

NWACA Board Meeting August 14, 2018 Board Minutes

Galaxy Cafe 6:30 p.m.

Attendance: Vicki DeWeese, Caroline Alexander, Brad Bannister, Roger Bolick, Ruven Brooks, Arron Daniels, Chris Hadju, Rachel Lance, Louri O'Leary, Mike Polston, Connie Lundgren.

Proxy: Bridget Keating, Julie Rawlings, Julie Waidelich

Guests: Joyce Statz, Megan Helmbrecht, Tom Helmbrecht, Ricardo Soliz, Karen Sorini

The meeting was called to order by President Vicki DeWeese who welcomed everyone.

Citizen Communications – City of Austin, North Cat Mountain Sign

Ricardo Soliz referred to the sign and the history of parkland dedication, agreements and understandings. Currently the city is no longer responsible for the sign. Removal of graffiti and future costs were discussed. Ricardo presented a handout - Agreement between the City of Austin/Parks and Recreation Department and Northwest Austin Civic Association (NWACA). The agreement had five points of interest and details. Vicki said that the board would discuss further and decide on an agreement via email.

Constable Survey

Joyce Statz discussed previous surveys (July 2017, November 2017, July 2018) and the results from those who participated. Joyce had a handout title 2018 Consolidated Report of Constable Activity for NWAVA – Q3. The results were broken into members and non-member response. Currently there is approximately \$647.00 plus any incoming donations left for the Constable Program. Vicki discussed a newsletter article to emphasize interest and contributions. Louri suggested maybe hire for seasonal times in the future.

Louri motioned and Brad seconded to expend the remaining funds though September and for the newsletter article request for future funds and program existence. If additional funds are not received the program will be discontinued. Motion Approved.

Minutes

Louri O'Leary motioned and Mike Polston seconded to approve the minutes. Motion Approved.

Julie DePalma, Treasurer

Vicki discussed Julie's actions and assistance as Assistant Treasurer and asked the Board to consider Julie to replace Melham who will remain on the Board.

Vicki DeWeese motioned and Louri O'Leary seconded to approve Julie as the Treasurer. Motion Approved.

Financial Reports

President Vicki DeWeese presented the Financial Report and update on the Fourth of July Sponsorships and additional expenses to the budget such as Meet NWACA, Post card mailing and Annual Meeting expenses. Treasurer Julie DePalma will look into the

sales tax permit/payment for the t-shirts. Julie D. is working on Quickbooks and PayPal solutions.

The new Membership Online System will have the ability to add donations to the parade, constable program and other events for recurring donations. A new credit card system will be chosen soon to facilitate this.

Louri O'Leary motioned and Caroline Alexander seconded to add the recurring donations to the Membership System. Motion Approved.

Membership

Vicki presented the Membership Report and reported that membership is up 10 %.

Sponsorships

Vicki discussed benefits for sponsors and members such as the recycling events, July 4th parade, Garage Sale, and Oak Wilt. Discussion was held on benefits and opportunities to the sponsors and logos placed on mailings, t-shirts, social media and website postings. Ruven asked about newsletter costs and ways to encourage sponsors and Peel to make it beneficial for the sponsors to advertise. Connie suggested ways to recognize sponsors. Vicki discussed working with Aaron and Julie Waidelich of Sponsorship committee for their thoughts on best way to recognize donors. Megan Helbrecht, a professional fundraiser, who attended the meeting offered to meet with the committee to brainstorm.

Ruven motioned and Caroline seconded to include a flyer in the newsletter regarding our new event National Night Out. Motion Approved.

Further discussion continued regarding direct mail pieces for the annual meeting and July 4th parade. Mike Polston motioned and Caroline Alexander seconded to disband the practice of sending postcards for annual meetings and July 4th. The newsletter goes to the same households, so NWACA will pay for an insert for each of those events as opposed to sending separate direct mail pieces. Motion Approved.

Committee Reports

Garage Sale

Mike Polston discussed targeting 60 locations for Garage Sale signs. We need to purchase 40 small yellow signs. Mike will work on getting bids. Mike asked for volunteers to place the signs: Louri, Roger, Rachel and Aaron volunteered.

Crime and Safety

Connie Lundgren and Vicki DeWeese have been working on the National Night Out event in order to bring the community together. Connie and Vicki discussed building relationships with first responders and NWACA. The National Night Out will be **Saturday, September 29th** from **6-8 p.m.** at the south end of the Randall's parking lot with Randall's grilling hotdogs and serving cookies and water, Torchy's serving tacos, queso, and guacomole, and Sweet Caroline's serving snowballs. New Event Sponsors: Randall's, Mesa Plaza, Ltd., Torchy's Tacos, Sweet Caroline's, First Presbyterian Church, The Turquoise Table, YPW Spanish immersion School, Shirley McPhail School of Dance, Central Barbershop, along with current sponsors who will also be helping with the event: School of Rock, Austin Yard Cards, and Journey Martial

Arts. APD Officer Grayson, Austin Fire Dept., EMS, DPS, AISD PD, and Tx. Parks and Wildlife Game Warden will be present. Elementary school kids will participate in a poster contest. Middle School and high School kids can earn volunteer hours working at the event. A banner designed by PostNet was presented as well as a flyer done by Nyre Spritzer of our Communications team. Louri asked if we could add the website or contact information. Volunteers are needed. Our guests Tom and Megan offered to organize the Boy Scouts and Rachel offered to help with snow cone tickets. Roger Bolick offered to help with any task, Vicki volunteered her son to pull a trailer, Chris Hajud will help with set-up, take down and memberships, and Bridget Keating will help with tables. Mike Polston and his wife Mary Jane Burson will arrange for Voter Registration volunteers to attend.

Communications- Facebook

Rachel will lead a discussion with the Communications Committee regarding Facebook media friend requests that we have been receiving and recommend they to go to the website for NWACA information.

Civic Engagement

The AISD October 4 Election Forum was discussed. There are 11 City propositions and one bond proposition on the ballot, in addition to Mayoral races and AISD School Board races. Mike Polston will meet with the Civic Engagement committee and bring suggestions for what to cover at the election forum to the September meeting for discussion.

Short Term Rentals (STR)

Mike Polston presented the history of STR's and the effect on our neighborhood. He will write an article for the newsletter. Caroline asked if it was possible to hold the AIR BnB or Home Away companies accountable for unwanted short term renters who are not acting as residential property owners.

Housekeeping

President Vicki DeWeese brought up the following items for discussion: Finance Committee- Julie DePalma, Vicki DeWeese. Mehlam Bhiwandiwala, Julie Rawlings, Roger Bolick, Charlie Galvin, Caroline Alexander, and Joyce Statz will meet in late September to bring recommendations to the board on Budget/Reserve Policy at the October meeting; the need for an Annual Membership Push; send the National Night Out pdf to Megan and to Rachel and Terry to promote and encourage all to attend.

Adjourn

At 8:40pm, President Vicki DeWeese announce the adjournment.

Next Meeting - Tuesday, September 11th at Galaxy Café

6:30 p.m.