Board of Directors Meeting

December 12, 2022
6:00 PM

Executive Director’s Report
Recommended District Ambassador Services:

★ Trained in customer service and public relations
★ Promote a professional image
★ Will appear neatly dressed in uniforms selected by OAA
★ Circulate to provide the public with information / assistance
★ Share points of interest, businesses, and services available
★ Share upcoming special events
★ Routinely visit district businesses

Improved Clean & Safe
Enhanced Branding and Professional Image
★ Report maintenance issues
★ Pick up loose trash that can be placed in a trash can
★ Remove graffiti, stickers, and handbills
★ Will be equipped with digital radios and smartphones
★ Be trained to document task activity and incidents.
★ Serve as a visible presence to enhance the perception of safety
★ Will be trained to assist with homeless outreach
Recommended Placemaking Projects:

★ 20 Hanging Flower Baskets (24k)
★ Fifty 36" W x 72" H pole banners (12k)
★ Utility Box Artwork (5k)
★ Tree plantings (10k)
★ Tree Lighting (TBD)
Board Committee/Staff Work To Do:

1. Determine event calendar
2. Determine our event strategy? An event strategy is a data-driven, intentional, measurable plan that outlines what your organization expects to accomplish through events and how you will achieve and measure those goals.

Our event strategy should cover the types of events we want to put on, the tools in our event tech stack, the audiences we want to engage, and the metrics we’ll track to gauge event success.
Potential Goals:

- Increasing OAA brand awareness
- Generating leads for commercial vacancies
- Improving organization relationships
- Driving more activity in target areas
- Retaining or delighting neighbors
- Driving sales opportunities for OAA small businesses
Refine and Implement Strategic Plan:

★ Achieve financial stability and resource growth strategy
★ Improve program effectiveness
★ Improve the organization’s retail attraction strategy
★ Develop an effective management structure
  ○ Board sub-committees with clear objectives
Organizational Deliverables for Q1 2023:

★ Board Training with Alison Hart
  o Executive Committee
  o Finance/Audit Committee
  o Neighborhood Identity/Marketing and Events
  o Services and Safety
★ Annual Work Plan for Board and Committees
★ Communications Plan
ED Deliverables for Q1 2023:

★ Establish Clean and Safe Ambassador Program
★ Data and Reporting Improvements
★ Placemaking Beautification Programs
★ Repair/Establish Relationships with Community Stakeholders

Strategic Plan (Operational)
Deliverables:
★ Detailed Fiscal Year Budget
★ Accounts Payable and Receivable Process

Recommendations:
○ Xero
○ Plotoo
○ Hubdoc
★ Eliminate Paper Checks
★ Switch to a local Bank
★ Explore Line of Credit

Strategic Plan
(Financial)
Deliverables (Cont.):

★ Credit Card, Travel, And Expense Policies
★ Purchasing Policy
★ Reserve Policy

Strategic Plan (Financial)
A Look Ahead

Moving forward into 2023, OAA will:

★ Enhance Clean and Safe Presence
★ Build Out Placemaking Initiatives
★ Retail Vacancy Strategy
★ Increase Strategic Neighborhood Events
★ Continue to Refine and Implement Strategic Plan
  a. Organizational
  b. Operational
  c. Financial