

LBA BOARD MEETING MINUTES – June 20, 2024, 6:00pm – In-Person

Directors Present (7): Jim Lantelme, Michelle Winters, Eric Malpeli, Tom Wolfe, Elaine Furlow, Zachary Newkirk, Michael Foster; Matt Rowan

Directors Absent (8): Michele Horwitz Cornwell, Laura London, Peter Bota, Jeff Joseph, Matt Weinstein, Tanya Graham, Lauren Harris, Paul Holland

Staff Present (2): Ginger Brown, Maggie Chao, and Amber Haynes.

Welcome & Call to Order

Mr. Lantelme called the meeting to order at 6:00 pm. A quorum was not achieved.

Remarks by AED Partnerships Liaison (Susan Soroko)

AED is working on a strategic plan. LBA will be able to get the entirety of its FY25 budget allocation from the County at the start of the FY25 fiscal year.

President's Report (Jim Lantelme)

LBA will have access to its FY25 funds from the County at the start of the fiscal year and will receive ongoing funding from the County in future years.

LBA is moving towards conversion from a 501(c)4 to a 501(c)3.

The proposed FY 2025 – FY 2034 Capital Improvement Plan allocates money for the corridor, including for the Lee Arts Center. LBA will need to hold the County accountable to see this through. The CIP also has transportation money for the corridor.

The opening of Fire Station No. 8 is delayed until November.

Vendors at LBA's Earth Day event had positive feedback.

Treasurer's Report (Ginger Brown)

LBA's status as a 501(c)4 prevented some organizations that had previously supported LBA from doing so in FY 24.

Several financial documents (Statement of Accounts; Status of Operations; Treasurer's Report) were shared with the Board.

Events & Fundraising Committee (Maggie Chao)

Earth Day was a success. A small number of vendors thought the fee to participate was too high.

Bike to Work was a success.

Executive Director's Report (Ginger Brown and Maggie Chao)

Ms. Chao noted the Historic Preservation Grant project is moving forward. Eleven legacy businesses have been included in interviews. Definition of a legacy business is one that has been on the corridor for at least 25 years. In July, LBA will launch a campaign to share content from interviews.

Ms. Brown noted that the updating of the website is a summer project. Zachary Newkirk will be assisting.

Ms. Brown noted that input from the Board is welcome on the draft updates to LBA's governing documents being prepared ahead of LBA's conversion to a 501(c)3.

Branding Presentation

Amber Haynes put together draft visual brand concepts for Langston Boulevard.

Mr. Lantelme said he was glad that the hubs along the corridor will be represented on the logos.

Mr. Foster had a question about whether we want a single brand for the corridor or if each hub should have a brand.

Mr. Lantelme noted there will be a unifying branding theme for the corridor but still neighborhood identities.

Strategic Planning Presentation

Ms. Brown gave an overview of LBA's draft strategic plan. Board members can review and provide feedback. She would like to resume presidents breakfasts twice a year and wants LBA to become more involved with existing community events.

Ms. Brown noted LBA may hire a fundraising consultant.

Chris Bennett, a strategic planning consultant, emphasized there is flexibility in how LBA can implement the strategic plan. It is important to keep goals and strategies steady, with flexibility being available on lower-level activities to implement. For instance, the order activities are pursued over time might change as the goals and strategy hold firm.

Ms. Soroko highlighted the importance of noting LBA's commitment to working with County elements.

Ms. Brown said work on the draft strategic plan will continue over the summer and that she hopes to have it wrapped up by the next Board meeting.

Adjournment

The meeting adjourned around 7:45pm.