



## Old Englewood Village Association (OEVA)

### Town Hall Meeting Minutes

Date: July 19<sup>th</sup>, 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.

**Guests:** None.

President Robert Reil, called the meeting to order at 3:45

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

### Committee Reports:

Robert

#### Executive Report:

Robert suggested that OEVA re-print some business cards. The Board approved. There was a brief discussion on what should be on the cards.

Robert noted that OEVA needs a volunteer to manage or direct the web site queries and that all replies be Blind Carbon Copied (BCC'd) to all the Board members to increase board awareness.

#### IT Report:

Robert reported that the QR-Code printed on the EAD signs will be operational within the week.

Robert noted that OEVA owns 9 domains and that they should be consolidated into one provider, GoDaddy for ease of use and high-quality domain support. The Board approved the minor expense associated with the transfer and the required one year domain renewals.

Robert suggested that more can be done to promptly post agendas and minutes of OEVA's meetings to the web site. We should strive to see minutes provided within 72 hours after a meeting for review, approval and uploading to the website.

Robert contacted several web-site managers for a review of the OEVA web site and received several verbal bids for their services. The board took no action and agreed that we should continue to consider our options.

Robert noted that the OEVA's Mailing List tool is slow and limited. He wanted to upgrade the version of the tool to modernize and simplify OEVA's e-mail / newsletter processing.

**Motion:**

John made the motion to authorize Robert to upgrade OEVA's Mailing List Tool to a monthly paid for version of his choosing. Les seconded the motion. The motion passed unanimously.

John

Membership Report:

John is finishing up his volunteer spreadsheet. More discussion ensued regarding how to reach out to the members about volunteering. John suggested asking for a volunteer resume. Five new members signed up this month.

Treasurer Report:

John reported that the balances are about the same, that Pay Pal has money in the account, and he suggested that the SunTrust account become the "reserves" of OEVA, and that Chase Bank become the operational fund. Todd was directed to update OEVA's Policy and Procedure to reflect the policy change. Diversification and asset protection is important. Chase bank offers an affordable credit card support program that OEVA should consider signing up for. Chase also offers very affordable and state of the art merchant account fees and support for our future.

Les

Events Report:

Les noted that there are on-going discussions about this fall's events.

Evelyn

RCTOD / Englewood Arts District (EAD) Report:

Evelyn reported that there are approximately 9 businesses in the EAD that will participate in RCTOD open house this fall. The sub-committee continues to work on the idea.

**New Business:**

The body discussed the new State of Florida law that allows home based business. Bret Clark circulated a PDF file to the Board detailing the law. Everyone was pleased and wondered how it was going to affect the CRA / County / RCTOD's uses. Evelyn noted that the RCTOD still seems to have more benefits and allowances for small business than the State law does.

Robert will post the link to the new law on the OEVA web site.

Evelyn noted that she will be traveling for the next two months, beginning early in Aug. and therefore will not be able to host the Town Halls at The Open Studio till October.

### **Old Business:**

Robert met with Tom Newton, the owner of The Englewood Review. Tom is fine with republishing the monthly Review stories on the OEVA web site or incorporating content in the OEVA newsletters.

The Review pre-paid advertising was discussed. It was decided to publish a membership thank-you / appreciation / shop local ad. John volunteered to summarize the membership and submit the data to The Englewood Review and ask them for design ideas / help. Evelyn noted that we should either wait for the season to run the ad or direct it towards helping the merchants during the construction ahead.

It was discussed that EAD owners who are OEVA dues paying members could possibly display their personally approved business information and web site links on the web page that is linked to the QR-Code printed within the EAD signs. However, it may take a while to set this up and build the page. OEVA – EAD dues paying members will be getting a free sign for their businesses. Welcoming operational hours, terms and notices will be the responsibility of the business owners, not OEVA.

### **Adjourn:**

Motion made by Les, seconded by Evelyn, passed unanimously. The meeting ended at 5:55 PM.