

CALLE DOS CINCO in HISTORIC CAPITOL HILL

OUR MISSION

TO SUPPORT AND PROMOTE A THRIVING MULTICULTURAL DISTRICT THROUGH EDUCATING BUSINESS, MEDIA, AND COMMUNITY ORGANIZATIONS ABOUT THE ACTIVITIES AND EVENTS OCCURRING IN CAPITOL HILL

Board of Directors Meeting

Wednesday January 18, 2017

Community Action Agency, 319 SW 25th St.

3:00p – 4:30p

AGENDA

1. Call to Order and Welcome
 - A. Recognize out-going Board President Ms. Martinez-Brooks (D. Cervantes)
2. Old Business
 - General Obligation (GO) bond meetings/survey
 - 2017 Board and Events calendar
3. Committee Reports
 - A. Executive (J. Martinez-Brooks)
 - i) Minutes: November 17, 2016
 - ii) Financial Report: Profit and Loss and Balance Sheet, December 2016
 - iii) Discuss fundraising/sponsor outreach
 - iv) Hold 2017 Board Officer election. Nominations:
 - President: Santiago Arzate
 - Vice-President: Peter Evans
 - Treasurer: Evan Rink
 - Secretary: Amanda Piña
 - B. Economic Development and Redevelopment (E. Rink)
 - i) Banta meeting; draft District brochure
 - ii) Artistic Improvement committee (D. Sandoval)
 - C. BID and Property Owner Relations (P. Evans)
 - Property updates, Plaza lot
 - D. Promotions / Community Relations (S. Arzate)
 - OK Cine Latino March 25. Marketing plan, tickets online
4. New Business – Ward 4 primary election Feb. 14
5. Adjourn

OUR VISION

CALLE DOS CINCO IN HISTORIC CAPITOL HILL
WILL BE KNOWN AS THE FACILITATOR OF COMMUNITY DEVELOPMENT FOR THE
HISTORIC CAPITOL HILL BUSINESS DISTRICT

Historic Capitol Hill - Board of Directors Meeting

November 17, 2016

Community Action Agency, 319 SW 25th St. OKC 73109

3:00pm – 4:30pm

Board Officers Present: President Ms. Jessica Martinez-Brooks, Vice President Mr. Santiago Arzate, Treasurer Mr. Peter Evans

Board Members Present: Ms. Bonnie Schwartz, Ms. Ana Herrera, Ms. Doralicia Sandoval, Ms. Amanda Piña. Advisory Present: Ms. Elaine Lyons

Guests: Mr. Jesse Hugo, City Planning. Executive Director: Ms. Donna Cervantes

3:10p Call to Order and Welcome

Ms. Jessica Martinez-Brooks called meeting to Order. Board agreed there will be no Board meeting in December. Also discussed changing the monthly Board meeting day to accommodate Mr. Rink attending Leadership class. Wednesday is preferred day. Regular Board meetings will be held at 3:30p on the 3rd Wednesday of the month in 2017 and Executive committee meetings will be held on the Wednesday prior.

September 15, 2016 minutes considered. Motion to approve – 1st Ms. Schwartz, 2nd Mr. Evans. Motion passed unanimously. October 20, 2016 minutes considered. Motion to approve – 1st Ms. Schwartz, 2nd Ms. Sandoval. Motion passed unanimously.

Committee Reports

1) Executive Committee

- a) Financial Report. Reviewed Profit and Loss report. Request made to add YTD column. Questions raised over what expenses are listed in the Unclassified column. Suggestion to export the report to Excel and add details re: the EDC and BID expenses. Ms. Cervantes to review with Mr. Arzate.
- b) Discuss 2017 Board Election Cycle and Meeting Calendar
 - Reviewed the Board election cycle handout. All Officer positions and several Board terms expire in January 2017. Ms. Martinez-Brooks stated that she has served two terms and is ready to step down. The Board expressed appreciation for her 6 years of service. Ms. Torres and Mr. Lavastida each mark the end of their first term in January. Gloria has expressed that she is willing to continue to serve. Gene has submitted a letter of resignation but will continue to be involved with the Plaza and other projects. This will leave the Board with 11 active Directors and 4 open spots. Board agreed to wait to appoint new members until later in the year after pending property sales are complete and new BID owners are contacted. Current members will be contacted to consider serving as an Officer on the Executive committee.
 - Reviewed proposed 2017 meeting and event calendar. Discussed changing various meetings during the year to correspond to our fiscal year since our BID budget starts in July. Agreed to move the annual retreat to June and the BID property owners meeting to July or August. Regarding events, agreed to keep the Cinco de Mayo event on Friday, May 5 but adjust the time (5:00-8:00p) to work with the OKC Dodgers Latino Night at the Ballpark. Fiestas de las Americas will be Sept. 30.

2) Economic Development and Redevelopment

- a) Mr. Arzate stated that the sale of the Yale Theater is still proceeding and expected to close end of November. Proposed use is an upscale Latino dance club and event center. Question raised about alcohol sales and permits; still needs to be worked out. At buyers request, Mr. Lavastida has drafted renderings for exterior improvements to the building.

3) BID and Property Owner Relations

FY 17 Q1 BID report received. Plaza update: Mr. Arzate reported that he, Ms. Cervantes, Randy King, and Jorge Hernandez recently met with Mr. Kermit Frank, representative from Dolese, to discuss options for improving the lot. Mr. Frank interested in the project and will invite another contractor to get involved. Ms. Cervantes reported that Bravo Ranch renovations continue and should reopen in December or January.

4) Promotions and Community Relations

- a) Open Streets went very well with improved attendance on the new route – S. Robinson from the OK River to SW 29th St. OCCHD used stronger Spanish language media outreach with good success reporting 15K attendees throughout the day (1-5p). OCCHD indicates this will continue to be the preferred route.
- b) Haunt the Hill event had to contend with strong winds but still had 18 businesses participate, two food trucks, and lots of families. CHHS Key Club was new participant. LULAC students helped with games. Discussed event timing and decided to change from 4-7pm this year to 5:00-7pm next year.

5) New Business

- a) Mr. Hugo presented information on the City's upcoming General Obligation (GO) Bond for capital improvements. The election will be in September 2017; the City is asking for citizen input by June on where to focus the improvements. Eight public meetings are scheduled and Ms. Herrera said they can also be set up through Neighborhood Alliance. Mr. Hugo will share a link to the online survey.
- b) Changes to the Federal overtime laws are on hold pending court ruling.
- c) Ms. Cervantes announced several upcoming public meeting invitations and will share details via email.

6) Old Business

No old business

7) Adjourn

4:35pm Motion to adjourn the meeting. 1st Ms. Martinez-Brooks. 2nd Mr. Peter Evans. Motion approved.

Olde Capitol Hill Council Inc DBA Capitol Hill Main Street
 Profit and Loss by Class
 July through December 2016

01/17/17
 Accrual Basis

	Salary / Admin/Dev	FDLA	Fiesta Friday	Haunt the Hill	OK Cine Latino	Unclas.	TOTAL
Income							
Total Direct Public Support	39,861.20	1,500.00	0.00	0.00	0.00	0.00	41,361.20
Total Festival Income	0.00	9,110.04	95.00	0.00	0.00	0.00	9,205.04
Prof.Serv.Agreements							
City of Oklahoma City-BID							
Administration	6,090.06	0.00	0.00	0.00	0.00	0.00	6,090.06
Advertising	9,652.36	0.00	0.00	0.00	0.00	0.00	9,652.36
Landscaping	3,682.02	0.00	0.00	0.00	0.00	0.00	3,682.02
Total City of Okla City-BID	19,424.44	0.00	0.00	0.00	0.00	0.00	19,424.44
City of OKC-EDC							
O&B-Management	6,295.38	0.00	0.00	0.00	0.00	0.00	6,295.38
Promo & Commun Relati	6,825.44	0.00	0.00	0.00	0.00	0.00	6,825.44
Total City of OKC-EDC	13,120.82	0.00	0.00	0.00	0.00	0.00	13,120.82
Total Prof.Serv.Agreements	32,545.26	9,110.04	95.00	0.00	0.00	0.00	41,750.30
Total Income	72,406.46	19,720.08	190.00	0.00	0.00	0.00	92,316.54
Expense							
Prof.Service Agreeemt. Expense							
OKC-BID							
Administration	7,002.00	0.00	0.00	0.00	0.00	69.00	7,071.00
Advertising	4,320.77	319.81	1,543.00	437.92	0.00	0.00	6,621.50
Utilities	1,133.48	0.00	0.00	0.00	0.00	0.00	1,133.48
Maintenance & Beauti	4,368.42	0.00	0.00	0.00	0.00	0.00	4,368.42
Total OKC-BID	16,824.67	319.81	1,543.00	437.92	0.00	69.00	19,194.40
OKC-EDC							
O&B-Management	6,594.00	0.00	0.00	0.00	0.00	0.00	6,594.00
Promo & Commun Relati	5,214.82	4.54	394.00	0.00	0.00	0.00	5,613.36
Training	0.00	0.00	0.00	0.00	0.00	87.00	87.00
Total OKC-EDC	11,808.82	4.54	394.00	0.00	0.00	87.00	12,294.36
Total Prof.Service Agreeemt. Ex	28,633.49	324.35	1,937.00	437.92	0.00	156.00	31,488.76
Development							
Festival	90.00	17,882.67	802.31	0.00	0.00	0.00	18,774.98
Development - Other	1,700.00	0.00	0.00	0.00	0.00	0.00	1,700.00
Total Development	1,790.00	17,882.67	802.31	0.00	0.00	0.00	20,474.98
Operations							
Administration	2,404.02	0.00	0.00	0.00	0.00	0.00	2,404.02
Advertising	100.00	0.00	0.00	0.00	0.00	0.00	100.00
Bank Service Charges	57.00	0.00	0.00	0.00	0.00	0.00	57.00
Insurance-D&O	3,851.75	0.00	0.00	0.00	0.00	0.00	3,851.75
Internet/Website	198.00	0.00	0.00	0.00	0.00	0.00	198.00
Meals	0.00	0.00	0.00	0.00	22.14	0.00	22.14
Parking Fees	13.50	0.00	0.00	0.00	0.00	0.00	13.50
Payroll Fees	\$799.98	0.00	0.00	0.00	0.00	0.00	799.98
Payroll Taxes	\$1,865.58	0.00	0.00	0.00	0.00	0.00	1,865.58
Postage, Mailing Service	9.40	0.00	0.00	0.00	0.00	0.00	9.40
Printing and Copying	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Supplies	325.27	0.00	0.00	0.00	0.00	0.00	325.27
Telephone	660.74	0.00	0.00	0.00	0.00	0.00	660.74
Services - Professional	675.00	0.00	0.00	0.00	0.00	0.00	675.00
Total Operations	10,960.24	0.00	0.00	0.00	22.14	0.00	10,982.38
Tax Payments	0.00	0.00	0.00	0.00	0.00	132.34	132.34
Total Expense	41,383.73	18,207.02	2,739.31	437.92	22.14	288.34	63,078.46
Net Ordinary Income	31,022.73	1,513.06	-2,549.31	-437.92	-22.14	-288.34	29,238.08

Olde Capitol Hill Council Inc DBA Capitol Hill Main Street
Balance Sheet Standard

01/17/17

As of December 31, 2016

	<u>Dec 31, '16</u>
ASSETS	
Current Assets	
Checking/Savings	
FFB-OperEDC	15,725.63
IB -Operating	50.00
IB- Restricted	1,309.00
FFB-BID	<u>6,568.75</u>
Total Checking/Savings	23,653.38
Accounts Receivable	
Accounts Receivable	<u>18,442.45</u>
Total Accounts Receivable	18,442.45
Other Current Assets	
Undeposited Funds	<u>250.00</u>
Total Other Current Asse...	<u>250.00</u>
Total Current Assets	42,345.83
Fixed Assets	
Furniture and Equipment	<u>8,084.36</u>
Total Fixed Assets	<u>8,084.36</u>
TOTAL ASSETS	<u>50,430.19</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	<u>3,754.00</u>
Total Accounts Payable	<u>3,754.00</u>
Total Current Liabilities	<u>3,754.00</u>
Total Liabilities	3,754.00
Equity	
Temp. Restricted Net As...	1,600.00
Unrestricted Net Assets	33,272.86
Net Income	<u>11,803.33</u>
Total Equity	<u>46,676.19</u>
TOTAL LIABILITIES & EQU...	<u>50,430.19</u>

3:02 PM

Olde Capitol Hill Council Inc DBA Capitol Hill Main Street Profit and Loss YTD Comparison

01/17/17

Accrual Basis

December 2016

	<u>Dec '16</u>	<u>Jan - Dec '16</u>
Ordinary Income/Expense		
Income		
Direct Public Support		
Corporate Marketing	3,761.25	7,911.25
Corporate Sponsor	0.00	35,950.00
Total Direct Public Support	<u>3,761.25</u>	<u>43,861.25</u>
Festival Income		
Booth Fees	0.00	7,428.29
Participation Fees	0.00	555.00
Festival Income - Other	0.00	2,356.81
Total Festival Income	<u>0.00</u>	<u>10,340.10</u>
Prof.Serv.Agreements		
City of Oklahoma City-BID		
Administration	1,240.00	8,220.06
Advertising	2,032.48	15,826.24
Landscaping	1,435.22	10,938.22
Total City of Oklahoma City-BID	<u>4,707.70</u>	<u>34,984.52</u>
City of OKC-EDC		
O&B-Management	915.80	12,295.38
Promo & Commun Relations	1,007.70	8,957.44
City of OKC-EDC - Other	0.00	3,072.00
Total City of OKC-EDC	<u>1,923.50</u>	<u>24,324.82</u>
Total Prof.Serv.Agreements	<u>6,631.20</u>	<u>59,309.34</u>
Total Income	10,392.45	113,510.69
Expense		
Cash	0.00	100.00
Development		
Festival	90.00	19,977.98
Development - Other	1,700.00	1,700.00
Total Development	<u>1,790.00</u>	<u>21,677.98</u>
Prof.Service Agreemt. Expense		
OKC-BID		
Administration	69.00	2,284.30
Advertising	1,338.33	14,554.13
Maintenance & Beautification		
Utilities	79.12	1,593.60
Maintenance & Beautification - ...	25.71	11,951.18
Total Maintenance & Beautification	<u>104.83</u>	<u>13,544.78</u>
Total OKC-BID	1,512.16	30,383.21
OKC-EDC		

3:02 PM

Olde Capitol Hill Council Inc DBA Capitol Hill Main Street Profit and Loss YTD Comparison

01/17/17

Accrual Basis

December 2016

	<u>Dec '16</u>	<u>Jan - Dec '16</u>
Promo & Commun Relations	964.09	10,563.36
O&B-Management	0.00	400.00
Administration	0.00	7,500.00
Training	0.00	87.00
Total OKC-EDC	<u>964.09</u>	<u>18,550.36</u>
Total Prof.Service Agreemt. Expense	2,476.25	48,933.57
Operations		
Administration		
Promo-Com Match (EDC)	0.00	140.00
Administration - Other	3,110.93	21,304.94
Total Administration	<u>3,110.93</u>	<u>21,444.94</u>
Advertising	0.00	100.00
Bank Service Charges	0.00	57.00
Flowers and Gifts	0.00	50.00
Insurance		
Insurance-D&O	<u>2,422.50</u>	<u>4,255.50</u>
Total Insurance	2,422.50	4,255.50
Internet/Website	0.00	198.00
Meals	0.00	447.92
Membership Dues	0.00	320.00
Parking Fees	2.25	13.50
Postage, Mailing Service	9.40	9.40
Printing and Copying	0.00	500.00
Supplies	71.94	493.27
Telephone	0.00	1,185.15
Training	0.00	105.00
Services - Professional		
Accounting Fees	0.00	150.00
Services - Professional - Other	<u>675.00</u>	<u>675.00</u>
Total Services - Professional	675.00	825.00
Awards & Recognitions	<u>0.00</u>	<u>36.85</u>
Total Operations	6,292.02	30,041.53
Tax Payments	<u>0.00</u>	<u>954.28</u>
Total Expense	<u>10,558.27</u>	<u>101,707.36</u>
Net Ordinary Income	<u>-165.82</u>	<u>11,803.33</u>
Net Income	<u><u>-165.82</u></u>	<u><u>11,803.33</u></u>

CALLE DOS CINCO
2017 Board Calendar

Regular Board meetings – 3rd Wed. each month 3:00p – Community Action Agency 319 SW 25th St.

JANUARY

Executive committee Wednesday Jan 11 1:30p
Board meeting Wednesday Jan 18 3:00p (Officer Elections)
Artistic Improvement
Sponsor packets/outreach

FEBRUARY

Executive committee Wednesday Feb 8 1:30p (*review goals*)
Board meeting Wednesday Feb 15 3:00p

MARCH

Executive committee Wednesday Mar 8 1:30p
Board meeting Wednesday Mar 15 3:00p
OKCine Latino Film Festival – Saturday, March 25 (5:00 – 11p)

APRIL

Executive committee Wednesday Apr 12 1:30p
Board meeting Wednesday Apr 19 3:00p
Big Event Clean-up Day - Saturday Apr. 8 (tentative)

MAY

Executive committee Wednesday May 10 1:30p
Board meeting Wednesday May 17 3:00p
BID budget due
Cinco de Mayo en Calle Dos Cinco Friday May 5, 5-8:00p
Latino Night at OKC Dodgers Friday May 5; ballgame and fireworks

JUNE

Board Retreat/Strategic Plan Review/Update (Friday, June 9 *tentative*)
Fiesta Friday – June 30, 7-10:00p

JULY

Executive committee Wednesday July 12 1:30p
BID – Annual Business meeting (Friday July 14 *tentative*)
Fiesta Friday - July 28, 7-10:00p

AUGUST

Executive committee Wednesday Aug 9 1:30p
Board meeting Wednesday Aug. 16 3:00p
Fiesta Friday - Aug. 25, 7-10:00p

SEPTEMBER

Executive committee Wednesday Sep 13 1:30p
Board meeting Wednesday Sept. 20 3:00
Fiestas de las Americas - Saturday Sept. 30

OCTOBER

Executive committee Wednesday Oct 11 1:30p
Board meeting Wednesday Oct. 18 3:00
Open Streets - Sunday Oct. 22 (tentative) 1:00-5p
Haunt the Hill - Tuesday Oct. 31 (5-7:00p)

NOVEMBER

Executive committee Wednesday Nov 8 1:30p
Board Meeting Wednesday Nov. 15 3:00p

DECEMBER

Christmas Posada/Concert (Sat. December 2)