

EAST END IMPROVEMENT CORPORATION

Minutes of the Special Meeting of the Board of Directors
Friday, March 1, 2019 at 12:00 pm

Board Members in Attendance: Blanca Blanco, Elliot Barner, Yolanda Alvarado
Others in Attendance: Veronica Chapa Gorczynski, Dan Joyce, Eva Quiroz

The meeting was called to order at 12:07 pm

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

Yolanda Alvarado presented the minutes for the January 18, 2019 meeting. After review, Elliot Barner motioned to approve the minutes. Blanca Blanco seconded the motion and it was passed unanimously.

2. **EEIC Board Officers Information for Form 802.** Consider an updated filing with Secretary of State (Form 802) with EEIC Board information and authorize action, as appropriate.

Veronica Chapa Gorczynski explained the filing of this form with updated information regarding EEIC Board members to the State of Texas. A motion was made by Elliot Barner to file the form with the Secretary of State and seconded by Blanca Blanco and the motion was passed unanimously.

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.

Yolanda Alvarado asked about funding needs for bringing larger entertainment groups. Veronica Chapa Gorczynski explained the unexpected challenges with larger, well-known groups would be the increased costs in the production equipment necessary to support their performances. Dan Joyce presented historical information from previous festivals including ticket prices, locations, and feedback from exit surveys. There was discussion about potentially allowing free admission for children under 12 and free admission for those over 65 years old. Staff committed to work on additional research and financial modeling to make the recommendation whether a paid ticket was appropriate.

Request to approve the preliminary draft budget with understanding the expenses category may change with input from festival consultant with the budget coming back to EEIC. A motion was made by Elliot Barner to accept the draft budget with the understanding that the EEIC Board be informed of any changes thereto and seconded by Blanca Blanco. The item passed unanimously.

4. **East End Street Fest Contracts.** Review proposals for East End Street Fest contracts including logistics, fundraising, and talent booking, and authorize, as appropriate.

Lott Entertainment Contract. Lott Entertainment helped to produce the festival in 2018 and had offered an updated proposal in 2019 to include additional logistics and budget responsibilities. Though this proposal was more expensive than in previous years, the cost savings would be on District staff time, who could continue to focus on mission-critical activities. Additionally, the anticipated costs for the fundraising proposal would be projected to be less, providing an additional offset for the cost of services. As part of their proposal, Lott Entertainment would offer \$6,000 value of services in-kind to the festival.

Yolanda Alvarado asked questions about logistics handling food vendors including quality and quantity based on the feedback received. Blanca Blanco provided comments regarding challenges with the beer vendors. There were not enough bar stations that were creating long lines on the festival site. Dan Joyce helped to provide answers on logistics of foot traffic, beverage vendors, and proposed changes this year include having two registers at each bar to facilitate payments. Dan also highlighted that fencing brought in could be used to manage the foot traffic, it would depend on the festival site and price. Elliot Barner had questions regarding the contracting process, cost of the contract, and benefit to the festival. Discussion was used to create a list of additional questions that could be further discussed with Lott. A motion was made by Elliot Barner to approve the contract and seconded by Blanca Blanco, and the motion was approved unanimously.

Trevino Consulting Group. This would be the third year of TCG assisting with fundraising for the East End Street Fest. Based on the success of the previous year, the contract would be reduced. Blanca Blanco asked about the structure of the monthly retainer, which would be reduced for the first two months at \$3,000 and increased to \$3,500 from August thru October, paid in monthly installments. Blanca Blanco made a motion to approve the contract with Trevino Consulting Group and the motion was seconded by Elliot Barner and approved unanimously.

5. **2018 Grant Report.** Receive report on the outcomes of the 2018 grant submission activities for EEIC.

Veronica Chapa Gorczynski provided an update regarding the 2018 grant submissions, most of which had been declined, with a couple of outstanding remaining. No vote required as this was an information only item.

6. **Executive Session, if Necessary.** Convene executive session to discuss: (a) pending or contemplated litigation or to consult with the attorney in accordance with Section 551.071 of the Texas Government Code; (b) acquisition of real property in accordance with Section 551.072 of the Texas Government Code; (c) personnel matters in accordance with Section 551.074 of the Texas Government Code; (d) to receive information from or question employees in accordance with Section 551.075 of the Texas Government Code; employees; (e) deployment of security personnel or devices or a security audit in accordance with Section 551.076 of the Texas Government Code; or (f) economic development negotiations or offers of financial incentives for economic development in accordance with Section 551.087 of the Texas Government Code.

No Executive Session.

7. **Reconvene in Open Session.** Reconvene in public session to consider authorizing District staff and consultants to take any action necessary with respect to (a) pending or contemplated litigation or attorney advice; (b) acquisition of real property; (c) personnel matters; (d) receiving information from or questioning employees; (e) economic development negotiations or offers of financial incentives; (f) deployment of security personnel or devices or a security audit; and (g) any other matters relative to any of these matters which was discussed in Executive Session.

No Executive Session, reconvene not necessary.

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

No members of the public or public comment.

9. **Adjourn.**

There being no further business to come before the Board, Blanca Blanco moved to adjourn the meeting and the motion seconded by Yolanda Alvarado. The meeting adjourned at 2:00 pm.



Signed: Oliver M. Banner