

## **AHNA Board Meeting**

Date: April 4, 2017

Attending: Jim, Jodi, Samantha, Crystal, George, Cav

Excused: Neil

1. Meeting called to order my Jim at 7:16pm.
2. February 21, 2017 AHNA board meeting minutes – Jodi motioned to approve and George seconded
3. Potential New Board Members
  - a. The proposed new board members will serve the current term and stand for elections at the following annual general meeting
  - b. Janet Johnson – assist with the communication strategy, especially with the real estate marketing; Janet will join as a member at large to the AHNA board
    - i. Jim motioned to invite Janet to the board and Cav seconded; motion carried unanimously
    - ii. Janet will be up for re-election in the fall of 2017
  - c. Jim Campbell – serves as the Chairman of the Madison Township; Jim will join as a member at large to the AHNA board
    - i. Jim motioned to invite Jim Johnson to the board and George seconded; motion carried unanimously
    - ii. Jim will stand election in the fall of 2017
  - d. Newsletter Editor
    - i. The position needs, requirements and potential board member will be discussed between Jim and Jody
4. Financials
  - a. Currently over 180 members with a target of 210 for 2017

- b. The board has made a commitment to move as much content to an online format to reduce print costs
- c. The directory can be maintained online but will also be available on paper for those members who request a paper copy
- d. Newsletter will continue to be published in print, and advertisers will continue to support it
- e. Newsletters, directory, board meeting minutes and agenda have to be made available to the members according to the by-laws of the association
- f. George proposed ascertaining the continued need for a directory given the amount of resources it takes to produce and continually maintain it. Proposed adding it as a question to the survey
- g. The newsletter should include a section on available services in the neighborhood (Eg: folks who are willing to provide lawn service or child care). The newsletter editor can invite people to list services on the newsletter.

## 5. Task Forces

### a. Messaging

- i. Jim shared a draft of the presentation developed by a 5 members task force on messaging
- ii. The draft identified different constituents and possible messaging issues and strategies
- iii. Proposed developing neighborhood-ambassadors who could be proponents for the neighborhood
- iv. A board member and potentially a parent who could engage with Leopold School to understand its strength and weaknesses; potentially help them with a PR campaign
- v. A board member (potentially Janet Johnson) to engage the realtor community
- vi. Jim moved to accept the draft proposal presented to the board, thank its authors and also put forth a new taskforce that can implement the recommendations within this draft. Samantha seconded and motion carried unanimously.

vii. Implementation task force - Jodi, Cav and George volunteered to be a part of the new taskforce to work upon the recommendations of the messaging task force and create strategies and options for execution

1. The new taskforce will report back to the board in June with actionable items.

2. George will chair the new taskforce

6. Events for AHNA - Samantha

a. Movies in the park once a month (June, July and August)

(MPD) i. Will be hosted in collaboration with Scott Beckfield

ii. Park permit will be applied for as a series event

iii. Licensing of the movies – board agreed to fund the licensing fees for the movies

iv. Proposed inviting food carts to attend the event

v. Proposed dates for the movie nights - June 15, July 13, August 10<sup>th</sup>

vi. Signage will be used to announce event in addition to advertising it over social media outlets

vii. Include the Leopold community and especially the school

viii. Ask Culvers and other area businesses to donate food and/or items for the event

ix. Assess the success of the June and July events and potentially invite media to do a story for the August 10<sup>th</sup> screening

b. Neighborhood cleanup – April 22<sup>nd</sup> (Earth day) at 10AM; estimated 10-15 neighbors to attend

c. Neighborhood garage sale – June 10<sup>th</sup> – should begin marketing the event to the neighbors

d. 4th of July event will be held on July 6<sup>th</sup>

the event

- i. Invite the mounted or the K9 unit of MPD to attend

- ii. Invite MFD

- e. Samantha will reach out to John Woods on collecting photographs of the neighborhood and ask him to take pictures of events throughout AHNA

7. The board will decide on the date for the fall Annual General Meeting at the May 2017 board meeting

- a. Potentially offer a silent auction at the AGM

8. E-blasts - Jodi

- a. Jodi shared with the board e-blast delivery and success rates

- b. Jodi spoke with Rafeal Chavez on setting up the AHNA website which will include the following elements

- i. Calendar

- ii. Very user friendly interface

- iii. Madison related, Leopold related

- iv. Important links to Madison

- v. Bios of board members

- vi. Payment processing

- vii. Directory

- viii. Newsletters

- ix. Bulletin boards for available services

- x. PDFs of board minutes

9. George moved to adjourn at 9pm and Jodi seconded; motion adopted unanimously