**AHNA Planning Meeting January 9, 2016**

Attending: Jim, Neil, Katie, John, Franck, Kay, Jodi, Cav, Carol

1. Carol called the meeting to order at 12:16pm
2. Introductions of board members and why they want to serve in the board
3. General purpose of AHNA
   1. Represent interest of Arbor Hills Neighborhood
   2. Concentrate parking, zoning, planning, street maintenance, police, fire, traffic
   3. Welcome new residents
   4. Support neighborhood associations
   5. Sponsor neighborhood events
      1. Social
      2. Recreational
   6. Communicate with AHNA membership
4. Core Values
   1. What is important for AHNA
      1. Integrity
      2. Support
      3. Inclusive
      4. Security
      5. Resource
      6. Fun
      7. Engagement
      8. Action – getting stuff done
      9. Conduit for activity
      10. Excellence in what we do
   2. What each of us want from AHNA
      1. Community building and outreach
      2. Maintaining property value
      3. Making Arbor Hills a “good” place to live in Madison
      4. Safety
      5. Coalesce around the school
      6. Reputation of the neighborhood
      7. Quality of life
      8. Make Arbor Hills a desirable neighborhood to live
      9. Visibility – acknowledgement of what AHNA does
      10. We need feedback from the neighborhood
   3. How do we want the members to view us?
      1. Serve as a liaison
      2. To be seen as running an effective organization
   4. What is UNIQUE about volunteering with AHNA
5. Revise and list of things AHNA wants to do
   1. Categories
      1. Events

|  |  |  |
| --- | --- | --- |
| **MUST DO** | **Should Do** | **Would like to Do** |
| AGM | Afternoon sledging event | Poker run with bike ride |
| 4th of July AND Bike Ride | Kids art day at the park | Ice cream social in August |
| Halloween |  | Happy-hour |
| March – end of winter party – members only |  | Walk in the arboretum |
| Garage sale |  | Arbor Hills day - discounts |
| Earth day |  | Holiday light competition |
| Promote block parties |  | Block party coordinator |
| Semi-Annual General Meeting |  | Block intersection artwork |

* + 1. Communications with memberships

|  |  |  |
| --- | --- | --- |
| **MUST DO** | **Should Do** | **Would like to Do** |
| Newsletter | Process for e-blasts | Welcome wagon |
| Website | Marketing to real estate agents |  |
| e-blasts | Board - DropBox |  |
| Social media – Facebook, Nextdoor, Twitter etc. | Master manual for position processes |  |
| Collect email addresses |  |  |
| Advertising for newsletter |  |  |
| Directory |  |  |
| Welcome packet |  |  |
| Start PR campaigns |  |  |
| Passwords |  |  |

* + 1. Membership – driving/increasing

|  |  |  |
| --- | --- | --- |
| **MUST DO** | **Should Do** | **Would like to Do** |
| Existing members renew | Define corporate memberships | Get 200 new members |
| Capture new members |  |  |
| Defining member benefits |  |  |
|  |  |  |

* + 1. Marketing – external audiences
    2. By-laws

|  |  |  |
| --- | --- | --- |
| **MUST DO** | **Should Do** | **Would like to Do** |
| Start revisions | Get them reviewed |  |
| Attorney review |  |  |
| Published and share with general memberships |  |  |
| Add at-large board members |  |  |

* + 1. Outreach
    2. Financials – fund raising

1. How are we going to achieve these goals?
   1. Ensure that each of the board members do not over commit
   2. Change by-laws to add at-large board members to disperse workloads
   3. Devise a plan to rejuvenate and renew block captains
   4. Block captain meetings twice a year
2. Board members taking leadership
   1. Existing members renew - Neil
   2. Capture new members - Neil
   3. Defining member benefits - Franck
   4. AGM - Carol
   5. 4th of July AND Bike Ride - Kay
   6. Halloween - Kay
   7. March – end of winter party – members only
   8. Garage sale - Kay
   9. Earth day - Kay
   10. Promote block parties - Kay
   11. Semi-Annual General Meeting – Carol
   12. Newsletter - Kate
   13. Website - Kate
   14. e-blasts - Jodi
   15. Social media – Facebook, Nextdoor, Twitter etc. - Kate
   16. Collect email addresses - Neil
   17. Advertising for newsletter - John
   18. Directory - Neil
   19. Welcome packet – Franck
   20. Start PR Campaign - Cav
   21. Passwords – Cav
   22. Board – DropBox - Cav
   23. Start revisions - Jim
   24. Attorney review - Jim
   25. Published and share with general memberships - Jim
   26. Add at-large board members – Jim
3. Special Projects
   1. Street lights - John
   2. Tree removal/replacement (Irvington and Todd) – John
4. Prioritizing Projects
   1. Is AHNA effectively structured to respond to the needs of the association
      1. Yes
   2. Do we have measurements in place to know how we are meeting those needs
      1. Survey
   3. Do we have processes in place to respond to neighbor needs
      1. Yes
   4. Is it easy to do business with AHNA?
      1. Survey indicated that people wanted to engage with AHNA, but didn’t know how to engage
      2. Feedback area for the neighborhood in the website and also offer a way for neighbors to volunteer
   5. What specific resources are needed to achieve AHNA goals
      1. More volunteers
      2. More funds
      3. Facilities – a neighborhood community center
   6. Are our current offerings adequate for the neighbors
      1. According to the survey, it is adequate, but with room for improvement
5. SLOT Analysis
   * 1. Strength – project specific recruitment
     2. Strength – a political base that can be motivated
     3. Limitations – work schedules of board members
     4. Limitations – limited volunteers
     5. Opportunity – talent in the neighborhood
     6. Opportunity – geographic location of the neighborhood
     7. Opportunity – membership potential
     8. Threats – membership of 15% that sees that the neighborhood is declining
     9. Threat – turnover of the neighborhood, especially in the apartments
     10. Limitations – low economic activity currently
     11. Limitations – the lack of any services within a walking distance
     12. Limitation – a food desert
6. Develop SMART Goal plans for each of the tasks assigned to board members
7. Develop a plan for each of your initiatives by February 18th 2016
8. Each board meeting will have 2 sub-committees brief the board
9. Meeting adjourned at 3:45