



Annual and Special Meeting of the Board of Directors

February 3, 2021 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

Scott Blevins

Brijin Boddy

Carol Fiorelli

Raja Belle Freeman

Rick Krivanka

Curtis Orr

Al Paynter

Karen Poelking

Rita Ross

Kimberly Scott

Denise Turner

Ex-Officio Members

Keith Benjamin

Jim O'Toole

Marketing Director

Barbie McCann

Absent

Beverly Burks

Patrick Hyland

Karen Schaefer

Also Present

Michael Love, Economic Development Director

Sally Martin, Housing Director
Daniel Subwick, Community Development Coordinator

Guests

Councilwoman Sara Continenza
K'Larissa Denson
Councilwoman Chanell Elston
Lauren Lanham
Ann Randall, CPA
Mayor Georgine Welo

The Annual Meeting of the One South Euclid Board of Directors was held Virtually via Google Meet on Wednesday, February 3, 2021. President Len Calabrese called the meeting to order at 6 p.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 December 3, 2020. Carol Fiorelli motioned to approve the minutes. Seconded by Karen Poelking. The board unanimously approved the minutes. (14-0-0)

Finance Report

Moe Romeo, Interim Treasurer, asked Ann Randall, CPA, to give her report and go over the finances for the year 2020. Ann Randall presented the Financial Report for the year 2020 and indicated that this was the cleanest and clearest year yet.

PNC - Checking	\$ 168,089.72
Sts. Margaret & Gregory Fed CU - Savings	\$ 101,956.08
PayPal	\$ 596.06
Total Current Assets	\$ 304,579.86

The electronic connection was lost so Mike Love filled in for Ann Randall. He stated that the reimbursement from Cuyahoga County came in and the beginning of the year 2020 house sales brought in \$150,000. If not for both of those items the end of the year would not have been as good. In spite of the Covid-19 pandemic, the year ended with a net income of \$50,000. The positive things that happened during the unprecedented year were \$70,000 went out to assist businesses, there was no cut-back in the programming for the community and even increased with the business grants. Ann Randall was able to reconnect and indicated that Mike Love reported very well and covered everything that was important.

President Calabrese stated that the collaboration of the City and OSE helped businesses and residents through some tough times.

Al Paynter moved to approve the 2020 Annual Financial Report. Seconded by Carol Fiorelli. The board unanimously approved the motion. (14-0-0) Denise Turner arrived after the vote.

Executive Committee

President Calabrese stated that University Suburban Health Center at 1611 South Green Road is donating to OSE almost an acre of land that is divided into three parcels just north of the health center. A title search is being conducted now. This prime location of land enables the board to look at some interesting scenarios for development of the property. The University Foundation executive director Chuck Abbey informed OSE that they will donate \$150,000 which will be used to hire an executive director and will enable the retention of Barbie McCann as marketing director of OSE. The donation will arrive in five monthly payments of \$30,000 each.

The next step will be to proceed with putting together a job description for executive director and moving forward to schedule interviews in the near future.

President Calabrese happily announced that the annual board donations amounted to almost \$3000. Additionally, the postcard that was mailed to residents provided a way to donate to OSE if someone wanted to. Donations from residents and profits from the tee shirt campaign brought the total amount generated in the last month of 2020 to over \$3700.

Governance Committee

Rick Krivanka, Chair, reported that the board voted via email to approve three new members to the OSE Board. He introduced the three new members: a poet (Raja Belle Freeman), a pastor Scott Blevins, and a project manager (Denise Turner), then asked each to tell a little about themselves. Their bios were included in the meeting packet.

New Board Members:

Denise Turner	1-year term (left vacant by Stacy Ward-Braxton who was not able to continue service to the OSE board)
Scott Blevins	Serving a new 3-year term
Raja Belle Freeman	Serving a new 3-year term

Returning Board Members

Keith Benjamin, Ex-Officio	1-year term
James O'Toole, Ex-Officio	1-year term
Rick Krivanka	3-year term
Al Paynter	3-year term
Karen Poelking	3-year term

The board voted in advance on the second item in New Business (Amending Article II, Section 8 of the By-laws. (Board voted to approve the amendment. See New Business below.)

Mayor Georgine Welo swore in:

Returning Ex-Officio member Keith Benjamin, returning Ex-Officio member James O’Toole, and new board member Denise Turner during the term beginning February 3, 2021 and expiring on the date of the annual meeting in 2022.

Mayor Georgine Welo swore in:

Returning board member Al Paynter, returning board member Karen Poelking, returning board member Rick Krivanka, new board member Raja Belle Freeman, new board member Scott Blevins during the term February 3, 2021 and expiring on the date of the annual meeting in the year 2024.

At the Special Board Meeting following the Annual Meeting the Board will vote to approve the Board Officers as nominated by the Governance Committee as presented below:

Board Officers Slate

President: Vaughn Johnson
Vice-president: Karen Poelking
Secretary: Moe Romeo
Treasurer: TBD (Len Calabrese and Moe Romeo will co-manage this area until a new person is identified.)
Immediate Past President: Len Calabrese.

Committee and Subcommittee Chairs

Executive Committee: Vaughn Johnson
Revitalization Committee: Carol Fiorelli
(Includes Neighborhood & Storefront Renovation Grant Program & Mayfield-Green Action Committee)
Fundraising & Communications Committee: Brijin Boddy
Governance Committee: Rick Krivanka

No board approval needed, included for reference purposes

Revitalization Committee

Carol Fiorelli, Chair, stated that just as Dan Subwick mentioned it is not starting off like last year. There is no new revenue. Looking ahead at some of the things that are happening:

- OSE has 10 lots and pending sales of approximately \$45,000;
- 6 lots for development by one developer;
- 2 lots - no movement, so the lots will be up for sale on Donwell and Anderson.

Five Storefront Renovation Projects were completed in 2020. OSE asked city council to help support these large projects. Applications were made available in January; one application was received so far.

The Neighborhood Grant Program had 20 projects completed in 2020. All of the \$50,000 grant was used except for \$500.

Residents have already submitted 110 applications for a grant.

Heritage Ohio performed a DART assessment of downtown South Euclid in October 2020. Frances Jo Hamilton met virtually for the January board meeting of the Mayfield-Green Action Committee and went over the report that among other things gave assessments and recommendations and offers of assistance to achieving Ohio Main Street status. She gave the following recommendation; If you do nothing else to do these: Build an organization to have a separate board for the downtown district. The May-Green Action Committee already has that organizational committee. There are four parts of that organization.

Other recommendations:

- Build a business owner support system to help with issues for entrepreneurs;
- Connect shoppers to historic downtown;
- Help businesses market themselves;
- Create a sense of “place” in the downtown area. She gave recommendations on how to make it cozy and a place people want to visit.

Carol Fiorelli indicated that the go-ahead may wait a bit until an executive director is hired then develop the board.

South Euclid Landmark Commission - City council passed legislation on January 25th. The Mayfield-Green Action Committee will work on helping to find five people to be on that commission among others.

Fundraising and Communications Committee

Brijin Boddy, Chair, stated that the committee has been working on the strategic plan.

Barbie McCann reported that the CLEAn Express fundraiser brought in \$274 and the Bonfire is the location of the OSE merchandise: hoodies, tee shirts etc that brought in \$476.40. She indicated that she is looking to try to find other ways to bring in more funds and sell things with the OSE logo on it like totes and mugs.

Barbie McCann gave a detailed report of the recognition that OSE is getting on social media. She reported about the number of likes, shares, clicks, views, etc on FaceBook, Twitter and Instagram. She checks daily and has seen a large increase of followers and a lot of new users. She stated that the bottom line is that the awareness of OSE is growing.

Barbie McCann displayed the OSE website that she is working on: Board of Directors page, lots of info about OSE, colorful and interesting pictures, volunteers page, donate and contact. She will contact all board members about bios that will be on the page.

Strategic Planning

Karen Poelking, Chair of the Committee, Lisa Mack and Yvonne Sanderson worked on the Strategic Plan. The final draft of the Strategic Plan was included in the meeting packet. The

purpose of the plan is to align the mission of OSE with its vision. They refreshed the plan and made sure it reflected the current economic conditions. They created a worksheet for each committee to follow to help stay on track. Each committee has objectives, an action plan and action steps. Each of the committees need to be flexible for unexpected changes.

President Calabrese thanked Karen Poelking, Lisa Mack and Yvonne Sanderson for all their work and leadership on the Strategic Plan. The vote on the Strategic Plan is the third item under New Business below.

New Business

City of South Euclid's Agreement of Professional Services - Executive Committee

After some explanation by Dan Subwick, Karen Poelking moved to approve the City of South Euclid's agreement of professional services. Seconded by Carol Fiorelli. The motion was unanimously approved. (15-0-0)

Amending Article II, Section 8 of the By-laws - Executive Committee

After Len Calabrese gave an explanation for the revision that would remove the restriction that a board member could only serve two consecutive 3-year terms, the board voted unanimously to approve amending Article II, Section 8 of the By-laws. (The motion was already moved and seconded because it came from the Executive Committee.) (14-0-1 abstained - Karen Poelking)

Approval of the 2021-2023 Strategic Plan - Governance

Karen Poelking moved to approve the 2021-2023 Strategic Plan. Seconded by Rita Ross. The board unanimously approved the motion. (15-0-0)

Upcoming Events:

- a. Regular Board Meeting
Wednesday, April 7, 2021
6:00pm (place tbd)

Moe Romeo moved to adjourn. Seconded by Karen Poelking. All ayes. Motion approved. President Len Calabrese adjourned the meeting at 7:47 p.m.

Respectfully Submitted,
Barbara Latini
One South Euclid Administrative Support

(Proofread and approved by Secretary Moe Romeo)

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South Euclid, Ohio 44121
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Absent

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Also Present

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Guests

Councilwoman Sara Continenza
K'Larissa Denson

Chanell Elston
Lauren Lanham
Ann Randall, CPA
Yvonne Sanderson

President Len Calabrese called the Special Meeting of the Board of Directors to order immediately following the Annual Meeting at 7:48 p.m.

Moe Romeo performed the roll call of all Board members.

Rick Krivanka thanked Len Calabrese for his leadership and that of the other officers.

Nominations for the Offices of President, Vice President, Secretary and Treasurer were presented as a slate by the Governance Committee. The slate is as follows:

Board Officers Slate

President:	Vaughn Johnson
Vice-President:	Karen Poelking
Treasurer:	Len Calabrese & Moe Romeo will co-manage
Secretary:	Moe Romeo

Moe Romeo moved to approve the slate of officers. Seconded by Al Paynter. The board unanimously approved the motion. (15-0-0)

Mayor Georgine Welo will swear in the slate of officers at a later date. The officers assume their positions immediately through the date of the 2022 Annual Meeting.

President Calabrese stated that since there were no objections, he adjourned the meeting at 7:56 p.m.

Respectfully Submitted,

Barbara Latini
One South Euclid Administrative Support

(Proofread and approved by Secretary Moe Romeo)