

**Bloomington Urban Enterprise Association
Board Meeting Minutes
City Hall, McCloskey Room - 401 N. Morton St.
January 8, 2020**

ROLL CALL

Members Present: Paul Ash, Jackie Yenna, Jane Kupersmith, Julie Donham, Karin St. John, Alex Crowley, Margaret Fette

Members Absent: Chris Sturbaum

City Staff Present: Larry Allen, Sean Starowitz

Guests: n/a

APPROVAL OF MINUTES – December 11, 2019

No changes to minutes in packet. Paul made a motion to approve the minutes with the corrections noted. Motion was seconded by Jackie.

REPORTS FROM OFFICERS & COMMITTEES

Director's Report

Alex stated that there have been applications for scholarships. One has been awarded and will be reimbursed against the fall 2019 semester. Alex said that a scholarship application had to be denied because the applicant did not reside within the Zone. Alex explained some of the requirements for the scholarship and discusses how the payment is made to the necessary school.

Alex discussed with Kevin about renewing the management agree that the City has with the BUEA. The plan is to renew it for the 2020 period. Karin asked Alex if the management agreement with the City needs to be reviewed and accepted by the board. Alex indicated that it would need to be reviewed and accepted.

Alex discussed the vacancies and said that he had a meeting set up with a potential candidate the following day. He indicated that he would continue this process until vacancies were filled.

Financial Report

Alex reiterated that the budget had been updated and reformatted so that it would be easier to read and comprehend.

Alex said that he did not see the management fee in the 2018 payment amount within the budget. He asked the Controller's Office if they were able to locate it. Following that discussion he said that he did not believe that it was completed and signed by Julie. He hoped to ensure that by the

end of 2019 all back payments would be made. He said the amount spent to date included both the 2019 and 2018 amounts. Margaret then asked why there was not a 2018 carryover. Alex said that there should be a 2018 carryover amount in the 2019 budget document. Margaret asked if this could be inserted now in an attempt to make the budget document look correct. Alex said that he did not think it made sense to retroactively put a carryover amount. Margaret suggests that there should be some way to note that this discrepancy did happen. Alex said that there is currently an attempt to tighten up the budget documents and that discrepancies, such as this one, will be cleaned up for the 2020 budget.

This month:

- Tax prep services that Kevin Keough is completing for calendar year 2019. There will be a new service replacing Keough shortly.
- Envelopes were purchased with new logos
- Resident Scholarship: paid out to the one recipient
- Zone Arts Grants: Three were redeemed in December (not counting those that are currently up for review). Landlocked Music, the Dimension Mill and Early Music.
- City Art Program: Trades Mural (Bartlett)

Sean discussed the City Art Program. He stated that Sam Bartlett has expanded the mural that was originally done in 2012. The addition to the original increases the pedestrian experience from 2nd street. He stated that there was still a possibility of expanding it to the basketball court but due to complication it is likely to take a few more years to be implemented. Sean said that it was a process that involved community members and created a more inviting space. Also mentioned the likelihood that there would be a dedication event in the spring that the BUEA would be involved in. He then went into greater detail about the City Art Program, explaining that it was more of a place making arts program within the Zone.

Sean asked if there was clarification needed. Karin asked what the rationale was for having the Zone Arts Grant and the City Art Program separated. Sean explained that the Arts Grants were more focused on community events, while the City Arts was more focused on physical arts beautification within the build environment. There was then a discussion about the merits of both.

Julie asked Alex if he could explain the MCCSC grants discrepancy from last month. Alex explained that he may have jumped the gun and suggested that the budget and payout should be in the same year as the decision was made. Alex said that he will republish the December 2019 budget to reflect the decision to pay out the MCCSC grant in 2019.

Paul made a motion to approve the December, 2019 budget. Motion was seconded by Karin and unanimously approved.

NEW BUSINESS

Alex discussed the 2020 budget worksheet. Karin stated that the worksheet was a budget of expenses and asked if it were possible to create a budget worksheet that broke down the revenues. Alex said that he does have a sense of the revenues, but have never budgeted revenues

in the past. Alex said that it would be a good idea to do this and at the beginning of the year. Margaret asked Alex what the current reserves were 1,600,000. Margaret asked if there was anything that the BUEA could do with this money, outside of currently available grants. Julie said that the BUEA may have too limited a capacity and that other programs would likely have to be brought to the BUEA.

There was further discussion about the impact that other potential programs may have on the Zone. Jane explained that potential programs could be viewed and thought of as addressing economic independence. Karin asked if there would be any benefit to potentially partnering with organization such as Habitat for Humanity to administer programs that impact the zone housing. There was further discussion about the challenge of ensuring large impact projects would be administered correctly.

Alex discussed the potential for putting other projects in the 2020 budget as a show of priorities. He went on to say that there are multiple ways, through the budget process or not, that could get potential projects to the forefront of the BUEA agenda.

Margaret explained her desire for the BUEA to address housing issues within the Zone and its capacity. Jane asked if the board should consider an amount to budget in the name of granting funds for those in need of housing improvements. Julie suggested that the board not include anything about this potential program in the budget but rather take time to research and understand the possibilities.

Alex asked if there would be interest in creating a budgeting subcommittee to address this issue. Karin said that she thinks that it is important to understand the revenues and other aspects of the budget better before approval. Karin and Jane agreed.

Margaret expressed her desire to have someone from HAND come to a BUEA meeting and explain what type of need the Zone has for a housing improvements. Margaret, Paul and Jackie gave anecdotes of the poor housing conditions within the Zone.

There was further discussion by Alex, Julie and others about the desire to get a better hold on the finances of the BUEA.

Margaret said that she hopes the board will look into how it can positive impact low income families with their housing improvement needs.

Julie asked if the money for funding the MCCSC bus wrap should be included in this budget. She also asked why there was still \$5,000 budgeted for advertising and marketing. Alex said that the BUEA now has a communication plan and the \$5,000 was left in to stimulate a discussion about the potential for a concerted communication/marketing plan. Julie stated that she would like to get a clear picture of the income of the BUEA and possibly a projection of the possible revenues in the future.

Alex explained that he believes it would be a good idea to add more money to the potential MCCSC 2020 funding or create a separate line item to reflect the likelihood of granting funds for

the bus wrap. Multiple members agreed this was a good idea. Alex said that the February packet would contain the updated numbers and revenues/projected revenues.

Karin discussed the internal controls and reporting of the finances of the organization. She explained that the board would now be getting a monthly financial statement that shows the money that's come in and the money that's gone out for that month.

UNFINISHED BUSINESS

Alex discussed updating the bylaws as previously mentioned. He said that the City staff and legal department was looking at it. He would keep the board abreast of any new information.

GENERAL DISCUSSION

Julie asked about the process of recruiting and instating a new board member. Alex said that he would meet with the potential candidate, have that person go through the application process and then be reviewed by the board.

Julie asked if it were possible to approve a motion allowing for an electronic vote on a board candidate. Larry said that he would draft a motion that each board member would have to sign to be able to act without a formal meeting. At that point the board members would be able to vote by email.

Meeting was adjourned by motion at 1:12 p.m

ADJOURNMENT