

NWACA Board Meeting Minutes
November 20, 2024
Friedel Board Room, Dell Jewish Community Center

Attendance: Chris Bove, Carol Dochen, Mike Harreld, Megan Helmbrecht, Naresh Kumar, Teri Schock, Joyce Statz, Lori Steinberg, Ben Luckens, Mae Levitan, Julie Waidelich

Notified Absences: Bart Arnold, Vicki DeWeese, Mick Koffend, Kevin Kott, Dana Winer

Unanticipated Absences: Griffin Meroney, Emmy Ward

6:38 pm Call to order by Joyce Statz

Consent Agenda

Approval of October 2024 Minutes: Motion made by Mike and seconded by Megan Helmbrecht to approve the October minutes. Motion passed unanimously.

Membership: Membership –2024 target is 900; EOM October 899.

Financial Report: Balance sheet shows strong balances at Frost Bank. Recent expenses include fees related to recycling event, gift cards for National Night Out.

Old Business

Electronics Recycling Event - We had a team of 8 or so volunteers and 117 households participated. We received about 12 new NWACA members.

Halloween Decorating Contest – The Halloween Decorating Contest was a success. Kasey Gilliam and Bramlett hosted the contest, and they provided gift cards from local businesses for the winners. They also gave a gift card to one other person who was helpful in nominating neighbors. One suggestion for next year is to let the voting panel know if the decorations are more visible at night or during the day. The Board agreed it was a successful event, and we would encourage their participation again next year.

Neighborhood National Night Out - Everyone felt the NNO event was well received, but it was hot in September. It was suggested that we may want to coordinate future NNO events in October when the temperatures cool down a bit. Carol Dochen mentioned the \$50 gift card may not be necessary. It was also noted that it would be helpful for all the hosts to gather emails for communication purposes throughout the year. Julie Waidelich noted that she used Sign Up Genius to manage the number of participants and manage the potluck signup sheet, which made the process very simple once the invitation was set up.

Anderson Tennis Courts - Bart is traveling back to Austin and was not able to provide an update.

ATPW/AISD - We have asked for an update on the parking along Far West, but we have not heard back.

New Business

Business Membership Recruiting plans - Julie noted we are beginning the recruiting campaign for our 2025 Business Membership. We have everything ready to go but will need to finalize our Business Membership benefits before we begin our campaign. Julie mentioned there isn't a significant difference between the perks for Platinum members (\$1,000 level) and Gold members (\$500 level), despite Platinum members paying double. She thinks it's worth exploring ways to create a more substantial distinction between the two tiers and enhance the overall value of each membership level.

Our website lists our current benefits, with the primary difference being the size of the business logo on our website and marketing materials. We have received approval from our newsletter publisher to offer a 10% discount on advertising and a spotlight feature for our Platinum Business Members. Once we have a list of benefits, we can send out our first

email inviting existing and prospective members to join for our 2025 year. This is all set up, so it's ready to go and then we will have done all we can do for the remainder of 2024. In 2025, we'll want to follow up with businesses to reengage and invite them to consider joining or renewing their membership. We will need support with follow up, social media posting and writing the spotlight article.

ANC October meeting - Mike noted that they had a Zoom meeting, but nothing came up that was a concern.

Zoning Updates

Comprehensive Plan Working Group – Ben still hasn't heard back about this.

6601 N. Capital of Texas Hwy - Naresh noted that the new owners have proposed a site plan for 3-story office building and 2-story parking garage below. Because City sewer access is not immediately available, they are proposing a septic system. The septic system would be very close to Bull Creek. The Lakewood Neighborhood Organization was able to get a Zoning and Platting Commission decision postponed, but if it's postponed more than 14 days, the process will need to restart. Naresh is working with the commissioner for our district, but she said the case cannot be denied because they aren't violating any code. The next meeting will be on December 3rd. Naresh is gathering information and sharing it with the Lakewood Neighborhood Organization as he receives it. Mike asked if we are against this development and Naresh stating we are opposed to it due to potential seepage due to the septic system being so close to Bull Creek. Megan mentioned she has a neighbor who is a civil engineer who works closely with water issues, so she will share her name with Naresh. Ben mentioned we may need an engineer to do a study of their proposal and determine whether or not there are concerns with the proposed septic.

Recommendation from the Zoning Committee: *The NWACA Zoning Committee recommends the NWACA Board support denying the site plan for 6601 North Capital of Texas until the applicant provides more details on the plan for wastewater disposal.* Ben made a motion to create a board resolution in support of delaying the decision and Naresh seconded. It passed unanimously. Ben will generate a resolution supporting our position and share it with Naresh.

Draft budget review

Joyce presented a budget draft which we reviewed. We will finalize our budget in January. Joyce noted that the Business Membership income consists of both paying and in-kind memberships. In discussions about July 4th, it was noted that we may want to increase the number of floats by engaging local booster clubs and using all social media platforms to promote our events.

Plans for December Holiday Decorating Contest - it was discussed that we will plan on giving prizes for the winners. We will ask the neighborhood for nominations of homes to review, with judges to determine winners on Thursday, December 19th. Megan, Ben and Lori offered to serve as judges.

Other Business for the Board

Announcements and Updates:

Holiday Party - We agreed on Wednesday, December 18th at 6pm at 5305 Valburn Circle (Joyce's House). We decided to cater from Central Market and have BYOB.

The neighbor issue with CIPP – Cured In Place Pipe: City response seems to have satisfied neighbor, though we still don't have a complete report on what is done

Joyce collected board member critical communication preferences – email, text, phone.

Next Board Meeting, **January 15, 2025**, 6:30 p.m., 6:30 pm at JCC Friedel Board Room.

Meeting adjourned at 8:29 pm. Minutes by Julie Waidelich, Co-Secretary.