



Board of Directors

Minutes September 3, 2020

- I. Call to Order: **Marcus Coenen 7:01 PM** Meeting held virtually due to Covid-19 Health Emergency
- II. Board Attendance:
 - A. **Officers:** President Marcus Coenen, VP Chris Friest, Secretary Brent Millis, Treasurer Jay Kozel .
 - B. **Board:** Edward Fishman, CeCe Ibson, Tom LaPointe, Nicholas Mertes, Adam Plagge, Kate Ross, Carl Saxon, Molly McGrane (absent), Kimberley Strope-Boggus
- III. Approval of Agenda: **Marcus Coenen**
 - A. Moved, Seconded, Approved
- IV. Approval of August Minutes: - **Brent Millis**
 - A. Moved, Seconded, Approved
- V. Treasurer's Report/Budget Approval: **Jay Kozel**
 - A. Budget is against Covid-19 altered budget
 - B. Planter Income was from last year but expense is this year
 - C. \$3K grant from Polk County
 - D. Moved, Seconded, Approved
- VI. 21 Day Equity Challenge - **Marcus**
 - A. Starts in October
 - B. Promotes Equity
 - C. Self Guided
 - D. Discussion
 1. Zach Walker Diversity platform
 - a) Questionnaire to Neighborhood
 - b) Raise Awareness of Beaverdale Diversity
 - c) Highlight neighborhood causes
 2. Some topics on 21 day equity challenge may not be fully supported by entire board - **Jay**
 - E. **MOTION:** Support 21 Day Equity Challenge. Moved, Seconded, Approved
- VII. Merchandise - **All**
 - A. Get existing merchandise to Chris Friest
- VIII. Membership - **Marcus**
 - A. Sending email to expired members has been helpful
 - B. Continue discussion about renewal gift/members only website
- IX. Holiday Happenings - **All**
 - A. Promenade?
 - B. Holiday/Xmas Tree?
 - C. Discussion
 1. CeCe - Event that represents what the neighborhood has had to deal with, i.e. covid
 2. Jay - traditionally three pronged event: Bike ride/walking tour, Santa time, Bar Crawl replaced with tree lighting?

3. Chris - Business decorate store windows/Contest, Xmas Tree, toy drive, sell ornaments
4. Kimberely - events that are responsible i.e. masks, etc...
5. Small group to discuss further

X. Other Business - **All**

A. Sidewalk interior pages Black & White - **Kimberely**

1. Save on expense
2. Concern for advertisers expecting color
3. Discuss with Kate McGovern first? Get cost savings numbers?
4. **MOTION**: Transition to Black & White for interior pages as soon as possible that is consistent with current advertising contracts. Moved. Seconded, Approved

B. October meeting to be held at Cece's Backyard and Zoom - **Adam**

XI. Adjourn: **8:02 PM**