



Board of Directors Meeting Minutes March 26, 2024

Board Members Present: Brendan Zak, Katrina Homer, Kate Warren, Adam Saurwein, Harry Quinones, Berto Huertas, Andrew Katusin, Marlon Brown, Greg Zucca **Staff:** Lucas Reeve, Amber Jones, Jess Timms, Charles Kennick, Juan Collado Diaz, Kristen Matlack (CBB Board Shadow).

Meeting was called to order at 6:04pm. Brendan Zak raised the first agenda item, asking for edits to the minutes or if anyone would like to move to approve them. Kate Warren made a motion to approve the December minutes, Adam Saurwein seconded, minutes were approved.

Treasurer's Report (Harry Quinones) Highlighted the monthly financials, with reference to the minutes from the Finance Committee meeting March 21st. Cash position is currently good. Lines of Credit are both currently at a zero balance. VPI reporting is in process for the forgivable City loan on 4274 Pearl. The other loan to mature this year will be on 4323 Pearl, with development conversations ongoing, the goal is to renew. The vacant land owned by OBCDC at 4475 W 12th is under contract with a developer for infill housing. Purchase price allows for recapture of holding costs and meets development goals. OBCDC received a 3-year engagement proposal for Audit and Tax services from McManamon. The Finance Committee reviewed and based on staff recommendation agreed to move forward with engagement. Marlon Brown made a motion to approve the treasurers report, Kate Warren seconded, financials were approved.

Strategic Marketing Plan (Amber Jones) Informed the group that the organization has been working on developing a strategic marketing plan in collaboration with marketing and social media consultant JAC Creative. The main goals of the plan is elevate external communications, better understand audiences, align channels and be more intentional around communications in general. Further breakdown of the strategic elements include understanding why OBCDC is unique, what are the goals, developing personas, identifying key messaging and tactics. Question from Kate Warren around where Old Brooklyn awareness fits in the strategy was answered by saying while it is not a defined goal specifically, it is integrated into the messaging in a strategic way. Additionally, Andrew Katusin asked if the website will also be reevaluated as part of this process. The answer was yes.

Development Update (Lucas Reeve) Updated that the 2.5M grant from the City of Cleveland, accessible for pre-development, is currently in the budget development stage. Staff are working to coordinate proposals from various engineers and consultants. Contracting will be next. Staff met with representatives from the City of Cleveland and are coordinating on preliminary relocation plans for tenants in the Greenline Building. On the Brighton Point development, Staff continue to meet and coordinating with CPL staff and development planning is ongoing including coordination of needs for loan extension.

New Business: None

Meeting adjourned at 6:56pm