

East End Improvement Corporation

Minutes of the Special Meeting of Board of Directors
Tuesday, February 27, 2018 at 8:30 a.m.

Board Members Present: Yolanda Alvarado, Blanca Blanco and Elliot Barner
Others in Attendance: Asha John, Interim Executive Director

The meeting was called to order at 8:37 a.m.

ITEM 1. Minutes. Approve minutes from the previous meeting(s).

Vice Chair Blanca Blanco served as Acting Chair for the meeting. Blanca Blanco presented the minutes of the January 30, 2018 meeting. After review, Yolanda Alvarado moved that the Board approve minutes. Elliot Barner seconded the motion, which passed unanimously.

ITEM 2. Financial Reports. Receive and approve the financial reports on revenues and expenditures; and authorize appropriate action.

Asha John presented financial reports for Q1 of the 2017-2018 fiscal year and gave a detailed overview of programmatic activities for the EEIC in order to provide insight for future financial statement review. After review, Elliot Barner moved that the Board approve the December 31, 2017 financial reports. Yolanda Alvarado seconded the motion, which passed unanimously.

ITEM 3. EEIC Board Officers. Consider and elect officers of the EEIC Board and authorize appropriate action.

Per previous discussions, Yolanda Alvarado decided to consider the position of Chair. Due to personal conflicts, Blanca Blanco cannot serve as Treasurer, so she agreed to remain as Vice Chair. The new board member, Elliot Barner, agreed to serve as Secretary/Treasurer. Yolanda Alvarado moved that the Board approve the newly appointed positions. Elliot Barner seconded the motion, which passed unanimously.

ITEM 4. 2018 Meeting Dates Schedule. Discuss 2018 EEIC Meeting Dates Schedule; and authorize appropriate action.

Asha John explained that the EEIC has previously only met twice a year. Due to interest in East End Street Fest planning, the Board would like to meet more frequently, but only as needed. After discussions, the board has decided that the next meeting will be held either the 2nd or 3rd Tuesday of May 2018. Asha John will send out a calendar invite for the meeting. No further action taken.

ITEM 5. Future EEIC path. Receive information on the proposed future path and related activities for the EEIC; and authorize appropriate action

- a. Public Art Installations in East End

- b. Trevino Consulting & fundraising role for EEIC
- c. Website for EEIC
- d. Strategic planning

Asha John gave a general update on a kick-off meeting hosted by Trevino Consulting and attended by District staff, Veronica Gorczynski and Asha John. This was a meeting to discuss fundraising opportunities not only for the East End Street Fest but also for the EEIC as a whole. Because of these discussions, issues arose such as creating a website and marketing materials for the EEIC, which have not been done in the past. Dan Joyce is currently working on a website template for the EEIC which can be used for grant applications. This will help create organizational structure for the EEIC, which can be used for external communications.

District President Veronica Gorczynski would like to further expand the EEIC activities for more public art installations in the East End. The fundraising efforts can give the EEIC the financial ability to start working with individuals and organizations on creating opportunities in the District.

A future strategic planning session will be discussed in future months in order to help create an organizational strategy.

ITEM 6. Street Fest. Discuss plans for 2018.

Asha John explained that Trevino Consulting has already started work on the Street Fest. Now there is a project management firm, Lott Entertainment, that has submitted a proposal for work for the Street Fest. This has been approved by the District board and is now open for consideration for the EEIC board. The firm will assist in planning, day-of logistics and other items that will help avoid over-extending District staff during the planning and coordination for the Street Fest event.

Asha John presented the Street Fest budget to the EEIC board, which was discussed in detail. There are questions related to the Consultants that will be addressed in a follow-up email to the Board.

After discussions, Yolanda Alvarado moved that the Board approve the Lott Entertainment proposal. Elliot Barner seconded the motion, which passed unanimously.

ITEM 7. EXECUTIVE SESSION, IF NECESSARY.

The Board determined that no Executive Session was necessary.

ITEM 8. RECONVENE IN OPEN SESSION.

Since the Board did not convene in Executive Session, no need to reconvene.

ITEM 9. PUBLIC COMMENTS.

There were no public comments.

ITEM 10. ADJOURN.

There being no further business to come before the Board, the meeting adjourned at 9:37 a.m.

Cliff M. Bamer

Secretary, Board of Directors

(SEAL)

