



Monthly Board Meeting Stockyards City Main Street  
August 16, 2018 MINUTES - 8:30 a.m.  
Oklahoma National Livestock Exchange Conference Room

**Members Present:** Kelli Payne, Todd Branson, Linda Buettner, John Mesa, David Egan, Fred Peters, Sheila Eaton, Becky Ferguson, Dr. Swaim, Cindy Scarberry

**Advisory:** Leroy DeShields

**Guests:** Marc Long, Jeri Holmes, Alex Towler

**Call to Order:** Kelli Payne

**Guest Presenter:** Jeri Holmes (501c3 do's and don'ts with social media)

*See handout listing the differences between 501(c)4, 501(c)3*

501(c)3: FOR THE PUBLIC, donations charitable in nature, services must be open to all, No part of net earnings may inure the benefit of any private shareholder or individual. Donations must be used for public benefit and can not be given to 501(c)4. We can list them as a sponsor, but not promote their individual activities

501(c)4: Promoting the area. Services may be provided to members only if they benefit the entire community. No part of net earnings may inure to the benefit of any private shareholder or individual. Can give to a 501(c)3.

Clarification: Sponsorship listing is fine from 501(c)3, but the moment we say "Go buy..." it becomes advertising which should come from 501(c)4

Unrelated business income must pay taxes on advertising dollars and file 990T

Todd to visit with Kim Cooperhart about changing BID money to 501(c)4. If questions, call Jeri  
Need to trademark Stockyards City logo and also set up DBA Stockyards City

Alex sending print examples and materials for us to use and start helping with financial & governance policies

"Operate as a 501(c)4 and be proud of our 501(c)3"

**Minutes** from last meeting: Becky motion, Fred second, unanimous approved

**Financials:** (June) \$91,000 of bid spent/\$8000 left for August & September. \$11,300 overages that can be used as needed or roll over. Motion to approve financials – Dave, second Becky - unanimous

## **Committee Reports:**

Executive: *Minutes attached*

Design: John presented designs to get bids. Perhaps have S&S Promotions as a "Mornings on Main"

Promotions: Check dates & times below

Organization: Did not meet but helped with Wines of the West and scheduling Mornings on Main.

Eco Vitality: Dave: Discussing spaces available and created a form for people looking for property in the area. Mercantile lease published in the paper "Buffalo Jacks."

Becky shared: Hildebrand has come down on their price. Precision building will be for sale in coming months.

## **Office Report: Todd**

- Most in the Exec. Minutes.
- Strategic planning options: Non-profits \$4500, getting bids from a few others before deciding on which group.
- All lights out on Agnew & Penn, OG&E working on it and correcting the crooked pole
- OG&E researching to see who is paying for the power to the clock and how to make it more stable/accurate.

## **Action Items: Kelli**

1. Bylaw Changes: Have Jeri or Alex look through both sets of bylaws and what we have redlined. Ask for an estimated cost for bylaws and financial & insurance polices. If not over \$2500, move forward. If over, we will have a special vote by email. Motion by Linda, Second John - unanimous
2. Dates for Fiscal and Calendar Year 2019

## **2018 Reminder Dates**

Stampede: October 20, 2018 (10a-4p)

Christmas Tree Lighting: November 16, 2018 (6:30p)

Shriners Parade: November 17, 2018 (10a)

Cowboy Christmas: December 1, 2018 (10a)

## **2019 Dates For Consideration**

St. Patrick's Day Parade: March 16, 2019 (10a)

Wines of the West: June 1, 2019  
(2p-6p) or (1-6)

Stampede: October 19, 2019 (10a-4p)

Christmas Tree Lighting: November 22, 2019 (6:30p)

Shriners Parade: November ??, 2019 (10a)

Cowboy Christmas: December 7, 2019 (10a)

## **Old Business:**

- Mornings on Main: success. Thanks to Dr. Swaim for the personal calls. Good to see Doc Neal with his wife there as well.

## **New Business:**

- We will be changing the financials for next year

**Adjourn** (Linda motion, Dave second, unanimous)