

OTW Board Meeting, October 5, 2014

Minutes

Present: Donald Elston, Fredi Giesler, Brian DeGroot, Keith Powell, Keith Bilyeu, Peggy Samsa, Chris Vander Wielen, Antoinette Powell, Hugh Bayer, Linda Muldoon, Jon Corelis

Regrets: Patti Coenen

Meeting began at 7:00.

Introductions commenced for visitors Donald and Fredi.

Review last meetings notes – 08-24-14

August minutes were approved

Action ► Antoinette will post August minutes on the website

1. Committee Reports – (10 min)

Keith B and Keith P: There are two OTW Facebook pages. The one for which we have administrative access has the words Appleton Old Third Ward in the title [Note: This is a little confusing. The URL for the Facebook page that is set up as a group and for which Keith B., Keith P. and Patti have administrative access is: <https://www.facebook.com/groups/39288947086/> and the title is “Appleton Old Third Ward.” This is a “public group” that has to be joined. It has 15 members. Posts go back to 2008.

The URL for the other Facebook page is:

<https://www.facebook.com/oldthirdwardappleton>

and the title is “Old Third Ward.” This is a “community.” Keith B. Said he does not have administrative access. This page was created only a year ago, October 27, 2013.

Keith B. said Facebook not something we have control over - someone put up another page

Keith P.: is it possible we started both but Facebook did something with it?

Chris asked how our website is found.

Brian asked if there is any activity on the other site.

Keith P. said there photos of old picnics on the other page.

Action ► Keith B. will try again to contact whoever maintains

<https://www.facebook.com/oldthirdwardappleton>

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Hugh suggested putting a post to link to our page

Keith P. made new banner for our page to advertise the most recent picnic

Action ► Antoinette will post recent picnic photos on the website

Action ► Keith B. (P.?) will post some photos on the Facebook page

River Committee: Brian will set up a meeting with Joe Martin to talk about the riverfront park. Time and date TBA

Linda - any clues about what Joe's ideas are?

Brian - slow but methodical. Push enough to get it off the radar of the "development now" people

Jon asked if the area under discussion is between RR tracks and fenced area

Brian said yes. Fenced area is the utilities' property and will be under remediation for the foreseeable future. Joe is pushing for more planters and benches.

Keith P. – Light UP the Fox is doing another display in that area and hopes to get an in-kind donation of a permanent electrical source.

Donald asked what's being remediated?

Linda said the area was a gas manufacturing plant

Brian added the condition of soil is staying the same but that area is not available for any kind of development.

Linda said we've been pushing to make it an active park

Brian said the city mows it regularly – it is designated as a park but that doesn't preclude future development.

2. Old Business – (45 min)

a. Mission Statement –Editing status Keith P., Keith B, and Linda

Antoinette - fixed Mission Statement eliminated Northeastern Planning Commission reference.

Action ► Antoinette will post revised Mission Statement with a "revised" date on the website and put Word doc in Dropbox for possible future editing

b. Review Picnic Success, Failures, and Improvements

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Linda noticed lack of politicians at the recent picnic - usually more aldermen and supervisors attend

Peggy thought invitations may have gone out too early. In the future we should put up more signs around the neighborhood. She found those helpful

Linda asked emails went out only a week before and Brian said yes.

Keith P. - sent our Facebook invitations to Tom Nelson and Amanda Stuck and they came. Maybe try more of that in the future. Keith P. set up an event on Facebook.

Pluses: location, city's cooperation was wonderful. Date not on a Packers game day. Weather beautiful.

Linda said the big signs are still at the Sager's house. Use these sign next year?

Peggy suggested as everyone talks to people try to find out why they don't come.

Brian asked is there something different we can do to get people together?

Keith B. said the Wednesday Farm Market was good.

Linda said that's not something under our control and it's not being held anymore

Brian suggested something attached to the picnic other than just a picnic

Keith P. asked about a movie night: get an inflatable outdoor movie screen and show a movie maybe at Pioneed Park

Linda suggested a talent show or an art and craft show?

Keith B. said Sue Bogenschutz does a Farm Market next to Atlas but Keith P. said Sue's not doing that anymore

As an aside, a general explanation of the fireworks was given to Donald and Fredi. They've heard them, too.

Chris suggested a newsletter item about what else can the neighborhood do

Donald asked what about having an event in conjunction with something else going on? Something where people are in the neighborhood anyway.

Linda said in the past we've had kids' games

Keith B. asked about news channels doing a public service announcement but

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Antoinette asked if that is what we want. We don't want to advertise to the world we are serving free food.

Linda suggested timing the newsletter distribution closer to the time of the picnic

Keith B. said website, Facebook page, etc., should be on the signs placed around the neighborhood

Keith P. reiterated movie night

c. News letter distribution/Contact information from neighborhood

Linda said we need more people to get involved with newsletter

Keith B. said printers have a print and mail service

Donald has been doing mailing through a printing service - postcards are printed and mailed, 200 cards for \$100.

Keith B. said maybe we should do postcard mailing asking people to join the Facebook group. Also Facebook has click advertising restricted to geographical area.

Keith P. prefers to hand deliver because after the last mailing a third came back as undeliverable for no good reason.

Antoinette said we have to deliver paper copies somehow

Keith B. suggested a smaller but more frequent mailing such as a postcard.

Freddie agreed

Antoinette said the email list has only about 40 names on it

Keith B. said there aren't only 40 people who have email addresses in the neighborhood. We can get more.

Linda said her studio phone number used to be on the newsletter and it can put there again.

Keith B. suggested signing up for our newsletter by email and be in a drawing for a prize.

Brian said we need to reach people. Facebook is both content and reaching. We need to build something. No one is going to volunteer to distribute newsletters. Build distribution off the website and Facebook.

Linda said we still need printed copies.

Brian said electronic distribution will keep printing and postage costs down.

Chris reminded the Board that there is \$100 in the budget for the newsletter for the year

Brian suggested we build Facebook and getting email for a distribution list.

Antoinette asked how does one get people's email addresses?

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Donald said an organization has to post on Facebook at least twice a week. Do people want to know about the history of their homes?

Antoinette said electronic version of the newsletter is posted on the website and on Facebook

Freddie suggested making stories posts on the Facebook page and on the website

Keith B. said we should get out communication to build up membership for the Facebook page.

Keith P. suggested sending out postcards to solicit contact information

Keith B. added we should insert privacy statement: we will not resell your information

Freddie said to mail out the newsletter for October and ask them to sign up.

Linda said there is an option to email each newsletter

Donald said there has to be some way for people to get back to you

Linda suggested putting a scandal on the postcards to get their attention

Keith B. then suggested giving away an Android tablet in a drawing and find out about the scandal when you sign up

Donald said another option is 2 part postcard so recipients can mail back a response postage-free

Action► Keiths, Antoinette and Linda will figure something out

Brian said a reasonable goal for the Fall newsletter is while it's still fall.

3. City Report – Patti – (5-15 min)

Skipped

4. New Business – (15 min)

a. Dinner?

Linda said according to our Bylaws we have to have an annual meeting

Brian said not necessarily a dinner. Think about it what we should do but we need an answer soon.

Keith P. said Atlas is an ideal spot for the dinner- not a whole lot of work for us.

b. Web site Hosting? Looking for Facts.

Antoinette reminded everyone we can stay with focal as long as we want. Local history sites are safe

Keith B. - we can move our site anywhere

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Antoinette also said it is in our interest to be associated with focal as a site for other non-profits, particularly local history sites.

5. Treasurer's (Hugh) Report – (2 min.)

6. New Items for Website Calendar – (2 min)

Brian said need to post a date for the dinner if we're going to have it

Linda gave Antoinette Appleton Historical Society flyer

Action ► Antoinete will put the AHS dates on the calendar

Antoinette asked if anyone knows of a place that should get walking tour brochures let us know – we have a lot in our house

Action ► Keith P. will distribute brochures to library, Castle, and Atlas

7. Next Meeting? – (2 min)

Next meeting: Sunday, November 2, 7p.m. Brian's house