



**DUTCHTOWN COMMUNITY IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
MINUTES**

DATE: October 22, 2024

Attendance:

Directors Present: Caya Aufiero, Mel Brockley, Online: Dwayne Nelson, Michael Powers (via Teams Meet)

Directors Excused: Ann

Directors Absent: Fadumo

Guests: Kyle and Shannon from Magnetize, resident Erica

Call to Order:

Caya Aufiero called the meeting to order at 5:34 pm and announced a quorum was present. Introduction of board members to guests

Approval of previous board minutes:

Danielle moved to approve previous board minutes September and was seconded by Michael. Motion unanimously carried.

Secretary's Report: none

Treasurer's Report: Danielle fox

1. Financial Statements – Treasurer's Report, Balance Sheet, Bank Statement
 - a. Profit and loss: \$29,571.01
 - b. Total Assets: \$192,326,43
 - c. Bank balance of \$174,733.38Danielle looking for costco and office max receipts

New Business:

1. Danielle requested donation for son's school trivia table sponsorship for Grand Center Arts Academy (meramec location) for \$200 for 11/2 7-9 pm
 - a. Mel moved to sponsor table, dwayne seconds, danielle abstains, motion passes
 - b. Caya will make the event brite payment
2. John Chen presents on Discover Dutchtown Program (NIC stl)
 - a. Presentation about b2b and b2c extendable holiday marketing campaign using passports and prizes, potential online gamification
 - b. Ask for 5k from board to support mostly printing and mailing costs



- c. Michael moves to support discover dutchtown passport program up to \$5000. Danielle seconds. Caya abstains, all ayes, motion carries.
3. Magnetize marketing introduction
 - a. Mel expressed frustration over the fact that we did not vote on choosing magnetize. Caya summarized that it is not required to do that because we already allocated the budget.
 - b. Shannon Manning (account executive, point of contact) and Kyle Schmerbush (general partner) introduce themselves and discuss their experience and high level layout of marketing discovery phases
 - c. Includes two 90 minute meetings with key stakeholders to identify email distro list, marketing segments, and identify survey strategy.

Old Business:

1. A frame street signs
 - a. Caya got \$400+ discount from manufacturer- order 5 black and 5 white with some poly film and chalk markers. Arriving thursday. First come first serve.
2. Onboarding refresher – new date
 - a. Danielle is the new board member who needs a refresher- she left the meeting at this time. The refresher will likely be after the Holidays.
3. Grant progress: general progress , virginia triangle completed, As per our Alderman, Shane Cohn, lampost signs will be ok if we communicate with Shane where we want them to go to avoid misidentification of neighborhood zones and disputes (michael will do) Flowers for the Giant Planters are underway.

Announcements:

1. **Discussed the usual events on dtcid, nic, and dtms calendars**

Adjournment:

Meeting adjourned at 7:03 PM, Next meeting is November **26th, 2024** (4th Tuesday of each month) The meeting will be open to the public at the Neighborhood Innovation Center (NIC STL) 3207 Meramec, 63118 & online at <https://dutchtownstl.org/cidmeeting>

DUTCHTOWN COMMUNITY IMPROVEMENT DISTRICT
3207 Meramec Street, St. Louis, MO 63118 <https://dutchtownstl.org/cid>



Minutes submitted by Mel Brockley