



Minutes of the Board of Directors Meeting

Wednesday, May 5, 2010

Gelato Pazzo Cafe'

6:00 PM

Officers, Chair/Board Members Present:, Cecilia Holzenthal, Jim Elliott, Felicia Pigna, Ciera Holzenthal, Camilla Franklin, Jim Stratton, Penny Francis, Sheva DeMatteo, Bill Laine, Tilman Hardy.

Absent:, Norma Bridges, Gary Smith.

Main Street Manager: Marilyn Kearney.

Guests: Tamara, Elvin

The meeting was called to order by Cecilia Holzenthal (in the absence of President Norma Bridges) at 6:10 PM.

The **Treasurer's report** showed total of 4,235.76 cash on hand in the Operating Budget as of April 30, 2010. In the Discretionary Fund there was a balance of \$36,112.32. The budget was approved. A document was presented showing that the fixed monthly operating expenses, including manager's compensation, totals \$4,215.17.

For the record: To clarify some of the misinformation that is being circulated through the media; the Louisiana Main Street state funding is specifically earmarked for salary and office operations. The Louisiana Main Street grant is *not* to be used for projects, programs or festivals as stipulated under the grant guidelines.

The **Secretary dispersed the minutes of the last board meeting via email.** The board approved the minutes, with minor corrections.

Main Street Manager's report. Key points were progress towards a centralized Main Street Office for New Orleans, which has six Main Street organizations; results of the National Main Street Conference that Marilyn attended on May 2-5; report on the visit to the street by 50 to 60 members of the American Planning Association on April 13. It was noted that Michael Bartlett resigned and Ciera Holzenthal is now the Chair of the Promotion Committee. Jackie Mengel has been transferred to the Harrison Avenue branch of Whitney Bank.

Committee reports:

Design—Penny Francis talked about the new planter that is being installed at the Oak Street, Eagle and Leake intersection. The planter project is the product of a \$600 gift from Women for a Better Louisiana (WBL). The official dedication will be a 10:00 AM Saturday May 8 and all board members are encouraged to attend.

Economic Restructuring—Bill Laine noted that progress is being made on the economic survey and mini-grants projects.

Promotion—Ciera noted work is ongoing on promotional brochures, Oak Bucks and a newsletter

Organization—Tilman Hardy reported that the committee has not met in some time.

New Business:

1. Email list for the street needs to be updated and completed. People present volunteered to survey each block and Tilman is to produce the list from the large General Meeting held in February.

2. Security cameras—they were purchased, installed, removed during the street construction, cleaned and then re-installed. Marilyn and Camilla will conduct an inventory.

3. Board vacancies—There are 2 vacancies on the board. After some discussion it was agreed that the businesses along the street would be asked to nominate prospective board members through the use of a board nomination form available in the office. It will be distributed when volunteers are canvassing for email addresses.



4. Compilation and Review—Marilyn reported that Person Huff Accounting Firm CPA is conducting a Compilation and Review of the OSA financials and will have their report soon.

Poboy Committee report and discussion:

The emergence of a separate festival planned two-weeks prior to the traditional date of the NOPPF was noted and discussed. After a spirited discussion the a **motion was made to have the NOPPF on Oak Street with the stipulation that the merchants and festival area residents approve a two-day festival to alleviate the huge crowd.** The motion carried with 8 yea's and 2 abstentions. The boards discussion centered around the enormity of the event for one person to oversee. Jim Elliot agreed that it was a tremendous undertaking that takes thousands of volunteer hours; and he welcomed assistance from everyone. Sheva agreed to help Jim negotiate a less labor intensive event for the organization. Jim and Sheva will preview previous RFP's and propose an expanded version that will accommodate a more comprehensive service. Tilman suggested that whoever is hired be required to attend all OSA board meetings to give a report and answer questions. Jim agreed that this would be very helpful. Sheva agreed to meet with Hank Staples to see if he would like to continue to collaborate with the OSA on the NOPPF instead of having his own separate festival on 11/14/2010 that would cause public confusion. Sheva asked Bill Laine to help assist in this negotiation.

Other Motions passed by the Board:

- Marilyn was recognized for her indispensable services to the organization over the past three years. [Unanimous] and asked to remain as Manager.
- The board expressed its strong support for the Main Street Program. Marilyn was instructed to proceed with the grant application for the OSA's fourth year as a Louisiana Main Street.
- Motion was made to get bids for a monthly accounting service, including payroll, taxes, general ledger.
- Sheva DeMatteo agreed to serve as Finance Chairman.
- In conjunction with the survey of the street to gather email addresses a motion was made, and passed, to also ask merchants if they wanted **Oak Main Street** to have the PBF on Oak Street.
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The meeting was adjourned at 8:15.

Jim Stratton
Secretary