



## **Old Englewood Village Association (OEVA)**

### **Executive Meeting/Organizational Meeting - Meeting Minutes**

**Date: 02/01/2021**

**Location:**

**Present:** Eric Peterson, President, Eric@EnglewoodFL.org  
Rob Reil, Vice President Rob@EnglewoodFL.org  
Nancy McCune, Secretary, Nancy@EnglewoodFL.org  
John Watson, Treasurer, John@EnglewoodFL.org  
Les Bernstein, Director, Les@EnglewoodFL.org  
Evelyn Dow, Director, Evelyn@EnglewoodFL.org  
Todd Tracy, Director, Todd@EnglewoodFL.org

**Absent:**

### **Discussion/Action:**

Meeting called to order at 3:33PM

We are looking for memberships for the new artist level membership. We discussed lists of Artists we will be searching. Nancy is walking the street giving invitations to whatever artist she can find whether it's at the Farmers Market or the Dearborn Street Market also at the Manta Market, The Cape Haze Market. We want to include artists of every scope and medium. We have 18 new artists currently and more on the way.

We discussed the technical part of switching from a 501C4 to a 501c3. We discussed this transition in depth. We discussed the need to keep the 501C4 as well as the 501c3 and we decided that for now we would in fact keep both of them. We will eventually park the C4 and use the C3 but that won't be anywhere in the near future. The C3 could take 9 months to a year to be approved.

One of the things we have to do is create a new name for the new organization before we apply for the C3. We discussed a new name for the new C3 and we came up with several different ones. We are actually going to think of a few more before we decide exactly what to call it. Here are some of the ideas:

Englewood Community of the Arts Project

Englewood Village of the Arts

Englewood Art Experiment

Englewood Art Experience

Englewood Area Arts Project

Englewood Village Arts Collective

We are now discussing going forward with events .It is imperative that we attract customers for our merchants from a wide area of the state and even beyond.

Everyone on the board needs to be on the events committee as well as at least two committees for now . One committee a board member will chair, and they will participate in at least one more. Eric will participate in every single committee at least until we get this well underway.

We have initially created a Merchant Communication Committee .On that committee for now will be Nancy, John and Les with Les chairing the committee. We will use this committee to reach out to our merchants and to create the flow of information that is needed between the merchants and us. Nancy has contacted the merchants about their upcoming February 12th Stroll and Shop event on Dearborn. Nancy noticed that their flyer was not going to bring in people because the lettering was too small. She created a new flyer for them and gave it to them so that they can copy it if they want to use it . She also created a press release for them and got permission from Keri to put that out to her list of news outlets. That's the kind of communication that we want to develop with the merchants because we want them to understand that when Englewood thrives they will do more business and we can help them do that with our upcoming Events.

Rob will take over the back end of our website he will do the IT.

Rob is also having a conversation with a map maker to create a map that we will use as a template for events to put on the website as needed which *we can* have pins on it where people can tap and find out that element in detail.

Committees will create a report prior to a board meeting and those reports will be added to the agenda. We will create meetings now by using an agenda.

We had a discussion of the car show and going forward on when and if we should begin again to sponsor it.

Evelyn asked for clarity on the upcoming survey.

Nancy presented a plan to have a mural contest to include several addresses which have blank walls. This could create traffic downtown. We will continue this discussion.

Todd brought up a new art project that he and Rob and Evelyn are creating which will involve all the merchants on the street. Nancy asked him to put it in writing so that we could all get an idea of exactly of what they were speaking.

The meeting was adjourned at 5:11PM

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