

NWACA Board Meeting Minute January 12, 2020

Zoom 6:30

Attendance: **Joanie Arrott, Robert Nash, Bridget Keating, Julie Waidelich, Connie Lundgren, Julie DePalma, Ruven Brooks, Ben Luckens, Jessica Halich, Julie Rawlings, Teri Schock, Joyce Statz, Robyn Nunis, Carol Dochen, Richard Grayum and Charlie Galvin.**

6:33 Call to order by Joanie Arrott.

A motion to approve the December minutes was made by Joyce Statz and seconded by Carol Dochen. Motion to approve minutes with name spelling correction. Minutes for December were approved.

Robert Nash asked to be copied on any replies to NWACA Notes. Joyce asked for clarity on the process and Joanie asked that communications be approved by Robert.

Housekeeping

Membership –

Joyce shared that our December numbers are a little lower than expected. We targeted 1,300 members by end of 2020, but fell slightly short possibly as a result of not hosting our BOPA event. One suggestion is to set a target for 2021 based on our performance from last year. Our proposed budget for this year is \$23,000 membership, which would represent 920 members. At this point we have 59 people who have paid beyond 2021, so they will not be submitting fees this year. As such, we should set our target at 980 new members.

Joyce also referred to a history graph over the years which shows a spike to membership numbers in 2019, which Joyce feels was a response to the rules requiring Facebook members to be a paid member of NWACA.

Joanie announced that we will not be able to host a BOPA event for the foreseeable future due to limitations with COVID.

Back in April, we decided to stop removing members from the Facebook page who were not active NWACA members. Julie Rawlings reminded the board that one member = one Facebook membership. If a person's name is on the membership list, then that person can be a member the NWACA Facebook page. Joyce asked if children can be included on the list; Julie R. felt only those people on the membership list should be allowed on the NWACA Facebook page. There is one exception to this which includes two community representatives (council members and school board member).

Julie R. addressed Business Members and noted she was given a list of Business Members and their designated Facebook representative in the past and asked if it's possible to obtain an updated list. Julie noted she would prefer that we clean up the Facebook page with the member list and the two noted community representatives and allow Business Members to be added later. The final item to discuss is scheduling notifications in our NWACA communications that we are going to be proceeding according to this plan in March, which should provide members an opportunity to join before then.

Financial Report

Joanie Arrott shared our balance sheet and highlighted that between interest accrual and donations (as well as very little expenses), we are in a good position. Joyce asked how our checking account get split between equity and earnings. Joanie asked Julie DePalma to respond and she clarified that we have an opening balance of equity and the retained earnings are what we have saved vs. spent. Joyce noted that these figures do not

map to our checking account. The net income matches our remaining balance in 2020. Julie DePalma noted this could be due to how the account was set up initially, which would affect these numbers.

Joanie highlighted our actual vs. budget numbers. Joyce asked if Stephanie would be splitting out the donations for 2020 and Joanie confirmed Stephanie is working on updating the financials for 2020. Joyce notified that the report shows nothing shown for school sponsorships, but Joanie confirmed the payments went out and she will follow up to make sure the checks were received and cashed. Connie asked Julie DePalma if committee members still have time to submit our budgets for 2021. Joanie is hoping we can discuss our 2021 budget tonight and vote at our next meeting. Lastly, we are continuing the tradition of membership dues being paid via PayPal vs. mail, which has worked out well. We'll talk shortly with Julie Waidelich about Business Memberships and the best way to proceed for this year. We are not expecting a lot of changes amount committee budgets, but we did reduce the budget for Civic Events, Crime & Safety, Family Friendly events, etc. since we will not have as much activity in these areas in 2021. Joyce asked about zeroing out our Annual Meeting expenses since we are not going to send out postcards this year due to the fact that those people who are not online would not be able to participate in a zoom annual meeting. Carol Dochen suggested we put signs out to help notify neighbors about our Annual Meeting, but this would require us to do a new set of signs. Robert Nash asked about how expensive it would be to create a small number of signs. Teri noted we usually have 50 signs created to use for our Annual Event and we may need to create entirely new signs given the number of changes involved with this year's meeting. Julie Rawlings asked what we would put on these signs and Joyce suggested pointing people to the website to learn more about accessing the annual NWACA meeting. Connie suggested we promote the signage within 78759 and Teri can provide a list of homeowners who will allow us to put signage in their yard.

Connie asked about the NNO budget and expressed a concerned that we did not provide enough food for the First Responders. This was the reason in asking to increase our budget for 2021. Robyn Nunis suggested we get a headcount for First Responders and try to coordinate logistics and make sure we set aside enough food for them. Connie felt we had enough supplies for our neighbors given what the Business Members contributed. In 2019, we budgeted \$2,000 and spent \$2,700, so Connie suggested increasing the budget to \$3,000 for 2020. Robyn N. offered to visit with Connie offline to come up with a plan and present it to the board.

Joanie noted that the Parks Committee budgeted \$600 in 2019, but Joyce did not feel we will utilize this money going forward. Joyce proposed \$50 for park clean up, but Julie DePalma noted that a portion of budget was used for cleanup following family friendly events, so we may want to consider budgeting \$100 to account for this.

Joyce asked if we expect to have PayPal fees going forward now that membership fees are going through Brain Tree. Julie DePalma suggested we use the figures from 2019 given all membership fees in 2019 were paid to Brain Tree, so we should not expect to see a significant change. Joyce mentioned the Web Survey Expense should be changed to \$300. Joyce asked about why the Constable Fund Donation was listed at the top and Julie explained that the items were listed in alphabetical order. Lastly, Joyce asked if it makes sense to include our intentions for our Project Reserve Fund and suggested we add a line for the Project Reserve Fund expense.

Joanie turned discussion over to Julie Waidelich regarding Business Memberships. Julie mentioned that in the past, we traditionally begin our Business Membership Campaign in early January and renewals take place in March for the year. In the past year, our efforts came to a halt when COVID hit. Instead of recruiting new members, we offered to allow existing members to renew at no cost for the following year (2021) due to the fact that we were unable to host our normal annual events. Julie mentioned the need to reconnect with our Business Members and find out how we could support their businesses. At this time, we do not need to

recruit new Business Members in order to increase our income, but may want to consider extending existing memberships through December 2021. Julie offered to follow up with the 6 board members who expressed an interest in assisting with this effort and she will put together a script so we are consistent in how we deliver our message to our existing Business Members. Joyce felt it was a good idea to extend memberships in an effort to build rapport and consider offering new Business Memberships at ½ price. Connie asked about the various levels and whether it's possible for us to highlight their businesses in the NWACA newsletter, but Joyce confirmed this was not allowed by our publisher. Our Business Members can be found on our website as well as our Business Membership benefits. Robert Nash asked which businesses had physical locations where we could promote their businesses through short videos that we could post online. Robyn Nunis offered a few ideas whereby sponsors could offer an educational video or virtual meeting to highlight their product/services. This would allow our members to get to know our businesses (30-40 min video). Robert Nash shared that a short clip may be more effective in engaging our members.

Committee Reports

Project Reserve Fund

Joanie reported that we've received two Project Reserve Funds proposals. One from Doss Elementary who requested a public bike station. Their request is for \$1,500 to allow a bike repair station that will be publicly accessible and available to the community. There were concerns about security and how we would prevent theft/damage. Charlie asked if this would compete with any of the local bike shops, but this is not something we feel would pose an issue to local businesses. Richard shared that these are fairly common and the elements are secured through bolts, etc. Ruven asked who would be responsible for maintaining it and Joanie indicated the Doss PTA would be handling maintenance. Ruven and Joyce asked if information would be posted on the station regarding who to contact within the Doss PTA. The board agreed to approve this application provided there's a sign letting people know who to contact if there is an item in need of repair. Julie Rawlings moved to approve the Doss Bike Repair Station and Joyce Statz seconded.

Trojan Band requested a donation of \$20,000 toward a new trailer estimated to cost \$95,000. Joanie shared the application and noted the trailer looks to be 36 years old and beyond repair. She highlighted the video shared by the band showing the condition of the current trailer. Robyn and Charlie asked where the band would be raising the rest of the money toward a new trailer. Julie Rawlings noted that they have at least one major fundraiser called Flamingoing; Julie Waidelich added that they also have a mulch drive to raise money. Julie W. also mentioned that the band has been saving for this trailer over the last several years. Charlie asked if they have looked at used trailers closer to \$30,000 instead of \$90,000. Joanie works for the Tx Association of School Boards and shared that when it comes to extracurricular activities, fundraiser is a large part of how they raise money to support their organization. Joanie also reminded the board that we gave \$10,000 to Murchison Middle School for their community garden and part of this amount was spent to paint the inside of their gym. Robyn expressed concerned that for this amount of money, we do not have enough information to make a decision at this time. A few of the board members agreed that the Trojan band needs to come in and make a formal presentation and explain how they are going to raise the rest of the money to pay for the band. There was a suggestion that the Trojan Band would raise \$75,000 and then come back to request a donation for the remaining \$20,000. Julie Rawlings shared that \$20,000 seems like a lot of money compared to what we've given other parties in the past. Perhaps we could consider \$10,000 once they have reached \$75,000 in savings toward to trailer. Charlie expressed additional concern that this is a very limited purpose asset that will not be enjoyed by the community. Julie Rawlings felt even though it's for the high school band, the community does rally around our band and football team. Several board members felt strongly that we should request a formal presentation to consider this level of donation and decide on the best way to proceed. Once we have a presentation from the band, we can vote on their application. We discussed having the band present at the February board meeting to provide a quick 5-10 minute presentation and 10 minutes for

questions. Joyce mentioned it would be helpful to know what other schools have so we have some frame of reference.

Annual Meeting

We are confirmed for our Annual Meeting on Tuesday, February 23rd at 6:30pm via Zoom. Council woman Alter will be presenting, Carol Dochen will be presenting on Oak Wilt, AFD will be presenting on wild fire prevention, Connie Lundgren will recruit speakers on crime and safety. A representative from NWACA will open the meeting and moderate the meeting. We are planning for one hour with no questions at the end, but contact information for speakers will be made available to attendees. Joanie asked if there are any specific crime and safety items we would like to address. Connie would like to provide the Constable Sam and Officer Grayson with some direction given they will only have 10 minutes or so to present. Joyce asked what the hottest topic has been on Facebook. Members mentioned car break-ins and theft. Ruven asked if Officer Grayson might talk about his role as a patrol officer and district representative. Joyce mentioned that it may be a good idea to have a school representative present an update and Joanie will visit with Kristin Ashy about her availability.

Next board meeting February 9, 6:30 pm via Zoom. Richard made a motion to adjourn the meeting; Bridget seconded. Meeting adjourned at 8:14pm.