



Regular Meeting of the Board of Directors
August 4, 2022 at 6:00 p.m.
South Euclid Community Center & Virtually Via Google Meet
1370 Victory Drive, South Euclid, Ohio 44121
Minutes

Board Members

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

Ex-Officio

Julie Mostov

Executive Director

Annette Iwamoto

Programming & Communications Manager

Barbie McCann

Administrative Support

Barbara Latini

Absent

Keith Benjamin, Ex-Officio
Len Calabrese, Past President
Beverly Burks
Carol Fiorelli

Steve Haynie
Curtis Orr
Kim Scott

Also Present

Carl DeScott
Michael Love, Planning & Development Director - v
Daniel Subwick, Parks & Recreation Director - v
Coral Troxell, Planning & Development Assistant Director - v

v= Attending virtually

The Regular Meeting of the One South Euclid Board of Directors was held at the South Euclid Community Center and virtually via Google Meet on Thursday August 4, 2022. President Karen Poelking called the meeting to order a little late at 6:11 p.m. due to difficulties with the audio equipment.

In the absence of Secretary Rita Ross, President Karen Poelking performed the roll call of board members. There was a quorum present.

Consent agenda:

- a. June 2, 2022 Regular Board Meeting Minutes
- b. June Marketing Report
- c. 06/07/2022 Revitalization Committee Meeting Minutes
- d. 07/05/2022 Revitalization Committee Meeting Minutes
- e. 06/21/2022 May-Green Subcommittee Meeting Minutes
- f. 07/19/2022 May-Green Subcommittee Meeting Minutes
- g. 06/14/2022 Fundraising Committee Meeting Minutes
- h. 07/12/2022 Fundraising Committee Meeting Minutes

Al Paynter motioned to approve the Consent Agenda. Seconded by Pat Hyland. The motion was unanimously approved. (11-0-0) (Rita Ross and Michelle Taylor Brooks arrived later.)

Finance Report

Moe Romeo, Treasurer, reported that the financials look solid. He stated that One South Euclid is doing very well with total assets of \$529,634.05. In October there will be a fundraiser and the majority will be expected to help in one way or another. Everyone is expected to make an individual donation either for the fundraiser or later. Whatever one can afford to give would be appreciated. It's important that OSE has 100% board participation especially when we apply for grants, that is something that is looked at.

Financials YTD as of June 30, 2022:

1000 Checking	\$ 11,642.65
1005 KeyBank Checking	\$ 332,177.92
1010 Savings	\$ 102,194.51

Payroll	\$ 501.00
KeyBank Payroll	\$ 7,217.71
Paypal	\$ 92.62
Petty Cash	\$ 600.00
Accounts Receivable	\$ 7.64
 Total Current Assets	 \$ 454,434.05

Executive Director

Annette Iwamoto stated that we can accomplish more if we have more volunteers. She introduced Carl DeScott, the Americorp Vista who lives on Piermont Road. He is a graduate of Ohio Wesleyan University and is looking forward to working with OSE. Annette asked Barbie McCann to give her report. She stated that the June Marketing report was included with the meeting packet. She gave a snapshot view and will go into more detail at the fundraising meeting. Launch Arts came aboard and now there is greater reach and engagement. There was a leap in June because of INTERSECTION. “Mingle at Mayfield” fundraising event will bring in paid ads just like INTERSECTION. Annette stated that It’s a good growth strategy as we go forward.

Annette is trying to get a grant from Cuyahoga Arts and Culture to help with the INTERSECTION event next year and support our efforts from revenue diversification.

Executive Committee

President Karen Poelking resumed executive committee meetings with Mayor Georgene Welo and would like to meet with city council members, the chief of police and fire chief. Rick Krivanka stated that the spirit of trust at the meeting was wonderful and he’s grateful for that. Karen reported that the meeting with Mayor Welo was open and transparent

American Rescue Plan Act (ARPA) Funds of \$300,000 are expected for OSE. A discussion occurred about how to manage the money. When OSE would like to use the ARPA funds for a project, it would be best to reimburse it. When the government sends money, detailed reports are required but reimbursement will eliminate some of the paperwork. The money could be used all up front or throughout the year. Funds need to be spent by the end of 2026.

Barbie McCann is officially on as a staff member and on July 6th Annette Iwamoto celebrated her first full year. The executive board met with Annette to set goals. Discussion topics were: what OSE can do to increase revenue, the OSE-owned property between Ardentale Road and University Suburban Health Center and the Mayfield-Green area. We should focus not only as a board but also as a community. Plan to get some continuing education scheduled for Annette to help in her position.

Rick Krivanka explained that as part of the duties of the executive committee are to evaluate the members of the board including the executive director yearly. The committee evaluated Annette and Annette evaluated herself. Now goals are set.

Governance Committee

Rick Krivanka, President-Elect and Chair, reported that the committee met this week and the first priority was to get the community engagement committee started. Asked the question: How

do we coordinate? They defined a set of goals engaging residents and businesses. They plan to meet with Keith Benjamin and Dan Subwick to talk with them about the goals. Tammy Lease has agreed to be chair of the committee. Discussion included: to build-up neighborhood groups, discuss hopes and how to learn from each other and build a volunteer corps.

Rick stated that it is common to have a community engagement committee. Community Development Corporations (CDC) across the state have community engagement committees. Raja Belle Freeman recommended hearing from everyone. Rick will send out an email asking every member to recommend their ideas about goals for this committee. Moe Romeo stated that Rick put together the matrix for board members to sign-up for committees. However he asked the question “are they actually attending meetings?”

Rick indicated two or three goals: we can increase the number of board members. OSE can have up to 21 members plus the two ex-officios. We could have two to four openings in December. Clear job descriptions are needed for each committee; we need to better develop those. Every year members get an evaluation then answer questions. He’s open for suggestions and any recommendations about refining the form. We need accurate representation and a lot of different talents.

Revitalization Committee

In the absence of Carol Fiorelli, Chair, Annette Iwamoto reported that there is \$60,500 in revenue for Build Grow Thrive. Looking ahead there are mostly vacant lots and some expenses and fees.

- \$27,000 in pending sales;
- 50 vacant lots - no houses; need to promote vacant lots;
- Properties: One private owner and two developers are pending

Storefront Renovation Grants

- Annette reported that a recipient of a storefront renovation grant had their award revoked. Greenmont Partners Used Car Dealership at 774 South Green Road did not comply with the city council regulations for parking of used cars. A letter was sent in February to the business to comply by August 1, 2022. The business also may have their occupancy revoked as well. They could be shut down until they come into compliance.
- Glengate, South Green Road (north of Monticello Blvd) - should be completed soon;
- Other projects are moving along: Rogers Homecare, 4276 Monticello Blvd (by S. Green Road), Sanctuary on Green, 1936 South Green Road and Cleveland Glass & Mirror, 1509 Warrensville Center Road.

Before and after pictures are kept of all renovations.

Neighborhood Grant Program

Three projects have been completed. One resident backed out of the residential program because they cannot do the work.

Mini Grants for community engagement and beautification

Three additional mini grants were awarded to: Indy Green Market, Vibrant Verona Art Project and Haywood block party; \$500 is still available.

Mayfield-Green Action Committee

- May-Green mural for Michael Johns building - 2023 project;
- Facilitate discussion what to do with OSE property between Ardendale Road and University Suburban Health Center. We need input from this board first before asking others. Part of brainstorming about the property must include stakeholders.
- The OSE-owned property is now tax exempt. Tax bill of \$3500 was paid and there is no charge going forward.
- Commercial building for sale at the SW section of Mayfield and South Green Roads (closer to Garden Drive) \$485,000;
- Cuyahoga County Small Business Grant Program - more information will be on social media.

Vaughn Johnson, past president of OSE, invited Annette Iwamoto to take part in a virtual meeting that was mostly attended by Cleveland community development corporations. She thanked him for continuing to support us as he is able.

Fundraising Committee

Annette Iwamoto invited board members to join. The annual fundraiser will be on October 20 at the Mayfield Country Club. The event will be called "Mingle at Mayfield." There will be a dessert reception this year. There will be no VIP reception for this year however that may be a possibility for later years.

Hometown Heroes

Karen Poelking reported that this year OSE accepted nominations for Hometown Heroes until June 30th. They received a significant number of nominations. There were four recipients last year and they plan to do the same this year. They followed a set of criteria when they looked at the letters and nominations. It was hard to make a decision however they chose four. They will hold off letting everyone know until later after the ones selected agree. No posthumous awards yet because that is not in the criteria but it could be for next year. The nominations not selected will be on file for next year.

Video of the awardees may be done so as to shorten the program by eliminating the live speeches. Promotion for this event will be on social media and the web. Everyone will be able to purchase tickets shortly once the honorees have accepted.

Letters will be going out to vendors so board members were asked to please approach businesses. There will be a nine-hole golf experience with celebrities.

Friends of One South Euclid - With a \$25 donation the donee may receive a tote bag. There were other good suggestions for fundraising discussed.

In addition, on September 18 will be Notre Dame College's Centennial Celebration. Watch for more information about the event with lots of fun events.

Upcoming Events

- a. South Euclid Events: <https://www.onesoutheuclid.org/event>
 - i. Community Market- Thursdays, 4pm-8pm, Quarry Park North
 - ii. Rock the Block- 8/19, 6pm-11pm and 8/20, 2pm-11pm, St. John Lutheran Church
 - iii. Freecycle- 8/28, 9am-1:30pm, Bexley Park
 - iv. City Hall Open House- 9/10, 11am-2pm, South Euclid City Hall
 - v. Electronic Recycling Event- 9/11, 10am-2pm, Community Center
 - vi. Browns Tailgate Party- 9/11, 1pm-4pm, Rushton Road Municipal Lot
 - vii. Junk in the Trunk- 9/17, 10am-3pm, Bexley Park
 - viii. Heights Move-a-Thon for Charity, 10/1, 9am-12pm, location tbd
 - ix. Movie on the Lawn, Saturday September 10, 9:00pm-11:00pm at Garfield Memorial Church
 - x. Mingle at Mayfield, Thursday, October 20, 7:00pm
- b. One South Euclid Board and Committee Meetings
 - i. 2022 Regular Board Meetings will be held at 6:00pm at the Community Center and via Google Meet. (2022 dates: October 6, December 8)
 - ii. Fundraising Committee - August 9 at 12pm (virtual)
 - iii. May-Green Subcommittee - August 16 at 7pm (virtual)
 - iv. Revitalization Committee - September 6 at 8:30am (City Hall)

Rita Ross motioned to adjourn the meeting. Seconded by Moe Romeo. President Poelking adjourned the meeting at 7:48 p.m.

Respectfully Submitted,

Barbara Latini, OSE Administrative Support

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