

## **Minutes of the Board of Directors Meeting**

Wednesday, April 7, 2010

Oak Street Office - 8123A Oak Street

6:00 PM

**Officers, Chair/Board Members Present:** Norma Bridges, Cecilia Holzenthal, Jim Elliott, Felicia Pigna, Ciera Holzenthal, Gary Smith, Camilla Franklin, Jim Stratton.

**Main Street Manager:** Marilyn Kearney.

**Guest:** Elizabeth Ahlquist

**Absent:** Penny Francis, Sheva DeMatteo, Bill Laine, Tilman Hardy, Michael Bartlett

President Norma Bridges called the meeting to order at 6:10 PM.

The **Treasurer's report** showed total of \$4196.52 cash on hand in the Operating Budget as of March 30, 2010. In the Discretionary Fund there was a balance of \$36,260.44. The budget was approved.

The **Secretary dispersed the minutes of the last board meeting via email** in March. The board approved the minutes as written.

Marilyn gave the **Main Street Manager's report**. It was suggested that either the Organization or Promotions committee should work on an "Oak Street After Hours" program as part of Cultural Marketing. The need for someone from Oak Street Association to be on the Priestly Site Committee was discussed, with suggestion that it should be a business owner. Camilla noted that the report that Tilman was to produce based on the questions and answers that came up during the last General Meeting has never been produced. See the Manager's Report for more detail about issues.

### Old Business:

Only Gary Smith submitted any comments about the Conflict of Interest issue.  
Board members should pay dues as soon as they can.

### Committee reports:

Design—no report (Penny absent)

Economic Restructuring—no report (Bill absent)

Promotion:

- Quarterly newsletter will start aging, for June, with \$200 budget requested. DISCUSSION: Budget seems high—could be a simple Word doc, maybe even Board meeting minutes, handouts.
- "Oak Bucks" to use at participating businesses, based on a frequent buyer plan featuring a punch card, with fully punched card redeemable for Oak Bucks to spend on the street. \$500 requested to cover costs. DISCUSSION: How control punches? Use stamp instead? How would cards be distributed? Concierges? Advertising?
- Organization—no report (Tilman absent)

### New Business:

Guest Elizabeth Ahlquist reported that all of the merchants she had spoken with favored keeping the Po'Boy Fest on Oak Street. It's purpose, in their minds, is to promote Oak Street in the eyes of the public. The idea of a 2-day festival was also viewed favorably.

**Po'Boy Committee report:**

He noted that the NOPD has quoted a fee of \$20,000 to \$27,000 to block off streets and provide security for Oak Street, which is much higher than it has heretofore been (around \$8,000).

Jim Elliot stated that alternative sites had been examined and Palmer Park looked the best. City Park would cost \$15,000 and the fest would have to close by 4pm on Sunday. At palmer the base cost would be \$3,000. A private security force could be used, at a reasonable cost. Palmer actually has more area for use than does Oak Street plus ½-block side streets.

Cecilia noted that if the PBF were moved off Oak, another fest, such as a Day of the Dead festival, could be created to replace it on Oak.

General feeling that the PBF has outgrown Oak Street. Norma stated that her business sees little/no immediate or long-term benefit from the fest. Only the festival venders make any money.

Ms Ahlquist disagreed; she sees long-term business benefits and feels others do, too. She asks how it will benefit Oak Street if not ON Oak Street? Basic answer is that the PBF has a better chance of making a profit if it moves (resulting in lower expenses). Jim Elliot also noted that there would be an Oak Street Village within the Palmer Park site, where merchants could have a presence.

Marilyn asked that if a vote was taken, that *all* of the board members (present and not present) be allowed to vote on this issue. It was the consensus of the group that in order to not lose more planning time a vote should be taken from the existing quorum present at the meeting. After some discussion, including a lot of reluctance to move, but with realization that it was probably necessary to meet the financial goals of the organization, a vote was taken. There were 7 votes in favor of move to Palmer Park, 1 against (Camilla).

The meeting was adjourned at about 7:25.