure it reflects the current economic conditions caused by the pandemic.
- Build Grow Thrive - making sure the program is able to achieve realistic goals;
- Involvement in racial justice and inclusion;
- Two versions of Strategic Plan: one for marketing and fundraising that could accompany the Annual Report. An open letter to stakeholders will also be included. Second version will have more details.
- One homework assignment: committees to offer any revisions or edits.
- The draft can be edited for the final version at the February meeting.

The Governance Committee actually was held at the beginning of the meeting. Denise Turner and Scott Blevins will be sworn in as new board members at the meeting in February.

### **New Business**

#### **Cuyahoga County Community Development Supplemental Grant (CDSG)**

After President Calabrese explained and added that the \$50,000 is casino money from the county, Carol Fiorelli moved to authorize the Board of One South Euclid to submit an application for the Cuyahoga County Community Development Supplemental Grant in order to provide additional funding for the 2021 Neighborhood Grant Program's Exterior Home Repair Program. Seconded by Curtis Orr. The board unanimously approved the Resolution. (11-0-0) New member Karen Schaefer voted for the first time.

#### **2020 Annual Budget for One South Euclid**

Moe Romeo moved to approve the 2020 Annual Budget for One South Euclid as recommended by the Executive Committee. Seconded by Carol Fiorelli. The board unanimously approved the motion. (11-0-0)

#### **Bexley Park Update**

K'Larissa Denson, the new Bexley intern from Notre Dame College has been working with Raja Freeman. K'Larissa visited ten businesses regarding the raising of funds to repave the Pump Track and noticed that the businesses were hesitant about contributing because of the pandemic. She believes engaging on social media will be helpful and asked for others to follow them on social media. Councilwoman Sara Continenza indicated that she would like to work with a collaborative group and have businesses on board.

The One South Euclid Board Meetings will alternate each meeting from Wednesday to Thursday throughout the year. The Annual Meeting will probably be virtual but emails will inform and remind the Board.

#### **Upcoming Events:**

Annual Board Meeting  
Wednesday, February 3, 2021  
6 p.m. (place tbd)

President Len Calabrese adjourned the meeting at 7:26 p.m.

Respectfully Submitted,  
Barbara Latini  
One South Euclid Administrative Support

(Proofread and approved by Secretary Moe Romeo)