

## **East End Improvement Corporation**

Minutes of the Special Meeting of Board of Directors  
Tuesday, May 22, 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 8:35 a.m.

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

Yolanda Alvarado presented the minutes of the February 27, 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 financial reports for Q2 of the 2017-2018 fiscal year and gave a detailed overview of programmatic activities for the EEIC. After review, Elliot Barner moved that the Board approve the March 31, 2018 financial reports. Blanca Blanco seconded the motion, which passed unanimously.

ITEM 3. Tax Return. Discuss the benefits of filing an IRS form 990 tax return in connection with EEIC fundraising efforts; and authorize appropriate action.

Asha John explained the importance of preparing the IRS form 990 for the EEIC. The 990 form is generally prepared by 501(c)(3) organizations, but it is not required for 509(a)(3) supporting organizations, which is the reason the EEIC has never prepared one in the past. Now that there is a desire to get more funding, the form 990 can be beneficial to submit with grant applications. In order to adequately reflect EEIC expenditures, Asha John will look at in-kind donation adjustments for the EEIC to reflect payroll, rent and other items related to the EEIC operations at fiscal year-end.

The board agrees that the form 990 will be beneficial for the EEIC and agrees to proceed with the process of preparation. No further action taken.

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

Asha John explained that due to approving a new fiscal year budget and also East End Street Fest planning, the Board will need to meet twice before Oct 2018. After discussions, the board determined that July 31<sup>st</sup> and September 25<sup>th</sup> would be the next two meeting dates. 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. Fundraising Update

Asha John explained that Trevino has focused their efforts on Street Fest, but Trevino will be looking into grant opportunities for the EEIC as well.

b. Website for EEIC

Asha John has recently had the EEIC website updated for the Board bios as well as related organizational projects. This will be developed over time as needed. Encouraged the board to review and provide suggestions.

The District is going through a re-branding process and will adopt a new logo. The same logo will be used for the EEIC. Asha John is working with a trademark attorney to determine the extent of what needs to be trademarked. The details will be discussed further in the next EEIC board meeting.

c. Strategic planning

Asha John suggested that the EEIC board conduct a strategic planning session to look at the EEIC and future opportunities and development. This session will be after the East End Street Fest, at the beginning of December 2018.

ITEM 6. Street Fest. Discuss plans for 2018 and provide update.

Asha John presented the Street Fest budget to the EEIC board, which was discussed in detail. No further action taken.

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 9:36 a.m.



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Secretary, Board of Directors  
(SEAL)

