



Regular Meeting of the Board of Directors
April 13, 2023 at 6:00 p.m.
South Euclid/Lyndhurst Library
1876 South Green Road, South Euclid, Ohio 44121
Minutes

Board Members

Rick Krivanka, President
Lisa Mack, Vice President
Rita Ross, Secretary
Moe Romeo, Treasurer
Karen Poelking, Past President
Len Calabrese
Jillian Dinehart
Raja Belle Freeman
Steve Haynie
Patrick Hyland
Patrick Kenney
Joe Pollack
Kim Scott
Denise Turner
Elaine Yeip

Ex-Officio

Keith Benjamin
Julie Mostov

Executive Director

Annette Iwamoto

Programming & Communications Manager

Barbie McCann

Administrative Support

Barbara Latini, Absent

Absent

Jessica Fitzgerald

Tammy Lease

Al Paynter

Michelle Taylor-Brooks

Also Present

Carl DeScott, One South Euclid AmeriCorps VISTA

Rebekah Forst, Community Development Assistant

The Regular Meeting of the One South Euclid Board of Directors was held at the South Euclid/Lyndhurst Library on Thursday April 13, 2023. President Rick Krivanka called the meeting to order at 6:06 p.m.

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

Consent Agenda

a. February 2, 2023 OSE Special Board Meeting Minutes

b. February 2, 2023 OSE Annual Board Meeting Minutes

a. January - March Marketing Report

c. 02/07/2023 Revitalization Committee Meeting Minutes

d. 03/07/2023 Revitalization Committee Meeting Minutes

e. 04/04/2023 Revitalization Committee Meeting Minutes

f. 02/21/2023 May-Green Subcommittee Meeting Minutes

g. 03/21/2023 May-Green Subcommittee Meeting Minutes

h. 03/13/2023 Grants Committee Meeting Minutes

i. 02/14/2023 Fundraising Committee Meeting Minutes

j. 03/14/2023 Fundraising Committee Meeting Minutes

Pat Hyland motioned to approve the Consent Agenda. Steve Haynie seconded and it was unanimously approved.

President Rick Krivanka introduced a new standing agenda item offering the opportunity for Board members to share a moment of gratitude for life in South Euclid. He shared his experience visiting the new Warehouse Fish and Chicken takeout restaurant, the family's long connection with South Euclid before opening the business, and bringing a dream to life. They were very grateful for the great support they received from the city in opening their restaurant.

Kim Scott shared a story about having lunch with friends who are members of other communities. She felt pride when comments were made about how successful her son and several of his South Euclid classmates have become.

Raja Belle Freeman reflected that after moving to South Euclid, several members of her extended family moved to South Euclid. She mentioned that they moved to South Euclid for personal safety and a better opportunity to move forward with their life endeavors.

Len Calabrese commented that he felt proud of our community as he reflected on the year 2020 when members of our community engaged in a March for George Floyd at Bexley Park. Len spoke at that event, and it demonstrated a level of commitment to diversity in our community.

Finance Report

Moe Romeo, Treasurer, reported there were some discrepancies in our financial statements, which is why they weren't shared during the Board meeting. We are reviewing the errors with our new accounting firm. However, we are in good financial standing and internal budget tracking and bank balances as of the end of March were shared.

Financials as of March 31, 2023:

PNC Checking	\$ 15,731.14
KeyBank Checking	\$ 222,200.62
SMGFCU Checking	\$ 100,972.64
PNC Payroll	\$ 501.00
KeyBank Payroll	\$ 3,070.20
Petty Cash	\$ 182.47
SMGFCU Savings	\$ 1,327.99
Total Current Assets	\$ 343,803.59

Executive Director

As part of the Executive Director's team, Carl DeScott gave updates on the programs he is currently working on:

- HRCC /OSE Business Mixer planned for 5/9
- Updating or creating a new South Euclid Business Guide
- A call to artists for additional murals has been posted on our website and social media with May 12th as a submission deadline.
- Supporting an incubator concession stand business for Bexley Park. The current application submission goal of April 30, 2023 may need to be extended.

Lisa Mack wanted to know the process for choosing a vendor for the concession stand. Annette explained that an ad hoc committee, with a minimum of 3 people, will be formed to choose the vendor for Bexley Park and a separate ad hoc committee, with a minimum of 3 people, will choose the artist for the mural project. She made an open call for volunteers to be on those committees.

Elaine Yeip noted the peeling of our "Come Together" mural and wanted to know if and when it would be refurbished. Annette responded that there isn't a current agreement to maintain the mural, and a further conversation is needed with the owner of the building to possibly get an agreement to maintain the mural. Annette added that future murals will have a maintenance agreement. Keith Benjamin noted this could be a collaboration between the City of South Euclid and OSE. Lisa and Karen stated that the mural has been getting publicity from other sources. Len suggested a joint grant with OSE and the city of South Euclid could help in this area.

Barbie McCann, also part of the Executive Director's team, presented marketing metrics covering the months of January and February of 2022 and 2023. She shared statistics that showed user trends for media platforms and compared those time periods.

She elaborated on the senior landscaping grant program, highlighting some of the challenges and results:

- Seniors lack of access to technical equipment
- Seniors ability to understand the information regarding the program
- The amount of time she spent trying to address applicants concerns
- The effort it took attempting to make contact, via phone, with over 100 seniors with multiple attempts
- Answering calls from seniors with questions regarding aspects of the program

All of these steps resulted in a labor intensive administration of the program.

Some suggestions for the administration of the program include:

- Have board or committee members go to the places seniors meet and help address their concerns and questions.(Julie Mostov)
- It was suggested they rely on the Community Partnership on Aging social workers (Len Calabrese)

Annette noted this was the first year we verified income as part of the application process, which added to the complexity of the program administration.

Annette reported that we are looking for 1-2 VISTA applicants to work during our events e.g. the food truck and other upcoming events this summer and beyond.

She is also working on:

- Community Development Corporation Leadership Program (CDCLP) grant application for \$50,000.
- Food Truck 10 week pilot to begin June 9, 2023 at the Intersection event
- Restaurant week from June 1- June 7, 2023

She encouraged attendees to tell people and advertise about these events. Also, May 6th is City Clean Up week, May 29th is the Memorial Day parade and volunteers are needed for these events.

Executive Committee

President Rick Krivanka reported that there is a need for chairpersons for the Revitalization Committee, May-Green Action Committee, Fundraising Committee, and the Governance Committee. Filling these positions would free up time for Annette and Carl who are filling in for the first three committees.

Succession planning: there are 19 of 21 board positions filled at this time. He reminded us that 3 of those positions can be filled by candidates outside of South Euclid, provided they bring benefits, i.e. skills, knowledge and experience that will enhance the board. There will be announcements for these individuals at each board meeting.

City of South Euclid Fair and Affordable Housing Citizens Commission representatives will be Annette Iwamoto and Denise Turner.

Adrian Elementary Playground fiscal sponsorship request: the Executive Committee has decided this request is not a good fit for OSE at this time.

Governance Committee

President Rick Krivanka reported that there is a modification needed in the process from our Bylaws regarding when we thank and say goodbye to outgoing board members, and when we welcome new members. A draft of the revised Bylaws will be presented to the Board for a vote at a future meeting. It will address thanking outgoing members at the December board meeting, an orientation for new board members in January, and welcoming new members at their first meeting in February.

Community Engagement Committee

Annette Iwamoto and committee members Rita Ross and Raja Belle Freeman reported on Restaurant Week which will take place from June 1 - June 7th. The purpose of Restaurant Week is to promote and engage residents and visitors with the restaurants in our city and to foster a greater sense of community. Several South Euclid restaurant owners have been contacted and approximately twelve have confirmed their commitment to participate. Notices have been put on social platforms and in the upcoming South Euclid newsletter. We are still reaching out to other restaurants as we become aware of them. There are many new restaurants opening up before that week. Joe Pollack will be reaching out to several restaurants on the Cedar and Green corridor. Plans are still developing as to what each restaurant owner will offer, e.g. discounted items, special menu etc.

Revitalization Committee

Annette Iwamoto reported that there is some interest in our vacant lots, but it is slow due to potential buyers wanting OSE to do things outside of the scope of the programs, such as, cutting trees down and addressing that some buyers didn't consider they will have to pay the taxes on the properties.

Annette added some considerations for the use of the lots:

- Advertise that new homes can be built on them
- Outreach to potential developers and builders

Julie Mostov suggested that having a presence at Realtor Day might be a good place to have materials or a presentation during that event on May 4th, 9am to 12pm.

2023 Neighborhood Grant Program

Annette Iwamoto reported that there were 144 applications for exterior repair. Sixty eight were invited to submit more information for further consideration. Photos of the properties will be taken to assist in final award decisions as well. There were 9 business repair applications and 4 were awarded. There were 12-13 mini grants requested. The next committee meeting will be April 13, 2023.

Fundraising Committee

Annette Iwamoto reported:

- They are working on a new tag line for the organization.
- The Mailchimp email marketing system is working well.
- We are no longer using Launch Arts

- They are working on a new T-Shirt

New Business

Upcoming Events

South Euclid Events: <https://www.onesoutheuclid.org/event>

- i. 4/21 South Euclid Career Fair, Community Center 1pm-3:30pm
- ii. 4/28 Arbor Day Tree Planting, Brush High School, 12pm
- iii. 5/4 South Euclid Realtor Day, Mayfield Country Club, 9am-1pm
- iv. 5/6 City Sweep: Community Clean-up Day, morning
- v. 5/9 HRCC / OSE Business Mixer, Indigo Luxe, 5pm-7pm
- vi. 5/13 Community Shred, City Hall's rear parking lot, 9am-12pm
- vii. 5/20 MyCom Movie Night, Bexley Park, 8pm
- viii. 5/29 Memorial Day Parade, Mayfield & S. Green, 9am
- ix. 6/1 - 6/7 South Euclid Restaurant Week
- x. 6/9 INTERSECTION, South Euclid Food Truck Park, 5pm-10pm

One South Euclid Board and Committee Meetings

- xi. 2023 Regular Board Meetings will be held at 6:00pm at the Community Center: June 1, August 3, October 5, December 14
- xii. Fundraising Committee - May 9 at 12pm (virtual)
- xiii. May-Green Subcommittee - April 18 & May 16 at 7pm (virtual)
- xiv. Revitalization Committee - May 2 at 8:30am (City Hall)
- xv. Community Engagement - May 10 at 7:00pm (OSE Office)
- xvi. Grants Committee - April 19 at 9:00am (OSE Office)

Moe Romeo motioned to adjourn the meeting. Seconded by Kim Scott. President Krivanka adjourned the meeting at 7:41 p.m.

Respectfully Submitted,

Rita Ross, Secretary

(Proofread and approved by Executive Director Annette Iwamoto)