

Sedgefield Neighborhood Association Board Meeting

October 14, 2014

Attendees:

Board Members: Jeanne Woolsey, Barry Rose, Katie Zender, Michael Seaton, Debby Robinson, Janelle Travis, Beth Johns

Guests: Will Johns, Eric Zaverl, South End President

Meeting called to order at 7:00 PM

Treasurer's Report: \$2,900.00 in bank, with about \$300 in invoices to pay out.

PayPal: Added 15 new members with this option.

Membership: Total of 75 members now

Beth considering **Square Space** for payment of dues at meetings.

How to engage with residents was an initial topic. Eric talked about ideas they have for South End. One idea in particular was access to Publix for people in apartments behind the light rail who can't cross the tracks to get directly to the store. They (South End group) were thinking about signs with a QR code that takes user to Survey Monkey to gain info, build neighborhood consensus, etc.

Jeanne also discussed **sidewalk improvements** status, update with CDOT, partnering with SouthEnd. She's planning a "rolling protest" for November and wants TV coverage. Debby says that Marsh is trying to help us as they meet with Planning Department people.

SouthEnd is hoping to get a **bond referendum** for 2016 for bike lanes, sidewalks, pedestrian safety refuges, etc.

Zoning Committee – Marsh Properties Re-Zoning

- Marsh must file newest version of site plans by October 24th.
- Per Debby, Marsh wants to meet with us that week, schedules are tough, trying for October 23rd.
- Zoning Committee meets October 29th for consideration and recommendation, 4:30PM in Room 280.
- City Council will vote November 17th

We look forward to an update from John Kinley and the Planning Department's position.

November General Meeting Topics:

- Per Debby, *Keep Charlotte Beautiful* to talk about how to handle all the extra recyclables during the holidays.
- Janelle will invite Parks & Rec person to speak
- School – Holiday food drive.

Sedgefield Elementary Playground Neighborhood/Park Committee & Arts Project

ASC project manager is telling us that the existing old CMS sign on Marsh Road is on school property so the location cannot be used for our public art because it must be on City property or City Right-of-

Way. Katie has asked to attend a “site visit” with Todd & CDOT to determine feasibility of proposed area, but wanted to know if there other locations that might work? Short discussion, but not really a better location.

The land swap between CMS and P&R does not seem to be moving. Katie reaches out to Greg Clemmer each month, and he forwards her email to Lee Jones who doesn’t reply. He’s head of Capital Planning and Alliance Development Services. Thus, we ask a rep from Parks & Rec to speak at our November meeting to see if somehow we can get movement started.

November Newsletter

- Crime Stats – Matt Montgomery
- Garden Club/Kids Gardening – Karen Willis
- Social Update – Beth Johns
- Tree Banding – Beth Johns
- Marsh Project – Katie Zender
- Beer Article – Michael Seaton

Newsletter

Board discussed newsletter costs as Beth had pointed out via email that the newsletter is costing us \$1700-\$1800 per issue: approximately \$1200-\$1300 to print, \$400 for postage and \$80-90 for supplies (labels, tape) plus annual permit is \$240. Advertising revenue is only about \$735 per issue, so we’re way out of balance.

The current color version is expensive to print, and postage has increased, so we’ve discussed eliminating printed piece. Advertising costs were already increased for this past year and we have had a loss of advertisers too so perhaps we no longer print a full mailing, except for a short run of 100 or so that are distributed at the general meeting itself.

Janelle brought pricing from 2013 newsletters: printing for B&W version was \$850, postage was \$167. And as we talked, we realized we are not in contact with advertisers or gathering new advertisers so that has stopped our revenue from matching our costs.

New Plan for Newsletters

Janelle will sell ads again, with Will Johns and Michael Seaton assisting in sales. Janelle and Beth will update the rate sheet, and they will work together on invoicing and payment notification for sales. Beth and Janelle will also act as editors, Katie will proof and Sam at Copy Express will provide art services and printing.

During the meeting, Michael got a new full-page advertiser committed (during the meeting) **Air Today**, full year, \$180/issue. Lots of discussion about rates, other neighborhood costs, what was fair, how or whether ads cost more for color, etc. Many details to be resolved.

Late Item: We voted to add Will Johns to board, some votes via phone and/or text through Michael Seaton. **Welcome to Will.**

Meeting adjourned about 8:35 PM.

Board meetings are held on the second Tuesday of each month except December when there is no meeting. Dates for 2014 General Meetings are: February 11th, August 12th and November 11th. SedgeFest was held May 3rd this year.