OEVA BOARD MINUTES OF 6/21/2022

A FLORIDA NOT FOR PROFIT 501(c)4 CORPORATION

1. Introductions and Attendance

Directors Present: Kathi Obendorfer, Elaine Miller, Leslie Brown, Jim Schepers, Rob Reil attended via video, Les Bernstein was called concerning December Art Show.

Directors Absent: Joyce Colmar, John Majka

Meeting called to order at: President Reil called the meeting to order at 4:08 p.m.

Approval of Minutes: A motion to approve the Regular Board Minutes of 5/17/2022 & addendum reports, moved by Kathi O and seconded by Leslie Brown, passed unanimously.

2. Officer Reports

President Report: Robert Reil -

Vice President Report: Kathi Obendorfer –

Treasurer Report: Joyce Colmar - The Treasurer provided a report about the account balances and what she had accomplished concerning Authorize.net. She is asking about Event Helper and charges from Sarasota County. (I presume these charges are associated with Membership Event of early June) We did not cover this in the meeting. Motion made by Jim to accept the Treasurer's Repot by Jim and seconded by Elaine. Passed unanimously.

Secretary Report: Jim Schepers – Consent agenda for accepting reports from Membership, Marketing, Beautification and I.T. Committee Reports. Motion made to accept the Secretary's report by Kathi and seconded by Leslie. Passed unanimously.

Required Committees

Executive Committee: Chaired by Robert Reil:

Finance Committee: Chaired by Joyce Colmar:

Governance Committee: Chaired by Elaine Miller.

Membership Committee: Chaired by Kathi Obendorfer: Report attached. Proposal for 2 motions. A. $100 membership for Business, Artists and individuals who wish to be voting members. Discussion ensued about the types of membership under the by-laws and Policy and Procedures. After discussion it was determined that Associate Members are free and General Members are $100 as stated by P&P. The Board approved a $50 sign-up and a $50 for renewal for the remainder of 2022 to help increase membership.

Renewals for 2023 would be at the regular rate of $100 for general memberships. Kathi made motion and seconded by Elaine. Passed Unanimously. Kathi withdrew her 2nd motion from her previous written membership report but discussion turned to how members pay and PayPal account. After history and explanation of the problem, Elaine knew the person previously authorized under PayPal and agreed to try and help this situation.

Other Committees

Arts Committee: Chaired by Les Bernstein.

Beautification Committee: Chaired by Robert Reil:

Citizen's Patrol Committee: Chaired by John Majka: John requests dates for meeting with Sheriff. It was determined that the Membership, Marketing & Media Committee chairs will meet and establish the next public meeting date and the Sheriff will be asked to attend.

Englewood Arts District (EAD): Chaired by Leslie Brown

Events Committee: Chaired by Les Bernstein.

Government Relations Committee: Chaired by Elaine Miller

IT Committee: Chaired by Robert Reil:

Marketing Committee: Chaired by Leslie Brown See attached report. After consideration of the proposed motions in the written report, the board determined that the Marketing Committee already had these powers over the website and no need to vote on the motions.

Media Committee: Chaired by Susana Jimenez:

Merchandising Committee: Chaired by Jim Schepers

Merchants Committee: Chaired by Leslie Brown

Diversity & Inclusion: Chaired by Susana Jimenez

4. Old Business:

A. December Art Show. Les Bernstein has the most knowledge about the current art show, so he was contacted by phone to provide insight on whether this could be accomplished this December. Les advised that it could, so the Board will work to produce an Art Show involving the Pioneer Plaza and Dearborn Street on December 3rd and 4th of this year.

5. New Business:

A. Monthly budget for website maintenance/Authorize.net. This was to be determined to be 2 separate items. Joyce has already accomplished Authorize.net per her report. After further discussion it was determined that Rob would produce a spreadsheet of all classes of membership and provide the list to Membership, Marketing and Media Committees.

6. Announcements: None

7. Motion to Adjourn:

Made by Leslie Brown_____,

Seconded by Kathi Obendorfer_____,

Time of adjournment was 5:25 pm.

(Process note: the approved minutes will be dated, scanned and saved on-line as the official public record.)

Date:

Monday, June 13, 2022

OEVA COMMITTEE REPORT

COMMITTEE INFORMATION

Committee: Beautification

Committee Chair: Robert Reil

SUMMARY (ONE PARAGRAPH)

The Beautification Committee has cleaned up the Cedar St Parking lot the day before the June Cruisin on Dearborn event.

OLD BUSINESS

CEDAR ST PARKING

MONTHLY CLEAN UP EVENT

The Beautification Committee has completed the June event to take place 7-9am the Friday before Cruisin on Dearborn at the Cedar St Parking lot.

HOMELESS

Homeless are still staying there overnight intermittently. More drive needs to be created to get signs posted, and the Board needs to create an event for John Micah's Citizen's Patrol to host the Sheriff to the town so that he can hear our problems and grow from there. In such an event we will suggest at a minimum:

- The need for more presence in the town
- Officers to write reports in the parking areas to give presence
- Signs be posted in Cedar St parking lot.

MAINTAINANCE

- Irrigation STILL needs to be done by the CRA as well as other facility repairs. We are pushing that to happen.

MONTHLY CLEAN UP EVENT

The Beautification Committee will be duplicating the Cedar St efforts and target the middle of the month starting in July

OEVA COMMITTEE REPORT

COMMITTEE INFORMATION

Committee: IT

Committee Chair: Robert Reil

OLD BUSINESS

WEBSITE

PAST MONTH'S PROJECTS:

In the past four weeks Chamira has been working on the following:

- Updating the slideshow with better images and a new plugin that is Joomla 4 compatible.
- Fixing issues with Submit an Event form (iCagenda component) - form crashing and users not being able to edit. (Involved discussions with developers for the template and the component)
- Subscriptions expiry notification automation and testing (involved discussions with developers and hosting)
- Fixing an issue with MS Planner comments (involved discussions with MS support)
- Identified all website subscribers and their terms of subscription, active users, etc
- General website maintenance.

CURRENT PROJECTS:

Chamira is currently working on the following items:

- Automating the Business subscriber's directory page - I have found a couple of methods to achieve this and I am testing them out on dev. I should have a solution by next week.
- Testing and finishing the changes to the Volunteer survey form - emailing to Membership Committee chair - this is done by next week.
- Identifying the Business subscribers that were not given a directory listing in the previous year(s)
- Adding Authorize.net as a payment option for subscriptions
- Using "Custom Fields' to update OEVA Office holder details across the website - from an observation from Leslie.

UPCOMING PROJECTS:

- Joomla upgrade to version 4
- Possibly a re-design of the website template to look more modern - from an observation from Leslie.

Kind Regards
Robert Reil

June 13, 2022

Old Englewood Village Association

June 07, 2022

Chairs Present

Kathi Obendorfer

Leslie Brown

Susanna Jimenez

Meeting started at 4:00 PM and ended at 4:45PM

Topics and Discussion

1) Membership List
2) Membership fees
3) Finalize details on Meet and Greet Event

Leslie will be doing a mass email to all email addresses that we have.... ONCE WE HAVE BOARD APPROVAL OF FEES FOR MEMBERSHIPS.

Motion #1

Committee recommendation is $100.00 for all Businesses, Artists or residents that want to be a voting member.

Motion #2

To hire Full Force Web, Froy Balagtas to:

Manage website, data base, social media and newsletter (quarterly) Initial set up $900.00 and then $400.00 per month for a one year contract. A savings of approximately$3000.00 first year.

Please see other quote from the webtaylor..$8700.00 for first year, not including social media management.

Recap of event. Please see attachment for budget and actual.

The event received a lot of exposure. The weather was an issue. The committee feels we had a positive turn out and look forward to our next event. We feel music would draw more participants.

FULL FORCE
RESPONSIVE
WEB DEVELOPMENT
INTERNET ADVERTISING
the wave of the future

Custom Web Design *Option 2*

Custom Web Design

Custom Mobile Ready Website so people can access your website on any device
Putting & organizing all website content including text, images, and videos
Fully ADA compliant
Logo Design ** if needed
Graphics Design
Domain Name **if needed

Cloud Web Hosting

Fast & Reliable Cloud Web Hosting 100% uptime
Firewall website security against website hacker
Daily website monitoring to make sure your website is always available online
SSL for website encryption "to make all website transactions secure"
Daily website backup for data recovery

Monthly SEO-Social Media

1st page search ranking on Google, BING, and Yahoo
Monthly SEO with Blog posting & Newsletter
Social Media Posting
Monthly Traffic reporting to see who visits your site and how they interact with it

Maintenance & Updates

Website updates and maintenance
(any change request is only an email or phone call away).

Custom Professional Website
and
1st page Google Rank

Project Fee:

$400 a month with a 1-year contract
Plus $900 setup fee to start the project.

Gmail

Kathi Obendorfer, PA <kathi.obendorfer@gmail.com>

Website and social media management

1 message

Leslie Brown PA <lesliebrown@kw.com>
To: Kathi Obendorfer <Kathi@kathiohomes.com>

Mon, Jun 13, 2022 at 12:04 PM

thewebtailor.com

Johanes and Mallory managed the page previously.

Stated that Joomla is a dying platform and they would want to rebuild it on Wordpress.

Rebuilding to the current capabilities including vendor pages, member logins, newsletter emails...would be:

$3000-$4500

After that,
$73.00/hour for maintenance. When previously handling the website we rarely went over $100/mo. If one month goes over 300 there would be a 10% discount. This does not include social media posting and sharing and they cannot start until Oct or November.

Jeanie Joyce can help manage the social media page for $250.00/mo

Expected first year cost to handle webpage and social media:

$4200

Possibility of spending $8700 in the first year. ✓

With gratitude

941-681-3420
lesliebrown@kw.com
leslieisyourlink.com
1160 S McCall Rd, Englewood, FL 34223

The finest compliment we can receive is a referral from you! Thank you in advance for allowing us to help your family and friends.

Please leave us a review:

OEVA Potluck

Title	Budget	Actual	Difference
Permitting	$140.00	$140.00	$0.00
Health Department	$50.00	$50.00	$0.00
Mailers/Postage/Tellemall	$1,000.00	$606.68	Under $393.32
Food and Misc. Supplies	$500.00	$359.36	Under $140.64
Signage/Banners	$200.00	$650.00	Over $450.00
Grand Totals:	$1,890.00	$1,806.04	Under $83.96

Publix

Olde Village
55 N. Indiana Ave
Englewood, FL 34223
Store Manager: Joshua Jordan
941-473-5441

****
** DUPLICATE RECEIPT **
****

PUB PURIFIED WATER		
2 @	4.31	8.62 F
ICE 16 LB		3.29 T F
Order Total		11.91
Sales Tax		0.23
Grand Total		12.14
Credit	Payment	12.14
Change		0.00

Receipt ID: 0737 6BM 075 580

PRESTO!
Trace #: 076878
Reference #: 0231101538
Acct #: XXXXXXXXXXXX0972
Purchase VISA
Amount: $12.14
Auth #: 05642G

CREDIT CARD	PURCHASE
A0000000031010	VISA CREDIT
Entry Method:	Chip Read
Mode:	Issuer

Your cashier was Natalie G.

06/11/2022 16:25 S0737 R107 5580 C0262

Join the Publix family!
Apply today at apply.publix.jobs.
We're an equal opportunity employer.

Publix Super Markets, Inc.

OEVA

Gmail

Kathi Obendorfer, PA <kathi.obendorfer@gmail.com>

Your Publix order confirmation

1 message

NoReply.Publix@publix.com <NoReply.Publix@publix.com>
To: kathi@kathiohomes.com

Thu, Jun 9, 2022 at 11:06 AM

Publix.

When you arrive at Publix, please head to the Deli department. Since you paid online, simply pick up your order, and go!

Publix at OLDE VILLAGE PUBLIX (#737)
55 N. INDIANA AVENUE
ENGLEWOOD,FL-34223
941-473-5441
Pickup Date / Time: Saturday, 06/11/22 at 3:45 PM Eastern
Pickup Name: Kathi Obendorfer
Pickup Number: 737-6898

Ordered: Thursday, 06/09/22 at 11:06 AM Eastern
Item Count: 4

Order Summary

Publix Deli Garden Fresh Vegetable Platter, Large **$34.99** T
Qty: 1
Veggie Dressing: Ranch

Publix Deli Wrap Variety, Large **$62.99** T
Qty: 1
Wrap 1: White
Meat 1: Turkey
Cheese 1: American-White
Wrap 2: Spinach
Meat 2: Turkey
Cheese 2: Swiss
Wrap 3: Wheat
Meat 3: Turkey
Cheese 3: American-Yellow
Extras: Include Mayo Packets, Include Mustard Packets

Publix Deli Wrap Variety, Large **$62.99** T

Qty: 1
Wrap 1: White
Meat 1: Ham
Cheese 1: American-White
Wrap 2: Spinach
Meat 2: Ham
Cheese 2: Swiss
Wrap 3: Wheat
Meat 3: Ham
Cheese 3: American-Yellow
Extras: Include Mayo Packets, Include Mustard Packets

Publix Deli Wrap Variety, Large **$62.99** T

Qty: 1
Wrap 1: White
Meat 1: Ham
Cheese 1: Cheddar
Wrap 2: White
Meat 2: Turkey
Cheese 2: Cheddar
Wrap 3: Tomato
Meat 3: Italian
Cheese 3: Provolone
Extras: Include Mayo Packets, Include Mustard Packets

Subtotal	$223.96
Sales Tax	$15.68
Total	**$239.64**

Payment

PAID

Payment Method: Online

Card Type	Card Number	Transaction Date	Auth #	Type	Amount
Visa	****0972	6/9/2022 11:06:52 AM	09576G	Purchase	$239.64

Contact Us

Customer Service
800-242-1227

For a more convenient experience, download the Publix

amazon.com

Final Details for Order #112-2211759-0854666

Print this page for your records.

Order Placed: June 8, 2022
Amazon.com order number: 112-2211759-0854666
Order Total: $107.58

Shipped on June 8, 2022

Items Ordered	Price
1 of: *Dixie 10 Inch Paper Plates, Dinner Size Printed Disposable Plate, 204 Count (3 Packs of 68 Plates)* Sold by: Amazon.com Services LLC Condition: New	$21.79

Shipping Address:
Kathi Obendorfer
170 W DEARBORN ST STE B
ENGLEWOOD, FL 34223-3221
United States

Shipping Speed:
FREE Prime Delivery

Shipped on June 8, 2022

Items Ordered	Price
1 of: *Frito-Lay Sweet & Salty Snacks Variety Box, Mix of Cookies, Crackers, Chips & Nuts, 50 Sweet & Salty Care Package ,1 Count* Sold by: Amazon.com Services LLC Condition: New	$26.38
1 of: *Vanity Fair Everyday Napkins, White - 100 ct - 2 pk* Sold by: AllyDayi (seller profile) Condition: New	$12.95

Shipping Address:
Kathi Obendorfer
170 W DEARBORN ST STE B
ENGLEWOOD, FL 34223-3221
United States

Shipping Speed:
FREE Prime Delivery

Shipped on June 8, 2022

Items Ordered	Price
1 of: *Frito-Lay Sweet & Salty Snacks Variety Box, Mix of Cookies, Crackers, Chips & Nuts, 50 Sweet & Salty Care Package ,1 Count* Sold by: Amazon.com Services LLC Condition: New	$26.38

Shipping Address:
Kathi Obendorfer
170 W DEARBORN ST STE B
ENGLEWOOD, FL 34223-3221

United States

Shipping Speed:
FREE Prime Delivery

Shipped on June 8, 2022

Items Ordered **Price**

1 of: *Party Dimensions 300 Count Cutlery Combo Box, Clear, Combo Box, Clear 300 Count* $16.49
Sold by: King Zak Industries (seller profile)

Condition: New

Shipping Address:
Kathi Obendorfer
170 W DEARBORN ST STE B
ENGLEWOOD, FL 34223-3221
United States

Shipping Speed:
FREE Prime Delivery

Payment information

Payment Method:
Visa | Last digits: 0972

Billing address
Kathi a obendorfer
120 STANFORD DR
ENGLEWOOD, FL 34223-5740
United States

Item(s) Subtotal:	$103.99
Shipping & Handling:	$0.00
Total before tax:	$103.99
Estimated tax to be collected:	$3.59
Grand Total:	**$107.58**

Credit Card transactions

Visa ending in 0972: June 8, 2022: $107.58

To view the status of your order, return to Order Summary.

Conditions of Use | Privacy Notice © 1996-2022, Amazon.com, Inc. or its affiliates

INVOICE – OEVA POTLUCK MARKETING 6.13.2022

Item	Description	Cost
Postcards	2500 Postcards from Color Trade Print	$183.90
Postage for First Mailing	780 Postcards Mailed	$206.16
Postage for Second Mailing	713 Postcards Mailed	$189.26
Text-Em-All Broadcast	To call or text list took 304 credits x $0.09	$27.36

Total Cost: $606.68

OEVA COMMITTEE REPORT

COMMITTEE INFORMATION

Committee: Marketing

Committee Chair: Leslie Brown

SUMMARY (ONE PARAGRAPH)

The Marketing Committee has been reviewing the website and Facebook page and have recommendations for updates.

OLD BUSINESS

WEBSITE UPDATES

IMAGES NEED TO BE UPDATED

As suggested by IT Chair, we proposed contest on Facebook for submission of images to be featured on the website.

DIRECTORS INFORMATION

The director's information has been updated, still needs two more directors info on there.

ADDITIONAL HELP NEEDED

There is a need for a volunteer or hired help to manage the FB Page, share from other pages. Significant time is needed to attend events, take photos, go live, search related pages for events. See MMM Report. In the Interim, Marie LaForge, Media Chair Susana and Marketing Chair Leslie will do as much as possible.

NEW BUSINESS

MOTIONS

1 "Old Englewood Village Association" be in the header of the page, not just Old Englewood Village, that is a location not an organization

2 The Marketing Chair/ Committee in coordination with the Media Chair/ Committee may initiate a Facebook contest for photo submission to be used on the website. Images to be presented at next meeting for approval by board.

3 The Marketing Chair/Committee may, in the interim while the photo contest is happening, use their own discretion on selecting photos to be used on the site.

4 The Marketing Chair/Committee may use their own discretion on layout of the website while collaborating with the IT Chair/Committee for functionality and design.

Treasurer's Report

June 21, 2022 Board Meeting of the Directors of Old Englewood Village Association, Inc.

A Florida Not for Profit Corporation

Chase Checking Account

Ending Balance May 31, 2022 Statement:		$9257.67
Charges June 1-18, 2022:		
Upwork	227.50	
Tommy Tunes	225.00	
Signs in One Day	650.00	
Kathi Obendorfer	81.55	
Current Balance on Account		8073.62
Paypal Account		3621.17
Centennial Bank CD		24,570.23
Total Funds on Account		36,224.07
Less outstanding check to Arts Alliance 6/2/22		1,000.00
Income not counting accruing interest		0.00
Available Funds		35,224.07

A couple of issues arose recently that should be addressed by the Board. While I can see the funds being taken from the Chase Account and who is taking it, some of these charges are a mystery as to what they are for. I can assume some of them by the name of the payee, but otherwise I have no clue. An ACH charge is known to me, but there are charges to Sarasota County and an entity called The Event Helper. Kathi told me her charge was for name tags. Suzanna told me about the sign charge which I could have determined from the name. Please let me know what these payments are for so that I can put together a P&L.

Also, for vendors we may use off and on, I would like to set up an account with them. I have done that with Lou at Signs in One Day and Tommy Tunes. Any other vendors, let me know. That way we can eliminate confusion on how and who receives and pays the invoice. It also helps to establish credit worthiness for OEVA

I have established a merchant account with JP Morgan Chase & Co. This will allow payment by members using credit and debit cards in addition to Paypal. It should be in effect by the end of the month or sooner.

As for Paypal, I am still unable to transfer funds. Worse than that, it does not now recognize either password nor any related email identification, thereby not allowing me to change the password. Chase

does not work with Paypal as Chase considers Paypal a security risk and run by robots, not people. In short, Paypal offers no customer service. If we want to get this money out of Paypal into Chase I need someone who can work on this problem familiar with Paypal. I will check around but any and all suggestions and referrals would be very helpful.

Joyce Colmar, Treasurer 6/18/22