

EAST END IMPROVEMENT CORPORATION
Meeting of the Board of Directors
Friday, January 20, 2023

The Board of Directors (the "Board") of the East End Improvement Corporation ("EEIC"), met in a regular session, open to the public, at 3211 Harrisburg Boulevard, Houston, Texas 77003, on **Friday, January 20, 2023, at 12:00 p.m.** The roll was called for the members of the Board, to-wit:

Board Members in Attendance: Yolanda Alvarado and Elliot Barner

Board Members Absent: Blanca Blanco

Others in Attendance: Dan Joyce, Marci Dallas, and Justine Townsend

Meeting called to Order at 12:01 p.m.

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

The October meeting minutes were presented by Mr. Joyce. After review, a motion was made by Director Barner to approve the October meeting minutes, as presented. Director Alvarado seconded the motion, which passed unanimously.

2. **Financials Report.** Receive and approve the financial reports.

Ms. Townsend presented and reviewed the Financial Reports through December 31, 2022. After discussion, Director Barner moved to approve the reports, as presented. Director Alvarado seconded the motion, which passed unanimously.

3. **Meeting Schedule.** Review and adopt 2023 EEIC Board meeting schedule.

Mr. Joyce presented and reviewed a proposed schedule for 2023. He stated that the Board would meet quarterly with special meetings being scheduled by necessity with Director availability. After discussion, Director Barner moved to adopt the 2023 EEIC Board meeting schedule, as presented. Director Alvarado seconded the motion, which passed unanimously.

4. **Grant Award Updates.** Receive updates on grants awarded to the EEIC and authorize action as appropriate.

Mr. Joyce provided an update on grants awarded to the EEIC. He reviewed active and pending grants totaling \$530,509.00. No action was necessary.

5. **Guadalupe Plaza Park Public Art.** Receive updates on Land Art Generator Initiative (LAGI) public art plan for Guadalupe Plaza Park and authorize action as appropriate.

Mr. Joyce provided an update regarding the Guadalupe Plaza Park and the Land Art Generator Initiative public art plan. No action was necessary.

6. **Esplanade Container Murals.** Receive updates on public call for artists and timeline for Esplanade container murals and authorize action as appropriate.

Mr. Joyce reviewed the open call period for artists for Esplanade container murals. He stated they received 45 submissions, which will be narrowed down to ten artists. He stated that the timeline is to have the murals completed prior to the East End Street Fest. No action was necessary.

7. **Placer.ai.** Review proposal from Placer.ai for tourism/event impact and authorize action as appropriate.

Mr. Joyce reviewed a proposal from Placer.ai to provide tourism and event data analytics within the East End District. He stated the demographic reports would be required for some grants and beneficial for future grants. After discussion, the Board decided to table this item.

8. **East End Street Fest.** Receive updates on 2023 East End Street Fest and authorize action.

Mr. Joyce provided an update regarding the East End Street Fest, which is scheduled for May 6, 2023. No action was necessary.

9. **Fall in Love with the East End.** Receive updates on plans for the 2023 "Fall in Love with the East End" Valentine's Day market and authorize action as appropriate.

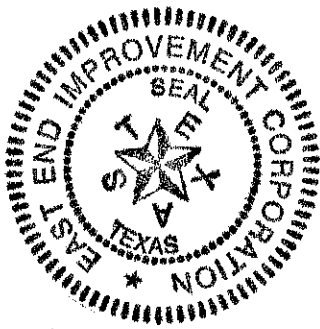
Mr. Joyce discussed the Valentine's Day themed market scheduled Sunday, February 12, 2023. No action was necessary.

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

There were no public comments.

11. **Adjourn.**

The meeting ended at 1:16 p.m.




East End Improvement Corporation