

NWACA Board Meeting February 8  
2019 Board Minutes  
Galaxy Café 6:30PM

Attendance: Vicki DeWeese, Aaron Daniels, Julie Waidelich, Brad Banister, Mike Polston, Ruven Brooks, Charlie Galvin, Connie Lundgren, Roger Bolick, Joanie Arrott, Richard Grayum, Teri Schock, Julie DePalma, Chris Hadju, and Bridget Keating

Guests: Joyce Statz

Proxy: Julie Rawlings, Louri O'Leary, Caroline Alexander, and Rachel Lance

The meeting was called to order by Vicki DeWeese at 6:35PM.

### **Minutes**

Joanie Arrott motioned, and Roger Bolick seconded to approve January minutes. Motion approved.

### **Membership**

Vicki DeWeese discussed current membership numbers. While they are down a little bit compared to last year—we're waiting on the new membership system to be fully implemented. As a result, no renewal reminders were sent out for January or February. The renewal reminders will be sent out soon.

Joyce Statz provided updates on the new Membership System. They are in the testing phase currently, working with the web developer and Braintree. There will be two rounds of testing to identify any bugs or errors. She's waiting to finish testing once Braintree responds to Julie D. Joyce has imported a large file of addresses and compared them for accuracy against TCAD. This was a long and arduous task.

Bridget asked about other options to renew membership, other than mail or PayPal. The new membership system will not require manual renewal reminders, which is the current practice and is very labor-intensive. There will be a posting in the newsletter once new process is live.

Connie asked about posting a reminder to the Facebook group and/or NWACA Notes. Julie mentioned money is not an issue, so we can wait until the new system is ready to send out reminders.

### **Financial Reports**

Julie DePalma provided updates on the budget.

- The Board reviewed the proposed budget extensively during the January meeting. The only change from that meeting was to the website development/maintenance line item. They needed to move to another vendor for faster service which accounted for an additional \$300. There were no other changes.

Charlie asked for details on expenses related to the Constable Project, wanting clarification on paid funds vs. donations. Julie moved to approve the budget as written. The motion was seconded by Brad. The motion passed with Charlie opposed.

Julie also reviewed the monthly financials for January. Some items of note:

- NWACA received a donation to the Oak Wilt Fund for \$10 and a donation of \$99 to the Constable Fund.
- The Transportation expense was related to the Armadillo Christmas bus adventure.

## Committee Reports

Ruven presented updated from the **Zoning & Transportation Committee**. Some items mentioned include:

- He provided sample Project Connect maps and briefly discussed the overall program.
  - o The Orange Lines and the Blue Lines are dedicated pathways (not shared with other vehicles), with the Orange Line projected to have highest ridership.
- Project Connect is a long-term, mass transit plan around Austin. Cap Metro is the leadership organization, and it runs the program, parallel to the City of Austin, through the Strategic Mobility Plan. Austin's Strategic Mobility Plan calls for transportation mode-shifting (moving away from cars to other modes of transportation).
- Project Connect is in the finishing stages. The final versions are due by February 19<sup>th</sup>, with a City Council vote scheduled for March 28<sup>th</sup>.
- The city will have to secure federal funding to complete the projects. The amount they are counting on is about 30-40% of the total. They will have to show local matching funds which means a large bond initiative is expected from the City of Austin by the end of 2020.

Connie asked if it would include widening Lamar Blvd and will the lines include city buses or new buses. Ruven said it would include either city buses or light rail. All the buses will be electric.

Ruven mentioned that the construction proposed for Spicewood Springs Road would start around 2021. The proposed widening of 183N will also begin in 2021. The construction on 360 will take over 5 years, once initiated, and it may begin as soon as 2021.

Vicki requested email updates on construction projects for the next couple of months.

Vicki provided updates from the **Communications Committee** in place of Rachel Lance.

- The Board was provided a copy of the draft annual survey. Vicki thanked Joyce, Julie W., and Joanie for their assistance with finalizing the draft survey.
  - o The motion to approve the survey was made by Joanie and was seconded by Charlie. There was no discussion with unanimous approval. It will be emailed out this week.
- The Board was also provided draft changes to the rules governing NWACA's Facebook group. The changes were proposed by Rachel.
  - o Vicki mentioned she was pleased with changes and suggested adding language in response to posts or comments including neighborhood schools.
    - She had visited with Kristin AISD perspective. Kristin suggested anything relative to schools should be taken down, and individuals should be referred to the school for information.
    - Julie W. asked to include that that language in rules.
    - The Board dictated the additional language to Vicki.
    - The motion to approve the change with amended language was made by Julie and was seconded by Bridget. There was no additional discussion with unanimous approval.

Julie W. provided updates from the **Events/Sponsorship Committees**.

- The Concert in the Park event is being held on April 28<sup>th</sup>, at the Murchison Fields
  - o The planning is currently working through the insurance requirements, and progress is being made.
  - o STAR Flight would be open to land during the event once ground control can be guaranteed. They are also planning to have a fire truck there, some jazz bands. Murchison band is also considering.
  - o Julie suggested to structure the event such that sponsors could set up booths with snacks and activities, to bring diversity to the event and help raise funds for NWACA.
  - o Julie requested that anyone with leads to musicians or bands to provide that information to her.
  - o Connie suggested posting an open tryout event to drum up interest.

- Charlie asked about the cost for insurance. Vicki mentioned the issue is the contract requiring subrogation clause language, rather than the cost. She feels confident it will work itself out in time for the event.
- Joyce asked about the estimated start/stop times of the event. The plan is to start around 4:30PM (after the playground groundbreaking event).
- Event information to be posted in the March newsletter.

Vicki provided updates from the **Parks Committee** in place of Caroline.

- The groundbreaking for the Murchison Playground Dedication will be at 3:30PM, also on April 28<sup>th</sup>.
  - Mayor Adler and Councilwoman Alter should be there.
  - They might have to put together an unofficial ceremony if the city permits don't come through in time.
- The Annual Kickball Tournament also takes place on April 28<sup>th</sup>.
  - There will be games at 1PM and 2PM. One game will include recreational teams and one game will include competitive teams.

Charlie provided updates from the **Membership/Sponsorship** Committee.

- The committee proposed an Individual Membership Drive with the use of door hangers.
  - They are recommending one side would apply to individual memberships and the other side would market for businesses.
  - Joyce will provide a list of houses that are non-members, and board member can hang flyers on their doors.
  - General discussion about the proposal included:
    - Will people be upset about materials hanging on their doors?
    - Do people look at door hangers?
    - Julie suggested direct emails for contacts that are known.
    - Joyce tried to get people to join NWACA at NNO with little success.
    - Charlie liked the "localized" email option.
    - Chris said in the past that Shannon M. had cards made for the board members to knock on doors and talk to people about signing up. He said he was really effective because he took the Square payment tool with him, so people could sign up on the spot.
  - The Board decided against the door hangers at this time.
- The committee also proposed a New Sponsorship Level and a new Membership Category.
  - The new Platinum sponsorship level would cost \$1000 per year. The benefits at this level would include ads on the NWACA Facebook group and the option to participate in all NWACA events throughout the year.
  - General discussion about the proposal included:
    - Julie W. feels we undervalue our sponsorship currently. Thus they recommended the new levels that justify increased costs, with supportive increased benefits. A business that chooses to move up in sponsor level means they have greater opportunity to sponsor events, which means visibility. The committee attempted to create staggered levels. For example, the Silver level is the current Business level with a few extra benefits.
    - The group discussed the benefit for "prominent placement on website" and how they might move items around on the website to make that work.
    - Charlie suggested looking at either the Allandale or Highland Park Neighborhood Association websites as good examples.
    - Julie W. suggested a list of business members on the NWACA website. Vicki agreed that finding business sponsors on our website currently is not the easiest or intuitive.

- Aaron suggested balancing the changes with current expectations. The Platinum Level 3 years ago was \$250. There might not be a large volume Platinum sponsors if we raise the cost to \$1,000 per year. They were hoping to see largest growth at the \$500 level.
    - Vicki brought up concerns about sponsors competing for the July 4<sup>th</sup> Parade sponsorship and leaving other events (like NNO) without any sponsors.
  - The new membership category would be Business Member rather than Business Sponsor, which is currently used. This proposed change would result in two membership categories - residential (\$25/year) and business (\$250/year).
    - The membership process would include an automated email response when residential members sign up.
    - Business members could then be encouraged to give discounts to resident members. There was a discussion of discount cards or other options to verify membership status.
    - Business members that join can advertise the first day of each month on NWACA's Facebook group.
    - General discussion about the proposal included:
      - Joyce brought up concerns about increasing the complexity of the membership and sponsorship processes. It could result in greater workload on Communications Committee as a result.
      - Vicki mentioned concerns about the increased workload on both the Communications and Membership Committees including the additional Facebook group work, managing membership lists, and responding to questions.
      - Chris mentioned concerns over membership cards since they researched the idea in the past. He said to consider the cost of printing the cards and the overall management.
      - Teri suggested reaching out to Valerie who is managing the businesses list online.
      - The group also discussed two other current membership levels – Household and Supporter—and whether or not to keep the Supporter level.
      - Joyce mentioned Peel doesn't like our Business Spotlight feature because he thinks he's losing advertising dollars. Julie W. asked about reserving this feature for Platinum sponsors only.
- Julie W. presented a list of potential businesses in the neighborhood. Board Members were asked to review the list, to add any email addresses/contact info of businesses listed, and to sign up to contact businesses.
- Vicki reminded the group that, currently, some businesses who are not sponsors have been posting ads on NWACA's Facebook group. The board needed to discuss whether or not the ads should run monthly or weekly.
  - Business ads could be posted monthly.
    - General discussion about the proposal included:
      - Admins or someone will have to monitor to ensure with compliance with the sponsorship rules.
      - If it gets out that a minimal sponsor level gets you access to the NWACA Facebook page, it might take off. Might be an issue if businesses start to take advantage of this option.
      - We would need to be prepared for negative backlash from unscrupulous vendors.
      - The more rules there are for Facebook posting, the more work the admins have to monitor it.
      - Julie W. suggested a calendar where businesses can sign up for a month to post on our Facebook page.

- The agreement was that it would be best for NWACA to post the information, so we could control it.
    - Richard Grayum volunteered to manage the posting.
  - Business ads could be posted weekly.
    - General discussion about the proposal included:
      - There could be a separate page just for business ads, which would lead to less monitoring from someone.
      - A new page would require time to build up a high amount of exposure, which the current page already has.
      - Joyce mentioned the method they used for their alternate PUD page. They would post important details to the main Facebook page and link to the alternate page.
  - Vicki mentioned the importance of finding a balance between the concept of business sponsorships and the “warm and cozy” of our neighborhood. She provided a couple of examples of business where we wouldn’t charge them money to promote their businesses on the NWACA Facebook page (Made for Eight business and ice cream business from resident daughter’s idea). She also mentioned the concern of running people off to NextDoor.
- Julie W. said the Membership Committee would review the proposed procedures and minimize complexity, taking feedback into consideration. They would also evaluate options for the “mom and pop” or “kid businesses.”
  - The Board agreed to vote on any proposed membership/business changes by email.
  - No Discussion
    - Tree, Environment, & Wildlife
    - Wildfire
    - History
    - Civic Engagement

### **Housekeeping**

There was a comment about bringing the monthly newsletter in-house, rather than using Peel, which is the current strategy. There was discussion that the newsletter used to be managed in-house, and it would be too much work for volunteers at this point. A suggestion was made to use Anderson High School interns, and the counter-argument was that interns must be paid and their output was inconsistent. It was agreed that Peel would continue to be our option at this point for the monthly newsletter. .

Any Board Members that are not receiving the weekly NWACA Notes email can go to website and sign up. Look for the “Email Signup” button on the top of the home page.

### **Adjourn**

The meeting was adjourned at 8:27PM. The motion was made by Bridget and seconded by Richard.

### **Upcoming**

Next Meeting: Tuesday, March 12<sup>th</sup>, Galaxy Café, 6:30PM  
 Concert in the Park, Murchison Fields, Sunday, April 28<sup>th</sup>, more TBA