DUTCHTOWN COMMUNITY IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
MEETING MINUTES
DATE: May 26, 2026

Attendance:

Directors Present: Caya Aufiero, Dainielle Fox, Dwayne Nelson, Michael Powers (via Teams), Ann Smart (via Teams)
Directors Absent: Fadumo Hassan

Guests: Terry Coleman (note taker), John Chen. Lisa Otke

Call to Order:
Chair Caya Aufiero called the meeting to order. Due to intermittent internet connectivity among several members, agenda items requiring votes were moved to the beginning of the meeting.

Public Comments:

Approval of Previous Minutes:

1. Board reviewed and voted to approve previous Board minutes.
2. Board reviewed and voted to approve budget meeting minutes (with correction to include the previously approved $10,000 Kingsland Court repair allocation).

Annual Organizational Business

1. Board Resolution – Slate of Directors
    a. Two year terms
        i. Ann Smart
        ii. Fadumo Hassan
        iii. Dainielle Fox
    b. Current Four year terms
        i. Michael Powers
        ii. Dwayne Nelson
2. Motion passed unanimously.

Secretary's Report: Ann Smart

1. Nothing to report.

Treasurer's Report: Dainielle Fox

1. Approximately **$115,000** in bank accounts.
2. Organization remains in a healthy financial position.
3. No significant budget overruns reported.
4. Danielle reported multiple fraudulent Facebook advertising charges against the CID debit card totaling several thousand dollars.
    a. Fraud claims have been submitted to PNC Bank.
    b. Investigation is underway.
    c. Reimbursement is expected but not yet confirmed.

5. The Board discussed improving payment security, including:
    a. Avoiding storing debit card information online.
    b. Exploring ACH or PayPal payments where possible.
    c. Reviewing banking procedures moving forward.

Program & Committee Updates (John Chen)

1. Smart Badge
    a. Expanding from 25 to 40 badges.
    b. Demand from additional merchant clusters.
    c. Long-term sustainability.
    d. Potential future participant cost-sharing.
    e. Opportunities to provide implementation assistance to other districts.
    f. **The Board approved:**
        i. Expansion to 40 Smart Badges
        ii. FY26 budget allocation of $7,200
    g. Future consideration will include:
        i. Cost-sharing with participating businesses.
        ii. Potential consulting opportunities with other districts.
2. Digital Infrastructure
    a. The CID's long-term digital infrastructure plan centered around the Zoho platform. Discussion included: CRM, ticketing system, incident reporting, website integration, email marketing, SMS communication, workflow automation, financial tools, future operational efficiencies
    b. **The Board approved:**
        i. Increase from three to four Zoho licenses
        ii. FY26 allocation of:
        iii. $1,776 for Zoho licensing
        iv. $8,000 for contracted Zoho development (approximately 200 hours)
        v. The developer will focus primarily on: Building out the CID ticketing system and expanding organizational workflows and automation

FY2026–2027 Budget

1. Danielle presented the revised FY2026–2027 operating budget.
2. Major updates included: Office rent increase, adjustments to staffing allocations, Safety Coordinator funding, Smart Badge expansion, digital infrastructure funding, community branding and outreach allocations, metal banner program, miscellaneous CID-focused projects, Dutchtown Bells funding noted within miscellaneous projects, overall projected budget surplus
3. **Following discussion, Dwayne moved to approve the FY2026–2027 budget as presented. Michael seconded. Motion passed.**

Branding & Marketing

1. Metal Street Banners. Discussion included:

   a. Banner colors and frame options, installation locations, coordination with the branding refresh, future expansion opportunities
   b. The Board delegated final design decisions to the branding committee.
   c. Michael Powers will: Finalize banner design with the vendor, coordinate Board of Public Service approvals, develop an installation map, provide a future expansion plan.

Website Refresh

Update provided:

1. Existing website assets have been transferred to the web design firm.
2. New website remains on schedule.
3. Additional photography has been supplied.
4. Launch target remains mid-June.

Sales Tax Initiative

1. Ann provided an update on the proposed CID sales tax initiative. Current priorities include:
   a. Completing annual governance requirements.
   b. Finalizing the FY26 budget.
   c. Maintaining regulatory compliance.
   d. Preparing petition materials.
2. Key deadlines:
   a. June 15 target for internal completion.
   b. July 1 filing deadline to remain on schedule.

Kingsland Court Repairs

1. Update provided on Kingsland Court entry repairs.
2. Next steps:
   a. Obtain police documentation if possible.
   b. Coordinate with the City and Board of Public Service.
   c. Begin construction once administrative requirements are complete.

Mount Pleasant Grant Requests

1. The Board discussed two funding requests from the Mount Pleasant Neighborhood Association: Osceola Triangle improvements, landscape maintenance and plantings
2. Because quorum support was insufficient to approve the request, no action was taken.
3. The item will return at a future meeting.

Announcements:

1. Lisa Otke shared updates:
   a. Plan Area 7 kickoff scheduled for July 7 at Marquette Park
   b. Cleveland High School selective demolition and stabilization work is moving forward. Contractor interest has been strong.
   c. Virginia Theater bid package is forthcoming
   d. Zoning public comments remain open through the end of the month.
2. Gravois-Jefferson neighborhood event on July 18.

Adjournment:
Dwayne moved to adjourn the meeting. Seconded by Ann. Motion unanimously carried. Next meeting: June 23, 2026 at 5:30 PM at the Neighborhood Innovation Center (NIC STL), 3207 Meramec, St. Louis, MO 63118 and online at https://dutchtownstl.org/cidmeeting.

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3207 Meramec Street, St. Louis, MO 63118 https://dutchtownstl.org/cid

Minutes submitted by Tabatha Kittrell.