

Old Brooklyn Community Development Corporation

Board of Directors Meeting Minutes

April 25, 2023

Board Members Present: David Robinson, Liz Kilroy Hernandez, Gordy Jones, Adam Sauerwein, Brendan Zak, Harry Quinones, Marlon Brown. **Staff:** Lucas Reeve, Amber Jones, Jess Timms, Sienna Dunakin, Charles Kennick, Hope Fierro, Maria Sharp.

Meeting was called to order at 6:01pm. Marlon Brown made a motion to approve the March minutes, Adam Sauerwein seconded, minutes were approved.

Treasurer's Report (Gordy Jones), Not much change from last month. Cash position is good. Lines of Credit are fine. Revenue will start picking up with summer events, Farmers Market, Treadway Takeover, Sponsorships. Brendan Zak motioned to approve Harry Quinones seconded, financials were approved.

Community Engagement Strategy: (Maria Sharp and Hope Fierro) The intention behind the strategy is to ensure staff on the same page, use industry best practices to be more effective with outreach and engagement, broaden our audience create a sense of belonging among residents.

Some examples would be:

- Website, flyers, social media, OB News, events, workshops, volunteering, becoming an OBCDC member/Committee/Board member.
- The impact we are looking to have is being more involved with residents, meeting people where they are at, connecting residents with resources / services and building a connected community.
- Ensuring equitable and inclusive engagement is a the center of our strategy.
- Deeper connection providing ways to be involved with after initial touch point.

Real Estate Update: (Sienna Dunakin) Continued engagement with potential developers for the vacant land at 4323 Pearl Rd. Contemplating new strategies and approaches. On Memphis & Pearl, have met with city, county and state representatives to discuss where the financial gap is and how public dollars could help support the development. Working closely with the entire design team on the plans, targeting schematic review in June. May 9th will be the in-person community meeting at Pearl Road UMC to get community input on the project, to be paired with the digital survey. Question: (Gordy Jones) what can the Board do to help with the community engagement? (Lucas Reeve) answered the question: Share flyers on social media, share the survey, take the survey, attend the in-person community meeting.

Meeting adjourned at 6:45 pm.