

North Shoal Creek Neighborhood Association
Board Meeting
April 12, 2010
North Village Branch Library, 2505 Steck Ave.

The meeting was called to order at 6:30 pm.

Attendance: Chip Rosenthal (President), Ken Moyer (Vice President), Kate Brien (Secretary), Lois McEvoy (Treasurer), Andreas Guenin, Cheri Hartman, Alyssa Hedge, Don Jones, Vicki McFadden, Sherran Williams, and Mary Jane Wier

Also in attendance: Lynda Oakes and Mary Arnett

Call to Order and Adoption of Agenda

Mary Arnett asked to be added to the agenda to discuss the city's cost sharing program. Chip suggested that Mary discuss this information with the traffic committee since the cost sharing program could impact sidewalk traffic. Mary was not added to the agenda, and she left the meeting at 6:35.

Motion by Sherran to change the order of the agenda to move the information from the special board meeting on March 16 to the top of the agenda to make sure there was time to discuss this information. After a discussion, there was a vote regarding amending the agenda. The vote was: 2 for amending, 4 against amending, and 4 abstaining.

The original agenda was adopted.

Approve the February 8, 2010 and March 16, 2010 Board Meeting Minutes

For the February 8th board meeting minutes, Don motioned to accept the minutes, and the minutes were accepted by consent.

There were two requested edits to the March 16th board meeting minutes. One edit was to modify the attendance to include excused and unexcused absences. The second edit was, in the second paragraph under the speaker's information, change neighborhood association to home owners association. Lois motioned to accept the minutes with the proposed changes, and the amended minutes were accepted by consent.

Officer Reports

Treasurer's Report

Lois presented the NSCNA income statement based on 98 household memberships. The advertising income was based on 9 ads sold to date. PayPal was listed under expense, but it was shown as a negative value since it incurred income.

The income statement also included a list of the 98 households, with members names and addresses, that have already joined NSCNA for 2010.

Alyssa motioned to accept the treasurer's report, and the report was accepted by consent.

Committee Reports

Media Committee

Cheri presented an update on the newsletter and on the website. For the newsletter, Cheri needs assistance selling advertisements. She would like to find a volunteer to be an ad manager. Based on recent sales, the mini-business card sized ads may apply only to North Shoal Creek residents since businesses seem to be buying the larger ads. Cheri is gathering volunteers and will inform the board of the next media committee meeting.

The next newsletter is going to the printers on Friday. Alyssa will contact the distribution team this week to inform them of the upcoming newsletter distribution. Alyssa will follow-up with the distributors to make sure other items are not distributed with the newsletter.

A question was raised regarding houses with no soliciting signs. Is it okay to distribute the newsletter to houses with no soliciting signs since the association is distributing information, not soliciting? Chip will research this issue to avoid legal complications.

The website was updated. There was a discussion over the possibility of adding a counter on the newsletter page to monitor activity. The committee tabs on the website need to be updated to include the 2010 committee information. Chip will update these tabs and will include spam protected e-mail addresses on the tabs. Board members and committee chairs who do not want their personal e-mail address on the website may e-mail Chip requesting to have their e-mail address removed from the website.

There is currently a push to provide further updates to the website. One of the updates will consider removing the tabs to make information more centrally located.

If board members have information they would like posted on the main page, they can either send the information to Chip or they can request an account to be able to post the information themselves. The information goes into a moderated cue before being posted.

In the past, NSCNA purchased several websites. Over time, some personal websites have become attached to the NSCNA website server account. Chip will talk to Chris Jones to request that the personal websites are moved off of the NSCNA website. Chip will also talk to Chris regarding an issue of domain registration to try to get the domain registration back under NSCNA ownership. The nscna.com domain registration has been updated to reflect ownership by the association rather than an individual.

Social Committee

Ken is chairing a sub-committee for the Fourth of July parade. Chip is completing the paperwork for the parade and is trying to get the fire department to bring a fire truck. Councilmember Shade's office agreed to sponsor the police costs.

Lois motioned to have the parade on Saturday, July 3rd instead of on a Sunday. The motion was unanimously adopted.

The upcoming newsletter contains a request for volunteers for the July 3rd celebration. Vicki suggested contacting Dairy Queen and Sonic for coupons since they handed coupons out at last year's event (this could be followed by a "thank you" in the newsletter). It was suggested to ask Dallas and Helene for help with ice. Chip, Lois, Vicki, and Sherran volunteered to help. Cheri will also coordinate with Ken regarding dates and events.

Ken contacted Art for Your Head and is waiting to hear back from them. There was a discussion over the need for a moonwalk since the moonwalk is the largest cost. It was suggested to keep activities simple this year such as a bike decorating contest. There was also a discussion about a bake sale similar to the one for the library. The bake sale for the library was different because it technically fell under AISD guidelines which are different from the City of Austin baked goods guidelines.

Alyssa presented several additional upcoming events organized by the social committee. The annual neighborhood garage sale will be on Saturday, May 22, from 8 to 1, rain or shine. Participants pay a \$2 participation fee to help pay for advertising, maps, and information sheets. Residents who pay the participation fee also receive the perk of having Alyssa pick-up unsold items.

There was a discussion over allowing residents who are not neighborhood association members to participate. The event can generate more money if any neighborhood resident can participate. Alyssa will send participants' names to the membership committee, so the membership committee can follow-up with non-members. Lois motioned to accept the proposed event and date, and the event and date were approved unanimously.

Alyssa proposed another event on Wednesday, May 26, at 7 pm at Frutii Forgurt. The business will not close, but it will offer coupons to the first 30 people and will buy an ad in the newsletter. Vicki motioned to accept the proposed event and date, and the event and date were approved unanimously.

The social committee is trying to have at least 1 neighborhood event per month near the end of each month. When possible, the event will tie in with advertisers. Alyssa motioned to have a monthly neighborhood event with the event and location contingent upon board approval via e-mail. The motion was approved unanimously.

Alyssa also proposed a neighborhood hazardous waste pick-up on June 5th. There would be a set time frame for residents to drop-off hazardous waste at a specified location. Residents will place the items in trucks. Then, drivers would take the waste to the city's hazardous waste site. A resident did a similar event a year ago and received positive feedback. Alyssa will provide a link to the city's list of acceptable items. Lois motioned to accept the proposed event and date, and the event and date were approved unanimously.

Membership Committee

Membership committee members called prior NSCNA members and followed-up with membership flyers to those they could not reach by phone (as needed). The NSCNA 2010 membership has increased. Sherran presented each board member with an index card containing the addresses of houses near each board member that have already joined the NSCNA. Board members were challenged to get 5 neighbors in a row adjacent to their households to join the NSCNA. Board members who complete this challenge will win a prize. The goal is to have over 100 members.

Beautification Committee

Lynda presented information regarding the beautification committee. There will be a composting event held after May 10 that will discuss composting. The “Yard of the Month” is ongoing. The house at 8206 Stillwood Ln was nominated for yard of the month. Lynda would like to have a note in the newsletter and on the website regarding nominating yards for yard of the month.

There was a discussion over having signs marking the entrances to the North Shoal Creek Neighborhood. The cost of these signs could be covered by the city’s Keep Austin Beautiful Grant. However, the neighborhood association would need approval from homeowners to place the signs in their yards.

Vicki will pass on the information she received regarding the city’s sidewalk program.

Safety Committee

Mary A. has organized a neighborhood patrol. She has magnetic signs that can go on the side of cars during patrols. She also has forms that can be filled out and turned into APD. There is a safety related meeting on April 17. Information pertaining to the meeting is on the website. There was a request for a safety committee meeting next month.

Old Business

Association Insurance

Most of the insurance information presented to the board pertained to home owners associations. If the NSNA purchases insurance, the association should purchase event insurance instead of general liability insurance due to costs. If the Fourth of July vendors require insurance, the association should buy event insurance. However, if the Fourth of July celebration concentrates on low-risk events and avoids high-risk events, such as the moonwalk, the association may not have to buy insurance. Last year, the vendor charged \$1,200 including a \$350 insurance policy for the entire event. The insurance might have been part of a city requirement. The sense of the board is that we would like to pursue event insurance even without the moonwalk.

The other insurance concern pertains to e-mails, especially when e-mails contain information regarding a specific person. All board members are liable for e-mails sent within the NSCNA. Insurance would only cover the cost of defending the suit. Lois motioned that the association does not purchase general liability insurance and only purchase event insurance if the Fourth of July committee determines it is necessary. This was unanimously accepted.

Board Communications and Committee Action Plan

Based on discussions at the March 16th board meeting, board members would like to request action plans from each committee. The committee action plans would inform members of upcoming events sponsored by each committee. Committee chairs would report on activities and updates. Then, Chip would compile all of the updates into 1 e-mail. Committee chairs are not required to communicate when the committee is meeting, but it would be appreciated. Chip will contact committee chairs regarding the request for committee action plans and committee communications.

The way that the NSCNA e-mail group is set-up is causing some board members to receive the same e-mail multiple times. Alyssa and Chip will work on resolving this issue.

There is concern over transparency issues and finding a balance between transparency and over communicating. The yahoo group is a public group. The director's e-mail group only goes to the directors. The respective committee e-mails only go to the chairs of the corresponding committees. Please avoid BCCing recipients. Don requested a list of NSCNA addresses and the recipients of each address. Chip will create this list.

As a reminder, board meetings are open to any neighborhood resident.

New Business

Discussion of plans for May 4 general meeting

Zen might provide food and drinks at the next general meeting. A general calendar with upcoming events, a Fourth of July update, and the treasurer's quarterly report will be provided at the general meeting.

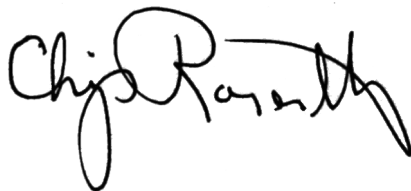
There was a request to increase membership involvement. To help recruit volunteers, there will be a list of committees with blanks for contact information available for attendees to fill out when they enter the meeting. It was also suggested that the board finds out what the membership wants and tries to host more social activities to draw more members into the association.

Adjournment

The meeting was adjourned at 8:45 pm.

Submitted by: Kate Brien, Secretary

Approved,

A handwritten signature in black ink that reads "Chip Rosenthal". The signature is written in a cursive, flowing style with a large initial "C" and "R".

Chip Rosenthal, President
August 9, 2010