

## **East End Improvement Corporation**

Minutes of the Special Meeting of Board of Directors  
Tuesday, September 4, 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 8:33 a.m.

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

Yolanda Alvarado presented the minutes of the May 22, 2018 meeting. After review, Blanca Blanco 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 the revised financial reports for Q2 and the reports for Q3 of the 2017-2018 fiscal year and gave a detailed overview of programmatic activities for the EEIC. Elliot Barner expressed interest in receiving more detail on the expenditures for the EEIC. Asha John offered to provide a Check Register with each financial report in the future. After discussions and review, Blanca Blanco moved that the Board approve the revised quarter ending March 31, 2018 and quarter ending June 30, 2018 financial reports. Elliot Barner seconded the motion, which passed unanimously.

ITEM 3. EEIC Logo Design. Receive report on new logo design; consider approval of logo for EEIC branding purposes; and authorize appropriate action.

Asha John explained that the East End District has gone through a re-branding process and the logo was chosen to represent the East End District, East End Houston and EEIC. Dan Joyce provided the Logo Design sheet with brand guidelines. Elliot Barner moved that the EEIC logo design be adopted. Blanca Blanco seconded the motion, which passed unanimously.

ITEM 4. Audit. Receive and approve the 2016-2017 audit report; and authorize appropriate action.

Asha John reviewed the audit report with the Board and explained that the EEIC is included in the District's audit report as a Special Revenue Fund. After discussions and review, Elliot Barner moved to approve the Audit report for year ending 2017. Blanca Blanco seconded the motion, which passed unanimously.

ITEM 5. Budget. Review draft budget for FY 2018-2019 and authorize appropriate action.

Asha John reviewed the 2018-2019 with the Board and explained many of the major programs have not changed. After review and discussion, Elliot Barner moved to approve the Budget for 2018-2019 subject to any future staff updates. Blanca Blanco seconded the motion, which passed unanimously.

ITEM 6. Street Fest. Discuss plans for the 2018 Street Fest, receive update and authorize appropriate action.

Asha John discussed the revised Street Fest budget and explained the need for additional revenues to meet the targets. Veronica Chapa Gorczynski, District President, joins the meeting in order to provide additional details on the fundraising efforts from Trevino Consulting. No further action taken.

ITEM 7. Future EEIC path. Receive information on the proposed future path and related activities for the EEIC; and authorize appropriate action

**a. Fundraising Update**

Asha John explained that Trevino has submitted multiple grant applications for Market programs as well as Cultural Activities. No further action taken.

**b. Strategic planning**

Asha John suggested that the EEIC strategic planning session be postponed until more detailed information on board expansion as well as the cultural designation is received.

ITEM 8. EXECUTIVE SESSION, IF NECESSARY.

The Board determined that no Executive Session was necessary.

ITEM 9. RECONVENE IN OPEN SESSION.

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

ITEM 10. PUBLIC COMMENTS.

There were no public comments.

ITEM 11. ADJOURN.

There being no further business to come before the Board, the meeting adjourned at 9:55 a.m.

*Elliot M. Barner*

Secretary, Board of Directors

(SEAL)

