OEVA BOARD MEETING MINUTES 9-17-2024

A FLORIDA NOT FOR PROFIT 501(c)4 CORPORATION

1. Introductions and Attendance: Kathi Obendorfer, John Majka, Allan Nobles, Jacky Skubik, and Regina Kowalski. Jim Schepers attended by phone. Merrill Hollinger and Lisa Carpenter were excused.

2. Call to Order: President Oberdorfer called the meeting to order at 3:59

3. Approval of Minutes of 8-13-2024 Board Meeting. Jacky Skubik made a motion to accept and seconded by Allan Nobles. Passed unanimously.

4. Officer Reports

   President Report: President Obendorfer asked Secretary Schepers for a positive quote to start the meeting. He quoted Oprah Winfrey. "The best way to succeed is to discover what you love and then find a way to offer it to others in the form of service, working hard and also allowing the energy of the universe to lead you."
   President Obendorfer said she and Jacky Skubik had attended the CRA Meeting of 9/9/2024. They thanked the CRA staff and Board for their support of OEVA. She remarked that there were some negative comments from businesses attending the meeting about the OEVA sponsored Car Show that happens the first Saturday of each month. They had complaints about parking on Dearborn and that some of the car show participants were rude. A CRA board suggested that the car show had outgrown Dearborn Street and should consider another venue. Further discussion include possible elimination of OEVA's continued sponsorship, and the likelihood that the car show would continue nevertheless because it was a public place. She said that Tom Brooks of Tommy Tunes, who provides music and acts as an emcee for the show, would be arriving around 4:30 to discuss what could be done and any changes

going forward. Further discussion was reserved until Tom Brooks' arrival later in the meeting.
The business cards that were approved at last month's meeting have arrived and were reviewed by the Board members present.
Kathi then recapped the Pioneer Day Parade. She said John drove the convertible, she rode, and that Allan and Patti Nobles walked. The rainy weather drenched them. She remarked that there was no street closure and no permit for the event.
She remarked about a couple of budget items being a proposal for a clothing rack and a sandwich board. It was decided to table for the time being and look at them when we review budget for the remaining year and for fiscal 2025.
Kathi and Jacky are working on a master password list so that all the passwords for various accounts are kept in one central location.
The conversation then turned to the monthly expenditure of $300 for posting on Facebook. It was decided to look for other alternatives for this expense as we are not seeing a proper return on this investment. Secretary Schepers made a motion for the Treasurer to seek these alternatives which was seconded by V.P. Majka. Passed unanimously.
Then conversation then turned to the final vacancy on the Board which is seat #9, vacated by Terry Shortt's appointment to the CRA Board. The President ask all OEVA Board members to help find suitable candidates for the position.

Vice President Report: None

Treasurer Report: Treasurer Skubik had previously sent the Treasurer's Report by email earlier in the week. Secretary Schepers made a motion to accept the Treasurer's Report as submitted. Seconded by V.P. Majka and passed unanimously. Discussion then ensued concerning an Advertising/Budget for 2025 which encompassed the formation of a 501 (c) 3 charitable trust for OEVA. The trust is currently under review by lawyers but if accepted and approved by the IRS it will provide great flexibility to the organization. One item to be looked at would the formation of scholarships to local students and dedicated to the memory of past board member Les Bernstein.

*Secretary Report: In lieu of Secretary Report Tom and Darlene Brooks arrived to discuss the OEVA sponsored monthly car show. President Obendorfer explained the concerns of the CRA Board and staff. Tom remarked that parking has always been a problem. He was hesitant in blocking the street as this

eliminates the “cruisin” portion of the event. He said the car guys frequent the shops on Dearborn Street and that they not rude to the merchants.

Jacky expressed that the CRA does not believe the event is a revenue maker for the Dearborn Street merchants and that the event has outgrown the current location.

Various other locations were talked about and considered but there were also various reasons why the locations are not as favorable as Dearborn Street.

Tom gave a brief history of the different locations on Dearborn Street that he has moved the event, both up and down Dearborn Street. He provided his perspective on what was occurring.

There was some cross talk among those present but all or most came to agree that the most vocal and disappointment centered on the 400 block of Dearborn.

After much discussion, the main theme from the CRA perspective is that the car show does not increase business for merchants No decision was made while the Brooks were present. This concluded their participation in the Board Meeting.

Afterwards the board discussed different causes of action going forward. The Secretary made a motion to continue the car show for the remainder of the year. Director Kowalski seconded. This allowed for additional discussion about the budget process for 2025 and what could be done about approaching and listening to the merchants in the 400 hundred block of Dearborn Street. The question was finally called by the President and the vote to continue was 4 yes, 1 no & 1 abstained.

Required Committees

Executive Committee: Chaired by Kathi Obendorfer

Finance Committee: Chaired by Jacky Skubik

Governance Committee: Chaired by Jim Schepers

Membership Committee: Chaired by: President brought up the subject of membership and that we need to get a updated list from Eric Peterson and solicit our members for help both financially and physically to executed our events for the remainder of the year. Several options were considered including placing a “donate” button on the website for every event. This sparked a

discussion about the website being down due to an expired credit card used to pay the bill. This has been corrected.

Other Committees

Arts Committee: Chaired by

Events Committee: Chaired by: Will be covered in a separate meeting after the conclusion of the regular Board meeting.

Government Relations Committee: Chaired by:

IT Committee: Chaired by Eric Peterson

Fund-raising and Marketing Committee: Co-chaired by Kathi Obendorfer/Jacky Skubik

Media Committee: Chaired by:

Merchants Committee: Co-chaired by Kathi Obendorfer/

Diversity & Inclusion: Chaired by Jim Schepers

Merchandising: Chaired by John Majka

5. **OLD BUSINESS**:

A. Pioneer Plaza Parade recap: Covered in President's Report.
B. Halloween Safe Walk (Thursday 10/31/24) To be discussed in separate meeting.

6. **NEW BUSINESS:**

A. Christmas/Holiday Parade (12/14/24) Tabled to next month.

7. **ANNOUNCEMENTS:**

October Board Meeting 15th of the month.

8. **ADJOURN:** Kathi Obendorfer_____

Seconded by Jacky Skubik_____

Time of Adjournment: 5:35 p.m._____