



**Friday, May 21, 2021
12:00pm**

East End Improvement Corporation Board Members:

Yolanda Alvarado
Blanca Blanco
Elliot Barner

Veronica Chapa Gorczynski, President

AGENDA

EAST END IMPROVEMENT CORPORATION

TO: THE BOARD OF DIRECTORS OF THE EAST END IMPROVEMENT CORPORATION AND ALL OTHER INTERESTED PERSONS

Notice is hereby given that a Meeting of the Board of Directors of the East End Improvement Corporation (EEIC) will be held on Friday, May 21, 2021, at 12:00 p.m. via a video/audio conference. The video/audio conference meeting is authorized by the suspension of certain provisions of Chapter 551, Texas Government Code, as described below.

To view the meeting materials during the meeting using ZOOM, click the following link - <https://us02web.zoom.us/j/84760801683?pwd=UXptN012d3U1bWRGM0hNa2pDWFF2QT09>
Meeting ID: 847 6080 1683
Passcode: 072613

To participate by audio only, dial the following number -
+1 346 248 7799 US (Houston)
Meeting ID: 847 6080 1683
Passcode: 072613

Electronic copies of the meeting materials are also available at <https://www.eastenddistrict.com/news/east-end-improvement-corporation-meeting-agendas/> at such time the meeting occurs, or by contacting hello@eastenddistrict.com.

The meeting is open to the public and is being held to consider, discuss and adopt such orders, resolutions or motions, and take such other direct or indirect actions as may be necessary, convenient, or desirable with respect to the following matters:

1. **Minutes.** Approve minutes from the previous meeting(s).
2. **Financial Reports.** Receive and approve the financial reports on revenues and expenditures; and authorize appropriate action.
3. **East End Street Fest.** Receive report providing an update on East End Street Fest, review proposed date, budget, and fundraising materials and authorize action as appropriate.
4. **Cultural Arts Strategic Plan Update.** Receive update on Cultural Arts Strategic Plan and update on Cultural Arts Administrator.
5. **Update Regarding Diageo Outreach and Contribution.** Receive an update regarding outreach efforts from Diageo in support of Big Walls, Big Dreams festival and an update regarding contribution to EEIC on behalf of Johnnie Blonde.
6. **Review and Consider Contribution Toward Big Walls, Big Dreams Proposal.** Review latest request from UP Art Studios to participate as a sponsor and partner; and authorize appropriate action.
7. **Public Comments.** Receive comments from the public.
8. **Adjourn.**

Pursuant to the March 16, 2020, Declaration by the Governor of the State of Texas, certain requirements of Chapter 551, Texas Government Code, have been suspended in response to the Coronavirus (COVID-19) disaster. This action allows governmental bodies to conduct meetings by telephone or video conference to advance the public health goal of limiting face-to-face meetings (also called “social distancing”) to slow the spread of the Coronavirus (COVID-19).

May 21, 2020 Board Agenda

Signed: Eva Quiroz



ITEM #1
MINUTES

EAST END IMPROVEMENT CORPORATION
Meeting of the Board of Directors
Friday, April 16, 2021

The Board of Directors (the “Board”) of the East End Improvement Corporation (“EEIC”), met in a session, open to the public, via video/audio conference on **Friday, April 16, 2021, at 12:00 p.m.** The video/audio conference meeting was authorized pursuant to the March 16, 2020 Declaration by the Governor of the State of Texas, which suspended certain provisions of Chapter 551, Texas Government Code, in response to the Coronavirus (COVID-19) disaster. The Governor’s Proclamation permitted governmental bodies to conduct meetings via telephone or videoconference to advance the public health goal of limiting face-to-face meetings (also called “social distancing”) to slow the spread of the COVID-19. The roll was called for the members of the Board, to-wit:

Board Members in Attendance: Yolanda Alvarado and Blanca Blanco

Board Members Absent: Elliot Barner

Others in Attendance: Veronica Chapa Gorczynski, Eva Quiroz, Angela Stephens, Dan Joyce, and Judy Marcantel

Meeting called to Order at 12:03 p.m.

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

The March meeting minutes were presented by Ms. Gorczynski. After review, a motion was made by Director Blanco to approve March meeting minutes, as presented. Director Alvarado seconded the motion, which passed unanimously.

2. **Financials Report.** Receive and approve the financial reports for the five months ending February 28, 2021.

Ms. Stephens presented and reviewed the Financial Reports for February 28, 2021. After discussion, Director Alvarado moved to approve the reports, as presented. Director Blanco seconded the motion, which passed unanimously.

3. **Audit.** Review report on the 2019-2020 draft audit; and make recommendations as appropriate.

Mr. Gorczynski presented and reviewed the draft audit for fiscal year ending September 30, 2020, for East End District (the “District”). Ms. Stephens reviewed the statement of net position and governmental funds balance sheet stating that EEIC is reflected as a Special Revenue Fund of the District. Ms. Gorczynski noted that Ms. Stephens will file the form 990 tax return for EEIC. No action was necessary.

4. **East End Street Fest.** Receive report providing an update on East End Street Fest, review proposed date, budget, and fundraising materials and authorize action as appropriate.

Mr. Joyce provided an update on the East End Street Fest scheduled for Saturday, October 16, 2021, and possible entertainment contracts. No action was necessary.

5. **Cultural Arts Strategic Plan Update.** Receive update on Cultural Arts Strategic Plan and update on Cultural Arts Administrator.

Ms. Gorczynski provided an update on the Cultural Arts Strategic Plan and discussed hiring a Cultural Arts Administrator as a part-time contractor. She stated that she will present this to the District Board for approval. No action was necessary.

6. **Cultural District Bike Map.** Receive final draft of updated Cultural District Bike Map.

Mr. Joyce presented and reviewed the cultural district art and bike map, which serves as a guide of the murals within the District. No action was necessary.

7. **Review and Consider Contribution Toward Big Walls, Big Dreams Proposal.** Review the request from UP Art Studios to participate as a partner, contributing toward a ribbon cutting event for a forthcoming Marcario Garcia mural to be unveiled on Memorial Day; and authorize appropriate action.

Mr. Joyce discussed the partnership with UP Art Studios on the preparation work for public space for murals. He stated this is an in-kind contribution. No action was necessary.

8. **Public Comments.** Receive comments from the public.

There were no public comments.

9. **Adjourn**

The meeting ended at 1:00 p.m.

East End Improvement Corporation

ITEM #2

FINANCIAL REPORTS

MEMORANDUM

TO: Veronica Chapa Gorczynski, President

FROM: Angela Stephens, YPTC Associate

DATE: May 14, 2021

SUBJECT: Financial Reports for the Seven Months Ended April 30, 2021

Financial Reports Included:

Financial Statements

- Statements of Financial Position – as of April 30, 2021, with comparative prior years – Page 2
- Statements of Activities – for the seven months ended April 30, 2021, with comparative prior years – Page 3
- Statement of Cash Flows – for the seven months ended April 30, 2021 – Page 4

Supplementary Information

- Rolling Cash Forecast – Page 5

IMPORTANT NOTES ABOUT MONTH-END RESULTS:

The total net asset increase for the first seven months of FY20/21 was \$10k mainly due to the receipt of \$20k from the East End District to support cultural district activities.

Statements of Financial Position

The cash balance as of April 30, 2021 is \$34k, of which \$5k is restricted for the 2021 East End Street Festival and \$10k is restricted to fund the production of a mural and the Morales Family documentary. The remaining cash balance of \$19k is not restricted and available for cultural district activities.

The accounts receivable balance of \$1,000 is composed of Joint Marketing project funds due from the Houston East End Chamber of Commerce as of June 2020. The Chamber received a follow-up invoice in May 2021 requesting payment. The funds are to be collected on behalf of the East End District.

The EEIC's security patrol contract termed as of February 28, 2021. Therefore, there is no longer a prepaid expense and deferred contract revenue balance for the security patrol.

Statements of Activities

A comparison of the current fiscal year results to the last two fiscal years is included in the Statements of Activities on page 3.

The East End District contributed \$20k to the EEIC in January to fund two murals, the Morales Family documentary, and the 2021 East End Street Festival. EEIC processed the final payment of \$2k for the Lawndale mural in April.

On a monthly basis, the East End District pays EEIC's professional fees and other miscellaneous expenses. Since October 1, 2020, EEIC has recognized \$9k as an in-kind contribution and expense based on payments made by the East End District.

Please let me know if you would like any additional information about the attached financial statements.

EAST END IMPROVEMENT CORPORATION
Financial Statements
For the Seven Months Ended April 30, 2021

East End Improvement Corporation**Statements of Financial Position****As of April 30, 2021***(with previous two previous fiscal years comparative balances)*

	Balances as of April 30, 2021	Balances as of September 30, 2020	Balances as of September 30, 2019
Assets			
Cash	\$ 34,042	\$ 112,070	\$ 90,746
Accounts receivable	1,000	1,002	27,687
Due from East End District	-	-	2,000
Prepaid expenses - East End Street Festival	-	-	21,499
Prepaid expenses - Patrol contract	-	83,814	73,312
Total assets	<u>35,042</u>	<u>196,886</u>	<u>215,244</u>
Liabilities			
Accounts payable	-	83,814	23,526
Due to East End District	-	4,263	54,992
Deferred revenue - East End Street Festival	-	-	4,950
Deferred contract revenue - Patrol	-	83,814	73,312
Total liabilities	<u>-</u>	<u>171,891</u>	<u>156,780</u>
Net assets			
Net assets with donor restrictions	15,300	4,938	44,115
Net assets without donor restrictions	19,742	20,057	14,349
Total Net assets	<u>35,042</u>	<u>24,995</u>	<u>58,464</u>
Total liabilities and net assets	<u>\$ 35,042</u>	<u>\$ 196,886</u>	<u>\$ 215,244</u>

East End Improvement Corporation

Statements of Activities

For the seven months ended April 30, 2021

(with previous two previous fiscal years comparative balances)

	Seven Months Ended April 30, 2021	Fiscal Year Ended September 30, 2020	Fiscal Year Ended September 30, 2019
Revenues			
Contract Revenue	\$ 419,067	\$ 963,759	\$ 879,740
Interest income	2	322	642
East End Street Fest - 2018	-	-	42,752
East End Street Fest - 2019	-	64,741	100,100
East End Street Fest - 2020	-	17,500	-
East End Street Fest - 2021	5,000	-	-
Cultural District Merchandise Sales	-	2,463	-
Contributions	125	-	150
East End District	24,293	8,859	1,530
Total Revenues	<u>448,487</u>	<u>1,057,644</u>	<u>1,024,914</u>
Expenditures			
Contract Expenses	419,070	963,756	879,740
East End Marketing Shared Project	-	-	190
Programs, Projects, and Events			
East End Street Fest - 2018	-	-	74,816
East End Street Fest - 2019	-	101,620	56,135
East End Street Fest - 2020	5,374	12,563	-
East End Cultural District	4,700	3,704	7,165
Professional Fees	8,781	7,269	1,530
Miscellaneous Expenses	515	2,201	698
Total Expenditures	<u>438,440</u>	<u>1,091,113</u>	<u>1,020,274</u>
Change in Net Assetss	10,047	(33,469)	4,640
Net Assets			
Beginning of Period	24,995	58,464	53,824
End of Period	<u>\$ 35,042</u>	<u>\$ 24,995</u>	<u>\$ 58,464</u>

No assurance is provided on these financial statements.

Substantially all disclosures required by GAAP are omitted.

East End Improvement Corporation
Statement of Cash Flows
For the seven months ended April 30, 2021

	<u>Seven Months Ended April 30, 2021</u>
OPERATING ACTIVITIES	
Change in Net Assets	\$ 10,047
Adjustments to reconcile change in net assets to net cash provided by operations	
Decrease in Accounts Receivable (A/R)	2
Decrease in Accounts Payable (A/P)	(83,814)
Decrease in Due to EED	(4,263)
Total Adjustments to reconcile change in net assets to net cash used by operations	<u>(88,075)</u>
Net cash used by operating activities	<u>(78,027)</u>
Net cash decrease for period	(78,027)
Cash at beginning of period	112,070
Cash at end of period	<u><u>\$ 34,042</u></u>

*East End Improvement Corporation
Rolling Cash Forecast
For the fiscal year ending September 30, 2021*

	Oct 2020	Nov 2020	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	Jun 2021	Jul 2021	Aug 2021	Sept 2021	Cash Total Actual & Forecast	Accrual Budget
	Actual							Forecast						
Cash Deposits														
Contract Revenue	\$ 83,814	\$ 83,814	\$ 83,814	\$ 83,813	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 335,254	\$ 419,070
Due to East End District	-	-	-	-	42,496	(42,496)	-	-	-	-	-	-	-	-
Interest Income	-	-	-	1	-	1	1	-	-	-	-	-	3	3
East End Street Fest - 2021	-	-	-	5,000	-	-	-	-	-	-	-	15,000	20,000	20,000
Contributions	-	-	-	15,000	125	-	-	-	-	-	-	-	15,125	15,000
Total Cash Deposits	\$ 83,814	\$ 83,814	\$ 83,814	\$ 103,814	\$ 42,621	\$ (42,495)	\$ 1	\$ -	\$ -	\$ -	\$ -	\$ 15,000	\$ 370,382	\$ 454,073
Expenditures														
Contract Expenses	167,628	83,814	83,814	83,814	-	-	-	-	-	-	-	-	419,070	419,070
East End Street Fest - 2020	-	9,636	-	-	-	-	-	-	-	-	-	-	9,636	9,636
East End Street Fest - 2021	-	-	-	-	-	-	-	-	-	-	-	10,000	10,000	10,000
East End Cultural District	-	-	-	2,350	-	-	2,350	-	4,800	-	5,500	-	15,000	15,000
Professional Fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Miscellaneous Expenses	-	-	-	-	4	-	-	-	-	-	-	-	4	-
Total Cash Expenditures	167,628	93,450	83,814	86,164	4	-	2,350	-	4,800	-	5,500	10,000	453,710	453,706
Net Cash Increase/(Decrease)	(83,814)	(9,636)	(0)	17,650	42,617	(42,495)	(2,349)	-	(4,800)	-	(5,500)	5,000	(83,328)	
Beginning Cash Balance	112,070	28,255	18,619	18,619	36,269	78,886	36,391	34,042	34,042	29,242	29,242	23,742	112,070	
Ending Cash Balance	\$ 28,255	\$ 18,619	\$ 18,619	\$ 36,269	\$ 78,886	\$ 36,391	\$ 34,042	\$ 34,042	\$ 29,242	\$ 29,242	\$ 23,742	\$ 28,742	\$ 28,742	

ITEM #3

EAST END STREET FEST



A CELEBRATION OF
MUSIC, ART & HERITAGE

SATURDAY, OCTOBER 16, 2021
LIVE FROM HOME!



Room (and approval) for a
taping audience of 25



ITEM #4

CULTURAL ARTS STRATEGIC PLAN UPDATE

Executive Summary

This Cultural Arts Strategic Plan is the result of a seven month process of community outreach, assessment, research and analysis to chart a holistic course for the East End District's cultural development over the next 10 years.

VISION

Reflect and reinforce the East End's established community, their shared cultural treasures and distinctive identity as vital elements to the District's character, quality of life and economy.

COMMUNITY OUTREACH

We were guided by the community's own voices. East End residents, makers, business owners, developers, artists, arts enthusiasts, cultural activists, educators, youth, seniors, administrators and history keepers.

The robust outreach effort included a Public Survey, multiple Focus Groups, two Artist Advisory Groups, one Youth Advisory Group and nearly two dozen one-on-one Stakeholder Interviews - all during the COVID-19 crisis.

The ongoing pandemic eliminated our ability to hold public forums, which had been planned, therefore we moved the vast majority of our dialogues to the virtual sphere. This seemed awkward initially, but resulted ultimately in surprisingly unified themes both in terms of feedback and forward-looking inspirations.

The goals of the Plan were to:

- Identify the East End's creative assets and opportunities
- Diagnose the threats to the cultural vitality of the District, its residents and cultural assets
- Establish initiatives to sustain the East End's rich cultural landscape and to amplify it as a destination for arts and cultural tourism

CURRENT CHALLENGES

Faced with the pressure of increasing development and major ToOT changes, the District has recognized for some time the community-driven need for a firm plan that sets a strong, reliable foundation for cultural activities. The following issues were consistently raised in our outreach as the key threats to cultural arts in the East End:

- Culturally-insensitive development and the resulting gentrification threats.
- The stark discrepancy that exists in funding to Hispanic arts/culture organizations, not only locally, but also regionally.
- The absence of dedicated and regularly-available venues to support art and artists in the East End.

Reinforcing the East End's cultural arts anchors, working with the support of engaged community partners, local arts leaders, elected officials and cultural activists will be the District's most effective weapon against these threats.

PRINCIPAL RECOMMENDATIONS

While there are a total of 23 recommendations in the body of this Plan, the following are ten of the most significant initiatives proposed:

—ONE—
Revitalize Talmo, Blinger de Nouyon (Blm) and Goudage Plaza in the near term to provide the East End District with arts spaces, as at this writing, there is no cultural venue in the East End that the performing or visual arts can rely upon consistently to schedule arts rehearsal, performance and programming. It is imperative that the solution involve secure, financially stable and sustainable organizations upon which the community can depend.

—THREE—
Create essential placemaking infrastructure to key prioritized sites throughout the District - initially Navigation Esplanade, Roundhouse Plaza Park, Eastwood Park, Mason Park. Specifically, bike lanes, shade structures, restrooms, and access to green in these locations will be "quick wins" and allow for diverse cultural gatherings.

—SEVEN—
Create a robust strategy to pursue foundation grants for the District and micro-grants for artists, makers and arts organizations to forge key partnerships for public/private funding and for programming support.

—FOUR—
Launch "Calle de Colores", a mile-long stretch of warehouse buildings (i.e. "megalouses") for street art) on Navigation Boulevard stretching from just east of Lockwood Drive to the 5000 block of Navigation to the 600 block of Navigation, ending at the bridge.

—EIGHT—
Hire a Cultural Arts Administrator to serve as the central initiator for this Plan and point-of-contact for the artists, makers and partners for projects in the District. Appoint a Cultural Arts Task Force to support these efforts.

—TWO—
Commission a feasibility study for the creation of an East End "Centre de Artes" (note: this is a working title only). The District deserves an indoor central gathering site for all of the arts - gallery spaces, rehearsal studios, performance spaces, and offices to support arts administrators. Ideally, it would dedicate space to a new museum for Hispanic art, for sharing East End artifacts/ exhibits and for exhibitions from regional and national arts institutions.

—NINE—
Establish vibrant public greenery as markers to the District. For consideration, prominent intersections of Kensington Boulevard and Emancipation Drive, proposed roundabout at Navigation Boulevard and Jensen Drive, Planned Canal Street Tunnel, Wayde Drive at 14th Freeway, Wayde Drive at Leawood Street, Harborside Boulevard at 75th Street, and Telephone Road at I-43 freeway, and pedestrian and recreation bridges across Buffalo and Bryas Bayou.

—TEN—
Develop a robust public awareness campaign for the District's cultural activities.

— SEVEN —
Create a robust strategy to pursue foundation grants for the District and micro-grants for artists, makers and arts organizations to forge key partnerships for public/private funding and for programming support.

— EIGHT —
Hire a Cultural Arts Administrator to serve as the central initiator for this Plan and point-of-contact for the artists, makers and partners for projects in the District. Appoint a Cultural Arts Task Force to support these efforts.

— NINE —
Advocate for and support cultural development across all sectors of the District, especially in historically under-programmed, easternmost neighborhoods.

ITEM #5

DIAGEO OUTREACH & CONTRIBUTION UPDATE



**INTRODUCING THE JOHNNIE BLONDE CITRUS FIZZ COCKTAIL
KIT IN COLLABORATION WITH SOURCED COCKTAILS!**

Johnnie Blonde is a new whisky from the team at Johnnie Walker, now available exclusively in Houston, with brighter sweeter flavors and deliciously mixed with the citrus kick of lime & yuzu soda.

This limited-edition Sourced cocktail kit features all of the ingredients for the signature Johnnie Blonde Citrus Fizz cocktail, perfect for refreshing the everyday drink choice for local Houstonians. Also included in the kit are custom Johnnie Blonde cups and coasters to make toasting with friends and family even more vibrant.

In celebration of the Johnnie Blonde launch in Houston, the brand is partnering with UP Art Studio, a Houston-based public art consulting firm, to introduce the mural-painting Big Walls Big Dreams Festival to the city. The festival will refresh Houston neighborhoods and welcome the community to witness and celebrate large-scale murals being painted by local and national artists. Johnnie Blonde and this Sourced Cocktail kit will also support the East End Improvement Corporation (EEIC), a non-profit organization dedicated to refreshing and improving the quality of the life in the East End Houston Cultural District.

The EEIC has been notified of a \$25,000 donation from Diageo on behalf of Johnnie Blonde to fund cultural projects in the East End Houston Cultural District.

ITEM #6

BIG WALLS, BIG DREAMS

Artist: Carlos Alcaraz



big walls
big dreams