Attendees: Karalyn Colopy, Waugh Wright, Adam McLellan, Mollie Flowers, Bill Brown, Beth Emerson, Beth Shepherd, Scott Doron, Missy Crawford-Smith, Laurie Williamson, James Dobbin, Kevin Kearns, Caroline Black.

Intros.

By-Laws Overview
- Deep MadLib Dive on Article II, which defines our purpose

2021 Budget

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Communications

- 1400 newsletters go out
- 2020 was tough for content and for sponsorships
- The bylaws say we should “print” 4 a year
- Discussion:
  - Content Creation and Planning
    - Story ideas (for upcoming and future newsletters)
    - Relevance to the neighborhood/stories that resonate with the community
    - Finding people to write/edit/submit stories
    - Committee reports - do we continue these?
    - Recurring features:
      - Reporting on past events and upcoming events
    - Historical articles w/photos
    - Interview a neighbor
    - What's happening in other neighborhoods?
    - Devoting space for pre-teens/teens to voice their stories
    - Statistics/infographics (membership numbers, diversity, homes ages, etc.)
    - Others?
- How do we measure value to the sponsors? Easier to do digitally
- Can we do a one page paper preview to lead people to the digital version
  - Communication Delivery Tactics
    - Printed newsletter vs. digital (email, blog posts)
- TPNA Website (convert to blog format, push people to sponsors sites, comments/dialog)
- Bi-monthly postcards (6 total) with featured headlines and sponsor spotlight
- The future of the listerv and Facebook accounts

Membership

- 

Future Topics

- Ellerbee Creek is coming in March
- The rabbi buying the King's Daughter for a center for Duke students?
- Brightleaf Redevelopment?
- Northgate Redevelopment
- City's Neighborhood Improvement Services does talks

Committee

- Duke Neighborhood Partnership - we talked about working on People First Development and we would work on Mobilizing Across Neighborhoods in TP
  - James and Diane went and we can write a grant for $2,500