

**Minutes of the Board of Directors Meeting**

Wednesday, January 6, 2010 at 6:00 PM

Gelato Pazzo

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**Present:** Norma Bridges, Cecilia Holzenthal, Jim Elliott, Bill Laine, Felicia Pigna, Jackie Mengel, Jim Stratton, Camilla Franklin, Ciera Holzenthal and Main Street Manager Marilyn Kearney.

**Absent:** Tilman Hardy, Penny Francis, Michael Bartlett, Gary Smith.

Norma said that in the past the board as been lapse in its attendance requirement and that attendance would be monitored more closely during 2010.

**New officers:**

- President: Norma Bridges
- Vice President: Felicia Pigna
- Treasurer: Jackie Mengel
- Secretary: Jim Stratton

Following the call to order by Pres. Norma Bridges, Marilyn Kearny distributed folders containing background/review information about Oak Street/Main Street, including:

- What is Main Street
- Four Point Approach
- Eight Guiding Principals
- Bylaws
- Board of Directors Duties
- Membership application
- Mission Statement

As the **Bylaws** were created some three years ago it was requested that all board members take time to review them and pose questions and comments to Marilyn for review in the next board meeting.

Marilyn presented the **Operating Budget Report** for December. As of year's end 2009 assets consisted of \$23,494.16 in the Capital One account. No liabilities were booked. Income for the month totaled \$3,225.00 while expenses totaled \$3,682.37, for a net operating loss for the month of \$457.37. The Pobby Festival (PBF) account is held at Whitney National Bank. The festival account is reported separately from the PBF Committee Chair. Preliminary report to date indicated below.

It was noted that while the PBF generates significant funds for annual operations it is not nearly enough to sustain the program beyond the state funding timeline. As a result, all board members are asked to consider other **fundraising ideas** for 2010 and submit them to Marilyn by fax ASAP—and anytime throughout the year. Norma handed out fax forms requesting ideas for fundraising.

Marilyn presented a brief summary of **2009 highlights**, including street construction and improvements and the PBF. It was noted that each of the four committees made significant contributions in their own capacity toward the street construction project. Regarding the PBF it was noted that steps are being taken to address additional risks and liabilities that the event has the potential to create. Jerry Speir has been asked and accepted to serve as a Special Counsel to the board for the purpose of crafting a process that will protect the association's interest, as well as its staff and board of directors from liabilities associated with an ever growing event. February's board meeting will be dedicated to discussion about the PBF.

New **committee chairs** were recognized. Committees and their chairs are:

- Organization: Tilman Hardy
- Economic Restructuring: Bill Laine
- Promotion: Michael Bartlett
- Design: Penny Francis

Marilyn briefly discussed the goal-oriented nature of Committee's, and the importance of Work Plans as a successful Main Street tool to be effective. Examples were given.

Next on the agenda was the **Annual Meeting**, scheduled for Wednesday, January 20. The venue will be Gelato Pazzo. There will be small buffet with donated wine for a nominal fee of \$15 per person. Since it will be close to our local election several candidates have expressed interest in attending. Arnie Fielkow has requested and will be allowed to speak briefly. The agenda will include introduction of the 2010 board of directors and a short Main Street program. Goal: To get more people involved in the organization by signing people up to serve on the various committees. Board/Committee Chairs will serve as the official hosts. Vertical Response will be used to send out Evite to the names in the master contact database. West Carrollton neighborhood associations will also receive invitations to come to the meeting and join a committee. Ciera will handle Vertical Response. Camilla will send Ciera a compilation of the neighborhood lists. Cecilia will create flyers to place in business windows and distribute in the neighborhood. Jim S. will do some neighborhood association outreach. Jim S. will also see if Greenlight New Orleans would like to be on hand to explain their new business program for energy efficiency.

It was also agreed that Oak Street/Main Street would once again participate in the PRC's **Great Neighborhood Sellabration**, in cooperation with Carrollton-Riverbend Neighborhood Association. Marilyn said that this event was a success last year because new home owners are looking for 'walkable' commercial areas to live near; and this supports our merchants and our goals. The Promotion Committee should also look into seeing how they can be involved. Jim is involved in the event at the PRC level.

Finally, Jim Elliot reported on the financial results of the **PBF**. There was great local and national press and the Google hits totaled some 27,000 in November. There were 41 food booths, 16 bands and 270 volunteers. Event income totaled about \$155,600, while expenses came to about \$102,000. Most of the operating profit is being rolled into the starter fund for the next PBF and about \$15,000 or so will be contributed to Oak Street's 2010 operating fund.

The board agreed to establish a PBF Festival Foundation "**micro-grant**" fund with \$1,000 from the PBF profits, with the possibility for an increase mid-year, if justified by community response to the grant opportunity. The Economic Restructuring Committee was given responsibility for administering the grants, including the preparation of RFPs, judging applications for merit and awarding funds. Specifics are to be defined by the committee. Grantees would be limited to individuals and organizations located in the West Carrollton area and would be funneled to Oak Street by neighborhood associations. A timetable for awards was not established, although work needs to begin quickly to establish the program so that funding can be provided to Spring and Summer projects if required.

Marilyn mentioned a request by Ray Bolling, Business Service Director in the Mayor's Office of Economic Development, to host a **Business Summit** on Oak Street in late January. There were objections to the timing (January is already full), the "lame duck" status of the mayor, who is soon leaving office, and the usefulness of the event. There was discussion of inviting the new mayor's economic development chief to hold something similar later in the year, perhaps with an audience expanded to include business owners from beyond Oak Street (thereby introducing them to what we have to offer), entrepreneurs and people thinking of starting a business, as well as Oak Street businesses. The decision was made not to participate in a business summit in January.

As a final item of business Cecilia asked about the open position on the board. Sheva de Matteo (property owner and committee member) has expressed interest, but has not confirmed his appointment. Felica recommended that Cathy de Matteo serve in place of Sheva. Felicia will check with Cathy to see if she will accept.

The meeting was adjourned at 7:15.