

# OTW Board Meeting Minutes

## July 13, 2015

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Present: Brian DeGroot, Keith Powell, Antoinette Powell, Peggy Samsa, Jon Corelis, Linda Muldoon, Paula Sosalla (guest), Hugh Bayer, Patti Coenen

Regrets: Keith Bilyeu, Chris Vander Wielen

The meeting began at 7 p.m.

1. Review last meetings notes – 06-14-15

Minutes approved to be posted

2. Committee Reports – skipped
3. Old Business – (60 min)

- a. Picnic – Aug 30<sup>th</sup>, food, cooking, signs, news letter distribution, tents, picnic tables, volunteers

Antoinette heard from Ann Sager that any announcement of a neighborhood event should not be disseminated only in newsletter. She got her electronic Spring newsletter and thought she would read it later. By the time she did the annual neighborhood meeting and dinner had past. There should be a separate notice about the picnic sent out closer to the time, in addition to having an item in the Summer newsletter. Brian: there is an extra expense for sending out another mailing for the picnic. Antoinette said it could be a postcard. Linda had 400 postcards printed at Bower for \$67. She also said flyers could be hand-distributed – easier to stick in a door than a postcard.

The picnic will be Sunday, August 30, time to be determined.

► Action: Keith and Antoinette will bring a big plastic table and paper products, etc.

► Action: Brian will help with tent setup and tables. We think there were 6 last time.

► Action: Patti will buy brats (and cook them ahead of time), buns, chips, soda, condiments and any paper products and cutlery

► Action: Antoinette will take an inventory of paper products, etc. to give to Patti

▶ Action: Peggy will contact Sagers about the signs by Wednesday, August 19 and round up people to get them out. Keith thinks there are 2 sandwich board signs.

▶ Action: Hugh will get kids' stuff

▶ Action: Antoinette will ask Stephanie at Hearthstone about borrowing croquet and badminton equipment

b. Pioneer Park – discuss e-mail response from city parks department

Brian emailed Dean Gazza and got responses which he forwarded to all. There will be no power. The set up down on Water St is donated and temporary for Light Up the Fox.

Brian said the City won't be planting in Pioneer Park until September or October. The city is hiring a contractor to do the beds, etc. Patti: an official celebration of the park will be better in the spring when the grass is well established.

There was no answer on the concrete pad for the memorial bench.

Linda asked if the bench will be going in in September. Antoinette said it will probably have to go in last when everything's done.

▶ Action: Patti will talk to Dean about the slab. Dean has the bench dimensions.

Dean is fine with the idea of a box/holder for walking tour brochures. It should be some kind of cedar box with a way to open and close it, forming a seal. Neighborhood residents will need to monitor the box and refill.

▶ Action: Brian will find out if there are "little library" boxes to be purchased and also find out about some QR code to point to the website.

Linda spoke to Dean about possible memorial tree/plant donations. The person to talk to is Tim McGuire, 832-3020. Patti said Dean is fine with a memorial tree for Tom Kelly.

c. Advertising in newsletter – Jon & Keith B. discuss

Brian spoke to Donald Elston about advertising. Donald would like an ad the same size as the notice for the antique show to benefit Hearthstone in the Spring newsletter. Donald would like the newsletter to go to all 300+ addresses. He would print it on color paper. It would cost 8 cents a copy doing it at work. This along with a minimal cost for labeling and stamping would be \$216 which would be split 50/50 with the OTW.

▶ Action: Antoinette will find out how big the antique show notice was

▶ Action: Antoinette will call Donald about the mailing stickers, also give him the Excel program with the addresses, tell him the exact number of addresses and get the artwork from him.

The talk turned to a banner on the website. Brian said he doesn't know what Donald would want on the banner – we should control the wording. Keith suggested “Donald Elston Realty (or whatever the company is) supports the Old Third Ward.” Antoinette said she liked that wording.

▶ Action: Antoinette will find out if focal would have any objection to a banner ad on the website.

Brian – how many people visit the website?

▶ Action: Hugh will set up Google Analytics and send the code to Antoinette

▶ Action: Brian will invite Donald to a Board meeting to discuss Facebook advertising

d. County meeting at Laura Leimer's house – Keith P. & Linda update

County Supervisor Mike Thomas called a meeting at Laura Leimer's house, thinking she lived in the Old Third Ward. It was attended by Keith P. and Linda. The purpose of the meeting was to convince OTW residents to attend County Board meetings and speak in favor of moving the Sheriff's department off the campus. Keith P. asked at the meeting how much space that would free up: 11 %. Linda said the Property Committee will make a recommendation.

4. City Report – Patti – (5-15 min)

The library board has to come back to the city with a different site since the bluff site was not approved. The Oneida St bridge project is scheduled to be done before Oktoberfest at the end of September. The City is getting bids for landscaping in Pioneer Park There have been meetings with the new owners of the Radisson concerning the exhibition center. There may be parking on the south side of W. Prospect and narrower traffic lanes to accommodate bike lanes. The new Jackman St. bridge will be striped for bikes.

5. New Business – (10 min)

Antoinette asked Hugh about the iPad app Peter Peregrine's class developed for the OTW walking tour. Hugh said the app isn't at all sophisticated, only functional. It was decided not to pursue it.

Antoinette mentioned that Hearthstone put in a request to the CVB for a new electronic sign. She asked if anyone had a sense that people in the neighborhood would object. It would be similar to the sign in front of the Castle. Brian asked why they need a sign. Antoinette said for advertising events, hours, closings, etc.

Linda said many more county records were found at the courthouse and will be tossed unless rescued.

► Action: Linda will call the County Clerk and set up a time when Keith, Linda, Antoinette and possibly Nick Hoffman can go over there.

Items for the Summer newsletter: update on bridges, picnic coming up, county space, another entry in African American history, local history story, Hearthstone “treasure hunt” at Northland Mall in August.

The absence Board members at meetings was briefly discussed.

► Action: Brian will look at bylaws and see if there is anything about Board member absences and possible removal from the Board

Paula Sosalla was asked if she would like to be on the Board, she said yes and was voted in.

6. Treasurer’s Report – (2 min)

Checking: \$425.24, Savings: \$4049.02

7. New Items for Website Calendar – (2 min) - skipped

8. Next Meeting – (2 min)

The next meeting will be Monday, August 17 at 7 p.m. at Brian’s house.

The meeting was adjourned at 8:50 p.m.

Respectfully submitted,

Antoinette Powell