

AGENDA
Monthly Board Meeting
Stockyards City Main Street
July 19, 2018
Oklahoma National Livestock Exchange Board Room
8:30 a.m.

Members Present: Kelli Payne, John Mesa, David Egan, Sheila Eaton, Dr. John Swaim, Becky Ferguson, Cindy Scarberry, Fred Peters, Matt Brown, Scott Allen, Todd Branson (Director) Guests: Marc Long & Matt Harp

Call to Order: Kelli

Minutes from last meeting: Motion to approve David, Second by Dr. Swaim – unanimous approved

Financials: (awaiting reconciliation) Cindy H. still to reconcile June financials – will approve at next meeting.

Introductions of guests: Becky

Marc Long – streetscape background, Maps1 in Bricktown, Automobile Alley, Asian District, Plaza District

Matt Harp – First United Bank, financing background.

Committee Reports:

Executive – minutes attached; donor software & web data

Design – no meeting this month; preparing to update banners and extra signage for walking tour, still having issues with the clock. Todd will check with Edmond to see if they have any advice for keeping it accurate.

Promotions – Wines of the West totals, check your schedules and present any concerns to the committee before next committee meeting for dates in 2018-19 fiscal year

Organization – no formal meeting, Mornings on Main schedule attached, complete update coming from Todd – asking for as much attendance from board members as possible to show support in restarting these events.

Eco Vitality Office Report: Statistics, looking into having a digital map of properties available for sale or lease, , Fred researching tourist app for Stockyards City Main Street or a walking tour on the website.

State training recap: Kelli – good and productive day, reassured with where we are as a district and gave suggestions for our action plans

Office report: Todd –

Website statistics – female 35 – 44 top searches for this area. Facebook insights available and showing that we are most socially active between 4-5PM, trend in unlikes could be due to fake accounts and memorial sites being deleted, letter of support for River Landing, Historic data collection underway (Sharepoint database)

Nicole has moved to Kansas, Autumn Harrison is now our office assistant who is working on collecting history from the area

Bylaws update Action Items: Please look over the red lined copy to be discussed and approved before next board meeting.

New Business:

Strategic Planning Session: Agreed that we need to do one, who will do the training? Suggestions to look at ESSCO, Center for Non-Profits, State City Main Street

Boat dock: Move forward in preparing as a district with realistic view of what may or may not be coming in regards to traffic

Old Business:

501c3 stipulations regarding promoting other businesses. Suggesting that we have legal advice again at a meeting in the future.

Committee to work on events on the park – Kelli, Cindy, Terry W., Scott, David

Motion to adjourn Matt, second Becky