



Old Englewood Village Association (OEVA)

Town Hall Meeting Minutes

Date: June 21st, 2021

Location: The Perch, 580 Artists Ave.

Present:

Robert Reil, President, rob@EnglewoodFL.org
Evelyn Dales, Vice President, Evelyn@EnglewoodFL.org
John Watson, Treasurer, John@EnglewoodFL.org
Todd Tracy, Secretary, Todd@EnglewoodFL.org
Les Bernstein, Director, Les@EnglewoodFL.org

Directors Absent: None.

Guest: Marie LaForge, Chairman of the Arts Committee.

President Robert Reil, called the meeting to order at 3:33

Approval of 6/14/21 Minutes: Todd motioned to approve the minutes; Les Bernstein seconded the motion. The Motion passed unanimously.

Committee Reports:

John Membership Report: John submitted his report which included creating a membership volunteer registry that OEVA could use in the future. It was basically a volunteer data base that made finding ideas and talents that would be helpful. John suggested asking for resumes from the volunteers as an additional information tool.

Les suggested that an undated volunteer form on the web site would help John achieve his goal.

Robert reminded us that there is a current volunteer form on the OEVA web site similar to what John was envisioning. Robert also suggested that we could encourage volunteering for the skills that OEVA needs for certain outreaches.

John Treasurer Report: John reviewed the account balances, spending and current obligations, explaining the Office 365 tools and billing conflicts have been resolved and the accounts are active. John reported that the current combined balance for OEVA is about \$45,875.00 dollars.

Les Events Report: Les noted that the current CRA managed calendar is “full” but that he and Debbie were working on a future calendar management / booking rights improvement policy. He and some of the Boards will be meeting with Debbie next week.

Les suggested that Marie's Arts committee be given a budget or some minimal spending authority. No action was taken on the topic. Marie noted that she currently did not have any budget needs.

Les noted that there is a growing interest from local and regional promoters to host events downtown, but they are also considered several nearby community resources as well. Marie and Les noted that there are several new promotional ideas for the community in the works, including a Veggie-Fest. The events committee will work on them.

Motion:

Evelyn made the motion "To partner with Paragon on this year's OEVA's Art Show and the next Sea Food Fest." The motion was seconded by John. The motion passed unanimously.

Robert Executive Report: Rob suggested an QR code be purchased and incorporated into all the signage and promotional goods of OEVA from here on. John volunteered to investigate getting a code.

Robert IT Report: Robert reported that only Evelyn's 365 account remains un-merged. Robert will meet with Evelyn and try to facilitate that final step.

Evelyn Dales: RCTOD / Englewood Arts District (EAD) Report: Evelyn noted that Debbie Marks (Sarasota County's Englewood Community Redevelopment Area Manager) was thrilled with the concept proposed by her committee for hosting smaller connected walking tours in the EAD. That each participant, business, or interested property or owner would be offered a custom sign to identify their support / participation in the planned tour event of the EAD. Evelyn suggested one of the identifying stickers would say something like "we support the EAD district".

Evelyn noted that the CRA manager, Debbie Marks mentioned that there could be promotional / advertising funding available for the EAD. The new signage for the EAD is being developed.

Evelyn reported that Jim Hogan's business should be considered for the printing of OEVA signage and promotional goods. The new logo signs for the EAD, were discussed and the possibility of the CRA paying for them as noted above. Space will be left above and below the signs for customizing stickers.

New Business:

Marie talked about her promotional arts ideas, noting that the Illegal Arts group suggested a living wall concept that would allow for an interactive art experience. Marie has created an EAD Face Book page, and an Instagram page. Marie suggested that Ricardo would be willing to consult with OEVA on our website and hosting management. Robert suggested that Marie should be added to the OEVA board mail loop, everyone agreed.

Les addressed the possible mural on his Dearborn Street business building, donating the use, within limits and his personal and legal approval. Marie suggested an interactive wall of messaging would be fun and possible per her conversations with an arts organization called "illegal arts".

Robert, the President suggested that a living wall concept would be “great traction” but he suggested there were legal and social issues that OEVA, or it’s representatives should consider and resolve prior to committing to the project.

A newsletter was discussed using snips from The Review stories and comments from the Board or notes from the minutes. Marie suggested it was especially important for OEVA to stay in touch weekly with the members. Member Bio’s were asked for by Rob to be used in the newsletter and update the web site. Robert noted that there is quite a bit of work to do in this area and that we should consider sending out the message of who we are and what we are doing and going to do and why there is value in it. As a result, this should attract volunteers and momentum.

Old Business:

Les noted that OEVA needs task Bret Clark, our attorney, with Trademarking Marie’s new logo for the Englewood Arts District, which may grow beyond the district, to protect it. Everyone agreed to the assignment and were willing to accept any additional legal expense associated with the task. Les directly asked Marie if she would donate all the rights of her Englewood Arts Logo creation to OEVA, she agreed.

Motion to Adjourn: Made by John, Seconded by Les, passed unanimously.

The meeting ended at 5:42 PM.