AHNH Board Meeting

January 12, 2021

6:30pm

Via Zoom

Attendees: Samantha Castro, Jackie Bastyr Cooper, Neil Dinndorf, George Ermert, Ashley Gibson, Nicholas Griffiths, Josh Grotheer, Michael Horecki, Rebecca Koerschner, David Makovec, Shawn Page, Jodi Wabiszewski

6:30 Approval of November 2020 Board Minutes—Jodi

Motion to approve, 2nd

6:35 President’s Report & Changing Google PW - Ashley

* Password to AHNA Google Drive visually shared with board
* Neighborhood stakeholder discussions (see [**January 2021 President’s Report**](https://docs.google.com/document/d/1LhfE1lgetKEObU-_pFuzGM9zWDB_qAG41kt1yLhg-cI/edit?usp=sharing))
  + Neil to contact city about logistics for ice rink at park

6:55 Membership Committee - George (chair)

* Goal is for 175 paid memberships for 2021 (paid by May 31, 2021)
* Direct mailer using USPS’s Every Door Direct Mailer - EDDM - program - list also includes renters ($0.19/mailer = ~$115); need to print and stuff
* Email and social media follow-up; include form and envelope in March newsletter
* List of unpaid will be generated - potentially go door-to-door to provide information and answer questions
* Board members volunteered to stuff envelopes to save $
* Jodi recommended asking newsletter printer and other local printers for quotes; Ashley will talk to newsletter printer; Jackie will get pricing on return address labels (George will send post office mailing specs)
* Need to determine what to include (letter, membership form, benefits of membership, remittance envelope, include website links for online membership payments)

7:15 Communication Committee & Survey - Rebecca

* Communication charter to outline various channels and specify when each channel is used, what is communicated, and who is responsible for communicating (bring to board in March to review)
* Neighborhood survey (will send via Survey Monkey or similar) - potentially post to other channels for those we aren’t reaching via email (ex. Next Door)
  + Neil recommended including a question such as, “Are you a current resident of AHNA?” (will help us to update our database if someone has moved)
  + Neil noted that email addresses have been in multiple locations, Jodi mentioned that the updated website should allow a single location to manage emails

7:25 Newsletter Schedule - Michael

* Goal is for publication to look forward so that it hits mailboxes with information for future events, etc.
* Early March for next newsletter; new sections (meet your neighbor, experts in the neighborhood, new to the neighborhood information, etc.)
* Josh - gets free inserts to include in newsletter (MG&E) and will forward to Michael (Ashley commented that these are good fillers for when content is lighter)

7:30 2021 Budget Update—Neil

* Short of 2020 membership goals; 54 members for 2021 so far
* 2020 budget shortfall due to higher expenses due to planned website update and grants
* 2021 budget highlights: 175 members, $200 member contributions, $1,000 in newsletter advertising, $250 welcome packet printing cost, $2,500 newsletter printing, $1,000 event budget, etc.
* Need to add Every Door Direct Mailer to budget (George estimates $350-$400)
  + Could cover cost with additional advertising partners, increase in membership number, etc., however, some of our budgeted expenses may not be spent and event costs may be lower

7:35 2021 Events—Samantha

* Plan and vision for 2021: set dates and cancel if needed
* 2021 Event List
  + Easter Egg Hunt (not planning anything due to COVID)
  + *NEW* Spring Scavenger Hunt
    - Create list of items found in neighborhood
    - Encourage neighbors to put items in windows to “find”
    - Take photos and post to IG or Facebook with Arbor Hills tag (prizes?)
    - Week-long, month-long - TBD
  + Earth Day Cleanup - Saturday, April 24, 2021
    - Need to figure out how to distribute materials to hand out at the park to remain socially distanced, etc.
  + Food Truck Nights (Thursdays)
    - May 6 or 13, 2021
    - June 10, 2021
    - August 12, 2021
    - September 9, 2021 (Back to School, End of Summer Celebration)
    - Samantha asked for people to take photos of trucks with phone #s
  + Garage Sale - Saturday, June 12, 2021
  + Fourth of July - Sunday, July 4, 2021
  + Halloween - Sunday, October 31, 2021
    - Parade on Grandview, ending at park with small event (prior to actual trick-or-treating); Pin house on Next Door with treats available
* Add dates to the communication schedule for posting reminders, etc. (Rebecca, Michael, Jackie)

7:55 Website - Jodi

* Met with website developer last week
* Primary driver to move to new platform was the backend functionality (database, reporting, financial aspects, etc.)
* Website is done (current website was deactivated and the new website made active on January 7 - there is a 7-day transition period where website is not accessible, so should be live soon!)
* Old site was Wix; new site is Wordpress
* Can assign different levels of access; training will be provided

8:00 Adjourn