

OTW Board Meeting Minutes

August 17, 2015

Present: Brian DeGroot, Keith Powell, Antoinette Powell (arrived late), Peggy Samsa, Jon Corelis, Linda Muldoon, Hugh Beyer, Donald Elston (guest), Paul Sosalla

Regrets: Keith Bilyeu, Chris Vander Wielen

The meeting began at 7 p.m.

1. Review last meetings notes – 07-13-15

Minutes approved to be posted.

2. Committee Reports – (10 min.)

- a. Review of Summer Newsletter distribution and Advertisement

Antoinette reported that \$141 was spent to print and label the Summer newsletters. Keith P. and Donald distributed most, Donald mailed around 40 at his expense, but \$63 was spent on postage to mail the rest when Keith P. got sick. Keith P. and Antoinette will donate the postage amount.

Antoinette was reimbursed for the printing costs and Donald made a \$100 donation for the ad.

On another subject, Linda asked if the library has walking tour brochures. Antoinette said they should, but more can be taken over there.

Linda mentioned getting announcements in the past about upcoming County Property Committee meeting and asked if we could get them again. Keith P. said he had gotten them but not for a while. They come from the County Clerk's office.

► Keith P. will forward the last committee meeting announcement he received to Brian so Brian can request that he get future announcements.

3. Old Business – (30 min)

- a. Picnic – Review of action items

There was a discussion of reminder postcards versus flyers. It was decided that flyers are cheaper.

Flyers will be made to hand-distribute before the 23rd. Antoinette said she's make the flyers.

People will take 20 minutes shifts at the sign-in table.

Donald asked if we could offer a gift from a local business in exchange for getting people's contact information. Several people said there is a sign-up sheet and those people who want their names added will add them. It wasn't thought that the incentive of a gift would make much difference.

Brian suggested asking people at the picnic how they heard about it – did the second flyer distribution make a difference? Do the signs make a difference?

- ▶ Action: Brian will email an invitation to the city and county officials
 - ▶ Action: Antoinette (Keith P.) will create the flyers, have them printed and cut
 - ▶ Action: Keith P. Donald and Peggy will hand-distribute the flyers
 - ▶ Peggy will contact Sagers about the signs **by Wednesday, August 19** and round up people to get them out
 - ▶ Antoinette will take an inventory of paper products, etc. to give to Patti
 - ▶ Brian will help with tent setup and tables and contact City to get picnic tables
 - ▶ Patti will buy brats (and cook them ahead of time), buns, chips, soda, condiments and any paper products and cutlery and bring coolers (this is an added item)
 - ▶ Keith P. and Antoinette will bring a big plastic table and paper products, name tags, walking tour brochures, newsletters and tent from basement with help
 - ▶ Antoinette will ask Stephanie at Hearthstone about borrowing croquet and badminton equipment and also borrowing another long table
 - ▶ Hugh will get kids' stuff and yellow jackets traps (this is an added item)
 - ▶ Sign up table? Who will bring this?
- b. Pioneer Park – little library (walking tour box) cost can someone build it – Brian

Brian reported they cost around \$250 and they are too big for what we want. Patti had mentioned a contractor who may be able to build on. Keith P. suggested contacting Matt Hurteau, Polar Bear Carpentry (used to live on Elm St.) Keith P. also suggested Tom Graf from John Andrew Builders. He's done a lot of work for the Powells.

The slab for the bench was brought up. Should we speak to him about the slab?

► Action: Brian will email Dean Gazza about the slab and benches for the picnic.

4. City report – Patti – (skipped)

5. New Business – (40 min.) - Facebook Presentation and discussion – Donald

Donald Elston talked about using Facebook. He said the first thing to decide is, what is the goal of the organization: education? making connections? disseminating information? Linda said all of the above.

The OTW currently had two FB accounts. One is a “public group” page that anyone can post on, but the administrator can manage the posts. The other is a “community” page that has to go through an administrator. This is the one that has the website link. Neither Keith P. nor Antoinette know how they got set up or who the administrators are. Keith P. said he is administrator for one of them. It’s possible Patti or Keith B. are administrators. They need to get involved. Nothing has been posted on the community page since January. Donald suggested, and everyone agreed, that we have only one FB account, the public group account.

Brian said the website should be the main source of information.

► Action: Keith P. will create an event for the picnic on Appleton Old Third Ward (the public group.) <https://www.facebook.com/groups/39288947086/>

6. Treasurers’ Report

Hugh Beyer gave the Treasurer’s report.

7. New items for website calendar - (2 min.)

Hugh said he passed on the code for Google Analytics to Antoinette to count hits on the home page.

► Action: Antoinette will put the picnic on the website and the calendar

8. Next meeting

The next meeting will be Wednesday, October 7 at 7 p.m. at Brian’s house.

The meeting was adjourned at 9:00 p.m.

Respectfully submitted,

Antoinette Powell