

TPNA Board Meeting Minutes November 6, 2013

Present: Julia Borbely-Brown, Jody White, Marc Phillips, Rachel Raney, TJ McDermott, Germaine Brewington, Heather Wilson, Pam Swinney, Philip Azar, Jeffrey Porter

Absent: Bunmi Fatore Matory, John Swansey, Berry McMurray

Discussion about Halloween. Congratulations to Jeffrey Porter for organizing. People appreciated that the park was mellow this year, smaller gathering. One distinction: TPNA does not sponsor Trick or Treating, only the activities at the Park early evening.

Minutes

TJ moves to approve October minutes, Julia seconds. All approve.

Treasurer's Report

To answer the question raised by Marc, the 2013 "web hosting" calendar year to date expenses line item includes one payment for \$42.50 and an earlier payment to Adam Haile for \$59.40.

Please peruse the 2014 budget and review the issues we discussed and agreed on. To summarize those issues:

- 1) Julia stated the sponsorship /ad revenue should be increased to \$9,000
- 2) Jeff stated that we should add a \$500 budget line item for "community building- annual events"
- 3) Marc stated that the "web hosting" budget line item should be reduced to \$500 and the "web-site hosting" line item should be reduced to \$75
- 4) Pam stated that a budget line item for small yard signage should be included; the line item for brochures/letters was expanded to include the words small signage for \$75
- 5) Philip and Pam discussed the need for a budget line item for a community sign for the neighborhood so the "Neighborhood Beautification Clean-up Events (tools, supplies, refreshments) line was expanded to include signage; \$1500.

Those revisions are the totality of what I noted. If you think my memory is inconsistent with what you recall, fill free to contact me. However, I think I captured everything. I thank you all for your insight and input into this budget. It is great to live in a community where your neighbors are engaged and committed to making the community the best community in the City.

Discussion:

Germaine takes the board thru the October actual, and then reviews the proposed budget for 2014 (attached to minutes).

Notes: Newsletter sponsorship from \$7200 up to \$9000 (two new advertisers). House tour the same as 2012. Add some monies to house tour

expenses, community events, and web maintenance. Possible monies for new TP sign on north end of neighborhood? And \$3000 for Foundation's Tree Project new for 2014.

Philip Azar raises the issue of why we have so much money in reserves (almost \$32,000). Conversation ensues re: forming an adhoc committee to look at the reserves.

Motion to approve 2014 budget by Julia, second Pam, all approved.

Committee Reports

Communications –

Marc Phillips

Website (trinitypark.org)

- 596 visits last month (up from 580)
- 517 unique visitors (up from 500)
- 1600 page views (2.7 pages / visit) – up from 1436
- Top targets – Home (593) / History (175) / Connect (156) / Events (156)
- Changes: None**
- Next Steps: Enable blog with articles, more listserv mails about new content (no change, just need more content)**

Twitter

- Focusing on re-tweets about local businesses/activities
- Next Steps: Continue to increase activity starting with re-tweets of local events**

Facebook

- 290 members (+22)
- Anyone can post here (11 new posts about events, 1 spam which was removed)
- Events usually posted by event owners
- Next Steps: No big plans, but should add big upcoming events or important announcements and pictures when available**

Google+

- No

Welcome Wagon Revival

- Working on reliable way of new neighbor identification (paused)

Newsletter

- Jen Watson is the new editor, will start with December issue
- Articles needed (TBD)

Discussion

Traffic up, will try to post events more regularly. Working on assigning articles for December newsletter, deadlines coming later this week.

Community Building -

Discussion

Halloween went well. More lights next year? Kristin Dismukes will store Halloween supplies. Luminaria is 4-6p on Dec 15th, Heather Wilson is chairing it this year. Santa is signed up, still lining up food trucks and fire trucks.

Membership -

Jody White

- Membership is currently at 260 households in TP out of ~1480, **17.5%** of households. Goal for 2013 is again 20% of households. This means we need 39 more households to join this year.

Discussion

Marc worked on our membership database, making it much more searchable. Now easy to search for when folks joined, and send a batch of renewal notices. Germaine moves to change our dues to 365 days from joining. Jeff seconds. All approve.

Traffic - Martin out of the country.

Trees -

The Trinity Park Foundation formally committed to partner with the City of Durham in its tree planting partnership starting in fall/winter 2013-14 and continuing for three years. The contract was signed, and the cost will be \$1,000 per year. In October, the Foundation sent over 150 letters to Trinity Park neighbors in an effort to raise funds for trees to be planted throughout the neighborhood, and to continue to fund power in the park, the park gardens, as well as many other desired park improvements.

This year the City will plant approximately 46 trees (maples, oaks, elms, blackgums, pistache, and even a yellowwood) in several locations throughout the neighborhood, including Gregson Street, Dacian Avenue, Watts Street, Minerva Avenue, Duke Street, Gloria Avenue, Monmouth Avenue, and West Trinity Avenue. The planting will take place this winter.

In addition to using funds raised through the Foundation's fundraising campaign, the tree committee would greatly appreciate the TPNA's financial support of its yearly tree planting efforts.

Urban Planning -

House Tour –

Committee forming 11/06: Pam, Heather, and Linda Wilson, first meeting in January.

INC Report –

Philip Azar
INC 10/22 meeting highlights

1. Charge Ahead Durham is a fun, new program that makes it easy for participants to take actions in everyday life to help the environment, save money, and improve their overall well-being. The program will provide actions and clear guidance on steps to take to save energy, conserve water, reduce waste, and connect with nature. Participants report on what they've done and get entered to win awesome prizes every week. The program will be launching in January, but folks can sign up now at www.ChargeAheadDurham.org to get notified when the program starts. Another program is Trees across Durham: Keeping It Shady, which is just getting started and welcomes interested people and organizations who want to help plan it; the program will work on getting more trees planted and supporting the ones we have. If you have piles of dead pens sitting around, there are bins at the libraries to recycle dead pens and markers and tape cores; Keep Durham Beautiful gets 2¢ for each recycled object. Finally Water for Trees, which lets people make a donation for trees on their water bill, had only a one-time sign-up so they are working on an on-line form to let folks sign up on an ongoing basis.

2. Nuisance Abatement committee description and request for participation from Pete Katz. katz01@gmail.com (Pete Katz) The idea behind the formation of this committee came out of an INC delegate meeting earlier this year in which delegates signaled an interest in an array of nuisance issues that affect neighborhoods in Durham. Suggested topics included: run-down properties, noise violations, unlicensed group homes, yard/lawn parking, stores selling alcohol, and animal related nuisances. It has also been suggested that this committee might serve as a forum for INC to address the blighted Duke Beltline, an abandoned railway that circumscribes downtown Durham. I'm open to looking into any others that might be suggested (as long as they are not being simultaneously studied by another INC committee eg; speeding which is currently being addressed by the Traffic Committee).

My particular interest in this topic, and reason for agreeing to chair the committee, is that I and my immediate neighbors have been in the process of addressing a specific nuisance rental property and I hope to come away from the experience with some useful insights which can be shared with other neighbors in Durham who might also be dealing with similar issues.

In the initial meeting I'd like to discuss and formulate the structure and goals of this committee. My priors are that this committee be active for a finite period of time and that we 1.) assemble some metrics and case studies to get a sense of the impact and prevalence 2.) compile resources and information to assist neighbors in Durham in addressing nuisance issues 3.) identify recommendations on ways that existing protocols of addressing nuisance in Durham can be improved. Anyone is welcome to participate in this committee, you do not need to be an active INC member or neighborhood delegate.

Board Vacancies

Katherine Jordan and Tempe Morgan have both resigned from the board. Bunmi is out of the country for six months. Question of whether we should recruit new members now, or wait till the annual meeting in April. Linda Wilson and Rachel Raney are putting out feelers, discussion tabled till December.

Jan 1 meeting will be postponed to Jan 8. Next meeting Dec 4. Meeting adjourned at approximately 8:40p.