

<NSI BOARD MEETING>

MEETING MINUTES

Meeting Date: 12/07/2020

Meeting Location: Online via Zoom

Approval: Draft

Recorded By: Madeline Oberman

1 ATTENDANCE

Name	Title	Organization	Present
Kate Haher	President	North CID	X
Jim Dwyer	Vice President of Finance	North SBD	X
Yusef Scoggin	Secretary	Southeast SBD	X
Henry Edmonds	Board Member	North SBD	X
Gina Heagney	Board Member	Westminster Lake SBD	X
Bill Latz	Board Member	Washington Place SBD	X
Pete Rothschild	Board Member	South SBD	X
Ashley Johnson	Vice President	Euclid South CID	X
Brian Phillips	Board Member	WUMC	X
Eric Weber	Board Member	Waterman Lake SBD	X
Bobbie Butterly	Board Member	DeBaliviere Place SBD	
Jim Whyte	Executive Director	NSI	X
Sarah Wickenhauser	Deputy Director	NSI	X
Madeline Oberman	Neighborhood Advocate	NSI	X
Lyndon Cornell	Camera Project Manager	NSI	X

Additional Attendees: Joe Reagan, Sarah Reagan

2 MEETING LOCATION

Due to COVID-19, the meeting took place online through Zoom. If you would like to attend these meetings, please let us know before the first Monday of the month and we will send you a link to the Zoom meeting.

3 MEETING START

Meeting Schedule Start: 4:00 pm

Meeting Actual Start: 4:04 pm

4 AGENDA

- **Call meeting to order**
 - Kate called the meeting to order at 4:04 pm.
- **Approval of Meeting Minutes from November**
 - Kate asked for a motion to approve the November minutes. Jim D. moved to approve the meeting minutes. Pete seconded the motion. The motion passed unanimously.

- **Financial Report**

- The NSI added a second bank account to keep the money for the Forest Park Southeast camera project separate from the other camera project money.
- The NSI is over budget on the professional budget because we hired One Stone and had a financial review. But we are still on budget for the year.
- Motion to approve the financial report was moved by Jim D. and seconded by Eric. The motion passed unanimously.

- **Deputy Director Report**

- Sarah attended Park Central's Sunshine Law presentation.
- We will not be hosting our annual year's end party this year due to COVID-19.
- While reviewing our bylaws and continued discussion with One Stone, we are recommending we make some changes to our agenda and board presentations:
 - 1. Staff reports will be sent out before the meeting and discussed outside of the meeting. If there are any questions, they will be answered during the meeting or outside the meeting.
 - 2. Board of Directors will be elected at the January 4th meeting. The president serves 2 years, the Vice President Serves 1 year. The Vice President of Finance serves 1 year. And the Secretary serves 1 year. Officers can serve more than one term but no more than three consecutive years.
- Authentic Voice update given by Sarah Reagan:
 - We (One Stone) crafted an authentic vision and now we need to turn that vision into an authentic voice and communicate it to stakeholders.
 - A social media plan has been developed. There will be three main platforms: Facebook, Twitter, and Instagram.
 - Pete asked how will we assess the success of the social media. Sarah R. explained there's an analytics side on the business accounts of these social media platforms. It will tell us about new and unique views, shares, follower information, and more.
 - Kate asked if One Stone has set any goals for the social media accounts. Sarah R. said she can set obtainable goals for us to reach. Jim D. noted that it is very important we set achievable goals for this.
 - Yusef asked who our audience is. Sarah R. said that our audience is residents, frequent guests, and people in the region who might come across the social media accounts and be interested in what we do.
 - Joe Reagan noted that the CWE has a variety of social media accounts and that connecting the accounts will help us catch followers and help others catch followers.
 - Kate asked Sarah R. and the NSI to keep the board updated on how things are coming together.
 - Eric asked if Sarah R. could package together some social media tips for the NSI and SBDs so that both can grow their social media presence and fuel each other. Yusef agreed and clarified that it's called "co-branding."
- Objectives and Key Results (OKR) Presentation by Sarah W.

- The NSI staff will create OKR's and review them with the board. The staff will be reporting on the outcomes of these OKR's and keeping the board informed of our progress.
- Objective 1: increase operational capacity and capabilities.
 - Key Result 1: increase operational capacity by 25% by 3/15/2021 to support future growth opportunities in 2021.
 - Key Result 2: Strategic Partnerships agreements executed by 4/30/2021.
 - Key Result 3: Increase earned net income by 20% year over year, by December 31, 2021.
- Objective 2: Increase visibility and understanding of NSI within current neighborhoods.
 - Key Result 1: complete 5 meetings with opinion leaders by the end of the first quarter in 2021.
 - Key Result 2: Establish a baseline measurement of visibility.
 - Key Result 3: Have at least 2 content postings on social media platforms each week.
- Objective 3: The NSI organization is a solid platform for growth and sustained services.
 - Key Result 1: Be at 100% organizational readiness.
- 2021 Funding Notes
 - With the help of Jim D., the NSI was able to find the correct numbers from the city's collector's office for tax revenue generated.
 - Since increasing our footprint and SBD's having greater revenue, we are reducing our annual fee from 15.5% of each entity's tax revenue to 9%.
 - We will be sending updated contracts for the 2021 year very soon.
 - Pete asked why SBDs pay a percentage to the NSI and CIDs do not. Sarah W. explained that CIDs do not receive the same services from the NSI – we do not manage their cameras nor their patrols.
 - Pete noted that cutting the rate from 15.5% to 9% is great this year but might make it extremely difficult to increase the percentage later. He also noted that more funding this year could mean more useful projects.
- **Neighborhood Advocate Report**
 - Maddy gave a brief update about the current state of the courts and the cases she is following.
- **NSI Camera Project Manager Report**
 - Lyndon gave a brief update about the current state of the cameras and maintenance.
 - Lyndon gave a review of camera reviews he conducted in the past month and the crimes that took place.
 - Lyndon noted that between January 2020 and November 2020, despite 122 camera reviews, there were only 31 arrests. This low number is because of COVID-19.
 - Lyndon reminded everyone to be mindful about leaving cars turned on to warm up when the weather turns cold. We always have a problem with car theft and carjacking during the winter.

○ NSI Executive Director Report

- Jim provided a discussion on the St. Louis Crime Commission's upcoming plans and goal – including the removal of a few derelict properties. Brian and Yusef express their concern over bulldozing historic buildings that may impact the area. Jim W. explained that we are not picking the buildings, Kevin Bryant is. Jim D. noted that while it is a sensitive subject – and is aware how much the members of the board love the historic buildings, the buildings in question are surrounded by vacant land and in such terrible shape they really do need to go. They're very dangerous, unsalvable, and currently being used by the drug market.
- Jim met with the Dutchtown CID Safety committee in November, as their discussion topic was for their own camera project.

○ Other Comments

- Yusef expressed concern over how the public school closing will impact the region in numerous ways, including crime.

○ Guest Comments

5 MEETING END – 5:26 PM

6 POST MEETING ACTION ITEMS

Action	Assigned To	Deadline
None	N/A	N/A

7 DECISIONS MADE

- Meeting Minutes were approved.
- Financial Report was approved.

8 NEXT MEETING

Next Meeting: January 4, 2020 < Online via Zoom > < > < >