

The board welcomed the new City of Cincinnati Finance Director Steve Webb. Mr. Webb shared his background, including working for the cities of Indianapolis and Covington KY.

WEBSITE UPDATE/DISCUSSION

Ms. Schnapf thanked the trustees for reviewing the draft version of the website and suggested edits. She invited discussion prior to launching the site. Because CSRT isn't determining how the money is being spent, Mr. Muething wants to make sure it is understood that we are *reporting* how the money is spent, not *determining* how it is spent. Ms. Keating added that whatever terms are used in the City report to describe categories of spending should be mirrored on the CSRT site. Ms. Schnapf agreed and added that the information is pulled from Cincinnati's reporting webpage – Cincy Ontrack <https://www.cincinnati-oh.gov/cityofcincinnati/display-objects/banners/cincy-on-track-critical-infrastructure-plan/>.

Mr. Sylvester asked how the site will be promoted. Ms. Schnapf said she spoke with the web developers about possibilities for search engine optimization. They believe the essential work will cost \$900 and include: Google Business Profile set-up and optimization, meta title & description optimization, schema implementation and internal link juicer set-up. The next tier is ongoing support, which would cost \$1500-\$4000 annually. Mr. Muething believes we should move forward with the basic \$900 optimization. Ms. Schnapf agreed and suggested that she could additionally create news releases letting residents know about the new site. Mr. Sylvester asked if we would get statistics about usage. Ms. Keating suggested setting up a Google Analytics log-in and agreed that we don't need to spend further money on SEO beyond the initial optimization.

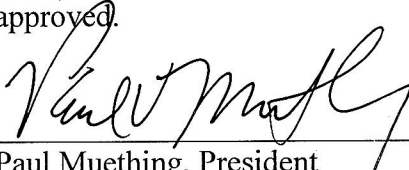
Ms. Keating summarized that the new site is well-done, very clear, and should be helpful in providing the information residents need to understand how the money is invested, used, and how decisions are made.

MISCELLANEOUS BUSINESS

Ms. Keating congratulated Mr. Muething for being honored by University of Cincinnati's College of Law as a Distinguished Alumnus.

ADJOURNMENT

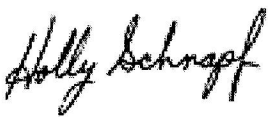
Mr. Mallory moved to adjourn. Mr. Sylvester seconded the motion. Unanimously approved.



Paul Muething, President

Sept. 16, 2025

Date



Holly Schnapf, Financial & Admin. Director

Sept. 16, 2025

Date