

OEVA BOARD MEETING 7-18-2023 MINUTES

A FLORIDA NOT FOR PROFIT 501(c)4 CORPORATION

1. **Introductions and Attendance:** Kathi Obendorfer, Jim Schepers, Leslie Brown, Joyce Colmar and John Majka. Deborah Osburn and Debbie Marks, consultant, attended by phone. Merrill Hollinger and Les Bernstein absent.
2. **Call to Order:** President Obendorfer called the meeting to order at 4:08 p.m.
3. **Approval of Minutes of 6-20-2023 Board Meeting.** Motion to approve by Joyce Colmar and 2nd by Deb Osburn and passed unanimously.

4. Officer Reports

President Report: Kathi Obendorfer began by telling the Board that Judy Canero was interested in joining OEVA and possibly serving on the Board. Joyce confirmed that Judy had joined. Judy will meet with Kathi and talk about coming on as a director.

Next, she talked about emails on the website. Rhonda Scherack had sent an email about the historic golf cart tours. After discussion it was decided to refer her to Betty Nugent who had done these in the past. Leslie will contact Rhonda about this. This prompted additional conversation about the website and Eric Petersen explained to Kathi how to recognize spam email addresses.

The President then concluded her report.

Vice President Report: No report.

Treasurer Report: Joyce Colmar submitted her report. Secretary Schepers made a motion to allow the Treasurer to decide the length and terms on the CD's that are maturing. Seconded by John Majka and passed unanimously.

Secretary Report: Secretary Schepers reported about his and Leslie Brown's attendance at the CRA Advisory Board meeting on July 10. He was sure the CRA had changed their meetings from Monday to Wednesday and the location to the Robert Anderson Building in Venice but not to a specific week. His recollection was that the next meeting was August 16 at 1:00 p.m.

Required Committees

Executive Committee: Chaired by Kathi Obendorfer

Finance Committee: Chaired by Joyce Colmar:

Governance Committee: Chaired by Joyce Colmar:

Membership Committee: Chaired by Leslie Brown. Leslie reported that 2 members had signed up and 2 additional attempts.

Other Committees

Arts Committee: Chaired by Les Bernstein

Englewood Arts District (EAD): Chaired by Leslie Brown

Events Committee: Chaired by Les Bernstein. Kathi filled in for Les on Events. The only remaining events for 2023 are the Halloween Safe Walk and the Christmas Walk. Kathi let the Board know she already has 5 bikes for the Christmas Walk.

Government Relations Committee: Chaired by Joyce Colmar

IT Committee: Chaired by Leslie Brown

Marketing Committee: Chaired by Leslie Brown. Leslie started with the Facebook postings and said that there were only 2 postings and we needed to have at least 2 a week. At last meeting Les was to meet with Blythe to discuss her activity. Leslie said that Blythe was instructed to only post about members of OEVA. Leslie felt for OEVA to produce value to join the organization that we should post about any businesses on Dearborn regardless of membership. There was considerable discussion on the pros and cons but it was decided to allow Blythe to post non-member activities to help facilitate marketing of the organization. During this discussion Kathi expressed her desire for Deb Osburn to assume the Membership chair she had vacated. Deb Osburn was appointed membership chair. She will do follow-up to the Facebook posts on our website.

Leslie continued with her report, stating that she has plenty of postcards for another mailing. It was decided to have a 2-month promotion for membership starting August 1 through Sept. 30. Membership would be reduced to \$50 for annual membership.

Secretary Schepers made the motion and seconded by John Makja. Passed unanimously.

Media Committee:

Merchants Committee: Chaired by Leslie Brown

Diversity & Inclusion:

Merchandising:

5. OLD BUSINESS:

1. Sarasota County changes to Pioneer Plaza: Joyce talked about the property at 232 W. Dearborn. She had researched the letter sent out concerning the public meeting. The property owners want a special exception for the property. They want unlimited access for the property. However lacking specifics, the board will wait and see what is presented to the Sarasota County Commission. This also goes along with item number 1. The Board will just wait and see what the final proposals will be to Commission on Pioneer Plaza.
2. Director seat #9: This was also addressed in the President's Report.
3. Property at 232 W. Dearborn: See item #1.

6. NEW BUSINESS:

1. Art Show: Is no go for this year, additional OEVA will not be sponsoring the Seafood Festival going forward. However we need to develop an event that would drive foot traffic to various businesses in downtown Dearborn Street. Ideas sure like a poker run or scavenger hunt where discussed as well as the Christmas in July that Joe Maxx Coffee is doing July 22-23.
2. Deb Osburn had no report.

7. ANNOUNCEMENTS: None

8. ADJOURN: Made by Leslie Brown _____

Seconded by John Majka _____

Time of Adjournment: 5:14 p.m. _____

Approved 8-22-2023
James Acheper