



# CGA Board Meeting Minutes

## October 2016

CENTRAL GARDENS ASSOCIATION Board of Directors Meeting Minutes

October 18, 2016

**Present:** Tara Burton, Fara Captain, Lisa Courtney, Kathy Ferguson, Mark Fleischer, Leslie Goodwin, Robbie Johnson Weinberg, Alan Kleiman, Charlie Lawing, Jana Larson, Anne McCarthy, Sheila Noone, Peter Pace, Dan Reid, Andrea Sheehan, Mary Simon, Bert Smythe, Jack Stimac, Barbara Sysak, Ginny Taylor, Ellen Whitten, Nancy Willis

**Absent:** Eddie Hutchison, Susie Jabbour, Jennifer Jacobson, Katie Savage, Barrie Simpson, John Viser

**Guest Speaker:** Todd Richardson, founder of Crosstown Arts and managing director of Crosstown Concourse, joined the meeting for a discussion of “What Makes a Great Neighborhood?” In his presentation, Todd discussed the concept of the Vertical Urban Village and how to use urban magnets to unite communities around a common space.

**Approval of Minutes:** Minutes were approved unanimously.

**President’s Report:** First, some sad news. Gail Christianson, a former board member, recently passed away. Gail solidified the Central Gardens Design Guidelines, leaving a legacy we still use to this day, from our logo to our letterhead.

Good news: We had a very successful Home Tour. Thanks to Kathy Ferguson and her Home Tour team, we saw some of the best revenues, best control of expenses, best net in as long as we have been paying attention, and more great press than ever before. Next year’s planning is well under way under Barrie Simpson, who is chairing the 2017 Home Tour.

### **Board Updates:**

Tara Burton has joined the Board. She is already on the Sidewalk Project committee, and has a daughter who goes to Idyllwild Elementary

Ginny Taylor has joined the Board. She has been a Safety Committee member and is chairing it this year

Shelly Thomas has left the Board. She will stay on with the York Avenue committee

Barbara asked all board members to be on the lookout for new board members.



Barbara initiated a discussion about the length of board meetings, The board discussed the benefits of longer meetings, especially since there are now only 6 meetings a year. One other idea was that meetings are an hour, plus the time of the speaker. The consensus was that longer meetings make sense as long as we are all respectful of each other's time.

**Treasurer Report:** Dan Reid reported on the financials of the board. Dan also sought quotes to lower insurance rates, after a claim was made last year. He was able to select a new policy that did not increase our rate as much as it could have. The board approved the Treasurer's Report.

**Secretary Report:** Sheila Noone asked for food hosts for the March meeting, and asked that anyone who had questions about their committees to see her.

### **Pillar Reports:**

- **Sheila, Community Relations:** These Pillars stemmed from our Listening Sessions. People wanted us to help facilitate them getting to know their immediate neighbors, rather than some of the events we were organizing. First on the list is creating a Tool Kit for creating Block Parties, from vendors to suggestions. We have also started Night Walks, where a group of us meet to walk around the neighborhood a few times a month. We also helped promote National Night Out. The neighborhood hosted at least 6 parties reported to CGA, and each received a small stipend sponsored by Fara Captain and Crye Lieke.
- **Fara, Midtown Relationships:** The idea is create relationships with other neighborhood and other alliances, like Overton Alliances, Midtown Development Corporations. One very long meeting is planned to outline how we want to build these relationships. We also want to build our relationships with local schools, and will be having a pot luck meeting to discuss how to engage with the public schools.
- **Robbie, Green Spaces and Infrastructure:** This was also borne out of the Listening Sessions. We are tasked with all the issues - alleys, wreath hanging, tree arboretum program, tree replacement, medians. Our big project right now, we selected a small quadrant of Central Gardens to determine conditions of sidewalks in that area – just a data point to get a sense of the global conditions to help us figure out how CGA has to be involved – to facilitate a better walkable community to give us a more livable environment.
- **Barbara, Operations:** Fantastic Home Tour and our budget is strong thanks to the successful tour. Membership, which is our second revenue stream, is down. However, this is the end of the year, and we will be starting up our campaign in January, which is when the membership year begins. We'll be meeting to come up with some fresh ways to kick start our next campaign. Our numbers area still stronger than at times in the past, when we mailed printed newsletters, but not as high as we'd like.

Barbara encouraged the CGA Board to invite neighbors to join, whether they are new to the neighborhood or have lived her a while. Mark Fleischer, who heads up the CGA Instagram account, asked for photos from the board to post, described his process for getting photos around the neighborhood.

**Old Business:** Changing the culture and goals of the Board is not an easy task, and the Pillars represent what the neighbors say they want. In the past, we tended to take the tasks on ourselves, and now we are starting to facilitate what the neighbors want. Our sidewalk project is a great example of neighborhood volunteers that are passionate about walkability and having nice sidewalks. York Avenue is another example of how we can help make connections, but encourage them to form a strong group and act independently. There was also discussion about Next Door, and asking the vocal members to get involved to help get things done, as well as asset-based community development, and effective ways to engage community members and businesses.

Board voted to adjourn at 8:15 p.m.

