West End South CID  
Stakeholder Meeting  
Tuesday, October 6th, 2020  
Zoom Call – 6:00 PM

Meeting Notes

1. Introductions

2. Updates
   - Website
      o Previous meeting minutes/notes have been added to the website, as well as images & past events.
      o Updating the URL could help more people find your website.
      o In addition to the website, creating social media pages like a facebook, or twitter could be additional avenues for sharing out information regarding events & updates about what you all are doing.
   - Signature Tracking
      o # of signatures & total assessed value to date is 45 and the total assessed value of those signatures is $624,160.00

3. Discussion
   - Non-profit By-laws i.e. addition of members to the board
      o There has been interest from additional stakeholders/residents that live/own property within the CID that have asked to join the board.
      o The petition as written states they can have 9 – which they currently have. Current board members suggested that interested persons could sit on a committee or attend meetings as an at large stakeholder with the thought that they would fill open seats in the future.
   - Standard talking points regarding the history of the CID were shared and board members asked that these talking points be turned into a visual timeline.
   - Frequently asked questions as you’ve begun collecting signatures.
      o Have received questions from a few people regarding the special assessment for low-income seniors and concerns around what the increase would be.
      o Stakeholders had a detailed conversation regarding options for a program to try and address this concern. Could options for a program or exemption be considered prior to a public meeting.
   - Action Plan on Collecting Signatures
      o Talked about getting signatures from the people they know are in support of the CID – “low hanging fruit”
      o Should continue to make individual calls/asks
      o Plan for community education/engagement events in November.
- Have the stakeholders present/run this meeting not PCD/WUMCRC
  - Establish an additional timeline for collecting signatures.
    - Each month focusing on a target audience.
  - Have worked to draft letters to out of town stakeholder’s, as well as determining a coordinated strategy for reaching out to property owners who own more than one property.
- Additionally, the CID Board recognizd the need & has the desire to address racial equity throughout the process.
  - Understanding the geographic & demographic make-up of the CID is important & to have a board that reflects that.
  - The goal of this first CID has always been to establish it as an example & either expand or help assist other sections of the neighborhood create their own to create a network of CID’s that can partner & leverage funds together.