

East End Improvement Corporation

Minutes of the Special Meeting of Board of Directors
Tuesday, October 2, 2018 at 8:30 a.m.

Board Members Present: Blanca Blanco and Elliot Barner
Others in Attendance: Asha John, Interim Executive Director

The meeting was called to order at 8:41 a.m.

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

Blanca Blanco presented the minutes of the September 4, 2018 meeting. After review, Elliot Barner moved that the Board approve minutes. Blanca Blanco seconded the motion, which passed unanimously.

ITEM 2. Accounting Services. Review and approve contract for accounting services from McGrath & Co.

Asha John presented the contract for McGrath & Co for accounting services. She explained that the fees have increased from \$750/quarter to \$780/quarter. She also explained that the District is financially responsible for this expenditure and the District Board of Directors has also approved the contract.

Elliot Barner moved that the Board acknowledge the Accounting Services contract. Blanca Blanco seconded the motion, which passed unanimously.

ITEM 3. Joint Marketing Contract. Review and approve the 2018-2019 Joint Marketing Contract and authorize appropriate action.

Asha John explained the details of the Joint Marketing Contract which is between the EEIC, East End District, Houston East End Chamber of Commerce (Chamber) and East Downtown Management District (EaDo). The agreement states that the Chamber and EaDo will pay EEIC \$5,000 each for the period between August 1, 2018 to July 31, 2019 for the use of Dan Joyce and his marketing services, which are detailed in the contract.

Elliot Barner moved to approve the Joint Marketing Agreement. Blanca Blanco seconded the motion, which passed unanimously.

ITEM 4. Street Fest. Discuss plans for the 2018 Street Fest, receive update and authorize appropriate action.

Blanca Blanco leaves the room at 8:58 a.m. and returns at 9:02 a.m.

Asha John shares the East End Street Fest forecast which includes approximately \$87,500 in committed sponsorships. Without any successful grant applications for EEIC and with the Trevino Consulting expense, the current projection for the Festival is a deficit of

approximately \$9,000. Asha John explains that there is still a need for to obtain East End Hero sponsors at \$1,000. No further action taken.

ITEM 5. IRS 990 Form. Discuss plans to prepare the 990 form for the 2017-2018 fiscal year, receive and review any related agreements and authorize appropriate action.

Asha John discussed the need for a 990 tax form for grant applications. She has spoken to Barbara Murphy, a Tax Manager at Blazek & Vetterling - a CPA firm who specializes in non-profit audits and tax returns. Their estimate for the 990 preparation is between \$1,200 and \$2,000. The 990 will be prepared after the audit is complete, which would be sometime in the Spring of 2019. No further action taken.

ITEM 6. 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 shares a report of the grant applications that have been prepared by Sarah Hart Miller of Trevino Consulting. There are 11 applications that total \$350,000 in grant requests for the EEIC and the District. Blanca Blanco would like to get information on when we may expect a response for these applications. Asha will follow-up on this request. No further action taken.

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 9:12 a.m.



Secretary, Board of Directors
(SEAL)

