

Minutes for Trinity Park Neighborhood Association

June 5, 2013 7:30 p.m.

George Watts School Cafeteria

Present

- Philip Azar (Guest)
- Julia Borberly-Brown (Past President)
- Katherine Jordan (Board)
- Bunmi Fatoye Matory (Board)
- Lynn Grogan (Guest)
- Berry McMurray (Secretary)
- Marc Phillips (Board)
- Jeffrey Porter (Board)
- Rachel Raney (Vice President)
- John Swansey (Board)
- Pam Swinney (Board)
- Jody White (President)

Absent

- TJ McDermott (Board)
- Tempe Morgan (Board)
- Heather Wilson (Board)

Committee Reports

Community Building – Jeff Porter

May 18, 2013 Durham Symphony concert: The Symphony had to make a decision by 2:00 that day and chose to move indoors to protect precious instruments. About 200 people were in the audience – the Symphony director did a head count. Trinity Park was one of only two venues for the free 2013 “Pops in The Park” concerts. The other venue is in Hillsborough. Ellen Dagenhart and NC Mutual joined with Trinity Park Neighborhood Association to provide partial funding. Trinity Avenue Presbyterian Church loaned sixty chairs, with several church members providing access to the church before and after the concert. Watts Street Montessori Magnet and Kay Ham made the sudden move into the gym possible. Volunteers with vehicles helped move the chairs from and back to the church: Jarrod Ambrose, David Atwater, Dan Morgan, Lora Brooker, and Shirley Violand-Jones. Numerous people – too many to name – pitched in at the gym to set up and take down chairs. Note: It is possible that the Durham Symphony will approach TPNA about a concert in 2014.

May 19th, Trinity Park Night at the Bulls: Around 40 folks from the neighborhood made it out to watch the Bulls play. The game was exciting until the weather became exciting. A huge downpour started during the Bulls rally in the bottom of the 7th inning. Luckily most of our seats were covered, unluckily the rain continued and the game was called off with the Bulls losing 2-3. Everyone had a great time celebrating Wool E. Bull's birthday (there was even cake!) Thanks to everyone for coming out to the game, I'd like to organize another night out next year.

June 2nd, Inaugural Durham Neighborhood Olympics (Trinity Park v. Watts Hillandale): Over 100 folks from both neighborhoods (and some from neighboring neighborhoods) participated in a series of events around Durham. The competition was fun and everyone had the Olympic spirit. Events for adults included: a 5K run (both fastest and closest to predicted time) around east campus, 25 mile bike ride (Mt Sinai Road loop), tennis at East Campus, golf at Hillandale, soccer at Watts, basketball and wiffleball at Oval Park, obstacle course at Oval Park. The kids events included a very fun decathlon, soccer, and wiffleball. Everyone could participate in a flower display contest at Oval Park.

T-Shirts with a logo designed by Christina Headrick, were sold to adults for \$10 and given to the children who participated. If you are interested in one please let me know (I will wear one to Wednesday's meeting, and try to bring a few to sell) we hope to recoup most of the costs and be able to pay Indigo Envelope for Christina's work.

Thanks to the Trinity Park folks who made this event happen: Aaron Lubeck, Will and Leslie McDow, Chris Gergen, Martin Steinmeyer, and Greg Applebaum. Kim and Tyler Winton from Watts-Hillandale were also key to the event's success.

We are meeting soon to look at how the Olympics worked and what we need to do in the future. If you are interested in helping out please let me know.

Membership – Jody White

Traffic – Rachel Raney

Main Street Closure

Besides a flurry of messages on the listserve a couple of weeks back about a particular traffic scofflaw (and possible guerrilla responses), we haven't heard too many complaints from neighbors about the closure. The city sent over the results of their traffic counts a few days ago. The bad news -- 55% of Main Street traffic is following the "unofficial" detour (around East Campus via Buchanan, Markham, and Broad). But this was expected... The good news -- speeds are ~2MPH below the previously collected data (pre-construction). Bottom line is these streets have more traffic but cars are traveling at slightly slower speeds.

New Infrastructure on Markham along East Campus

The new signage on Markham is terrific! There are two new 25 mph signs stuck into the asphalt in the middle of the street, a la Gregson at Brightleaf Square. I don't know about others but I've noticed a big difference!

Bike Month

May was bike month nationwide and Durham celebrated with several rides and events all over town, including a Kiddical Mass ride in Northgate Park organized by TP resident Mathew Palmer. Watts Elementary held a very successful bike to school day the last week of May, with dozens of kids arriving on bicycles.

New Chair of Traffic Committee

Martin Steinmeyer will take the reigns of the Committee this summer. We're scheduled to meet this month for a debrief, and he'll be announcing meetings, etc soon after. Stay tuned!

Trees – Shelley Dekker

Urban Planning – Katherine Jordan

The UPC's main action over the past month has been to support Concord Hospitality's financial assistance request for the McPherson extended-stay hotel project. Actions include gathering support from other neighborhoods and groups, coordinating a message of support and attending and speaking-out at the June 3rd County Work Session.

While our efforts have bolstered Wendy Jacob and Ellen Reckhow's support, Chairman Fred Foster and Brenda Howerton are strong no's because they don't think the developer needs/deserves it and they don't want to use community grant funds for it (economic development funds are out, apparently). Michael Page thinks Concord is asking for too much and is dubious of a hotel succeeding without a full restaurant because "where would they eat"? At this stage, Page seems our best chance for a third vote. County Manager Mike Ruffin is strongly against assistance because he states it's too far from the convention center (.53 miles instead of .5) and lacks a full restaurant.

During the meeting, **Concord hospitality went on record stating they would sell the property if they don't get assistance.** This is our worst-case scenario since it could mean the loss of McPherson completely; significant unrealized property, occupancy and sales tax and ultimately who knows what would go there or when.

The project survived Foster trying to force a vote (which would have required a change in procedure) and **will be voted on June 24th at the regular County Commissioner's evening meeting** thanks to the perseverance of Jacobs, Reckhow and Concord's new lawyer, Ken Spaulding. It was a very frustrating work session to sit through. The UPC will be redoubling efforts leading up to June 24th. If anyone knows how to mobilize more supporters - particularly those that might influence Page - please let us know. New talking points will be emailed out once we get debriefed from all sides. To date current supporters include:

- Downtown Durham Inc
- Durham Convention Center Authority
- Preservation Durham
- Ninth Street Merchants Association
- Recently retired DDI CEO Bill Kalkhof
- Trinity Park Neighborhood Association
- Trinity Heights Neighborhood Association

Other Business

Getting More Traffic for TPNA Website - Presentation by Lynn Grogan and Marc Philip

OVERVIEW

- Key Concepts
- Current Progress of TrinityPark.org
- Creating a Marketing Plan & Measuring Success

Discuss: Search Engines and “popularity”, Search Engine Optimization, What does Google want (look for)?

Current Traffic: Lynn used Google Analytics, since March we’ve been going up each month

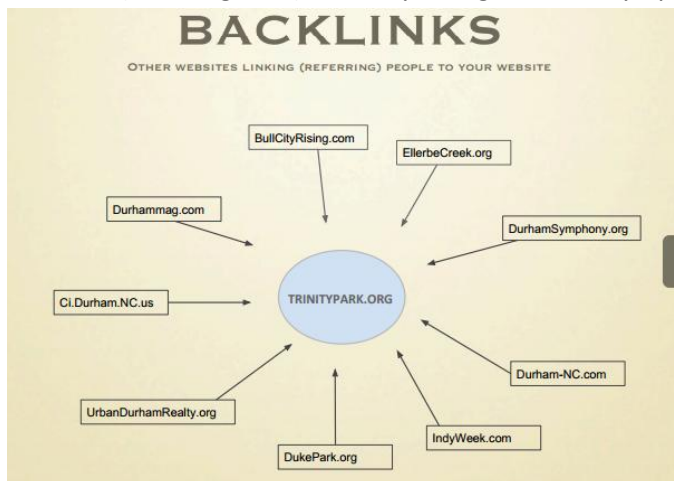
OVERALL WEB TRAFFIC TO TRINITYPARK.ORG

	Total Visits	Unique Visitors
March, 2013	360	299
April, 2013	468	404
May, 2013	697	493

Total Visits: # times someone visited your website
Unique Visitors: # of different people visiting your website

What search words are folks using? Trinity Park is in every search...

Backlinks (referring sites): Bull City Rising, Durham Symphony, etc. (mostly local)



Traffic:

97.5% in USA

72.5% in NC

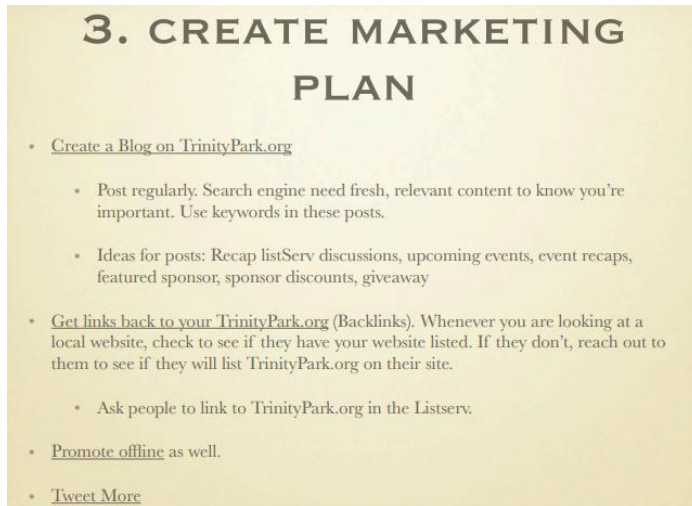
63% in Triangle

Our rankings: Good if they search for TP, bad if searching for Durham Neighborhoods

Get more local sites to link to us! Sponsors? Other neighborhood associations, local directories, Yelp, Realtors

Marketing Plan:

- 1) Establish Goals: why come to TPNA site, and what do when there
- 2) Determine Target Market: 1835 on Listserve, Keywords
- 3) Create Marketing Plan: blog (regular updates), more links, promote offline too, tweet more (automate)



Measuring Success? Google Analytics continued to be used to track usage.

Julia moved to change servers to A Small Orange, Katherine seconded, all approved.

July meeting and potential change of meeting night

Discussion about Germaine's conflicts with teaching, and talk about July meeting. Jody will let us know about August and September, possibly moving meeting to Tuesdays or Thursdays.

Rachel moved to cancel July meeting, Pam seconded. July meeting canceled!

Partnering with adjacent neighborhoods to co-promote events building

Jody has been working with adjacent neighborhoods on the concept of co-supporting and co-promoting non-overlapping, historically-rich, community building events. I believe that through

mutual support of each other's events that the turnout for all neighborhood events will improve and hopefully will drive membership. Duke Park has graciously invited Trinity Park and Old North Durham hoods to celebrate July 4th with them at a brunch/cookout/parade on the 4th. As a gesture of good will Jody is planning to give Duke Park \$50 from my membership line item in this year's budget to help with food and flyer printing cost. Jody will be posting to the listserv soon about the event and will be putting up flyers in the hood soon after.

It was suggested that giving money may set a bad precedent, so Jody agreed not to donate \$50 at this time.

TPNA stuff (Easter, Halloween, papers, etc.)

Currently there are TPNA items being stored at various neighborhood houses and there is a question about what to do to possibly consolidate these items and potentially make them easier to retrieve and return. Jody offered to research the cost of renting climate controlled rental space for these items.

Committees and committee priorities

Are current bylaw requirements getting met with respect to committees in place? What is the state of current committees and chairs?

2013-2014 TPNA Priorities

- Increase membership to 20% of TP households
- Increase Website Traffic and Activity
- Increase Neighborhood Cleanups (Quarterly?)
- Intersection Improvements (with Department of Transportation)
- Watts Bicycle Boulevard?
- Implement new charitable giving process
- Increase neighborhood cleanups (partner with local institutions to help)
- Revise bylaws?
- Walk audit review and update
- Signature Events: Halloween, Easter Egg, Luminaria, Durham Symphony, Monthly Playdates
- Revive new resident welcome wagon
- House Tour, Fall 2014
- Garden Tour, Fall 2013 (Not gaining traction in recent years but Jody has some ideas)
- Should Traffic be Traffic and Safety, should Trees be Trees and Beautification?
- Refresh and Reinvigorate Committees (Urban Planning, Safety, Finance)

TPNA Committees

Bylaws Committee?

Community Building - Jeff Porter, Chair

Volunteer?

Volunteer?

Finance - Germaine Brewington, Chair?

Volunteer?

Membership - Jody White, Chair

Pam Swinney

Communications - Mark Philips, Chair and Webmaster

Meredith Newlin, Newsletter Editor

Bunmi Fatoye-Matory, Neighbor Interviews for Newsletter (and Website?)

Doreen Sanfelici, Newsletter Distribution Coordinator

Dan Jewell and Julia Borbely-Brown, Sponsor Liasons

Traffic - Martin Steinmeyer, Chair

Philip Azar

Mathew Palmer

Rachel Raney

Trees

Shelly Decker

Safety?

Urban Planning

Julia Borbely-Brown

Frank Crigler

Jack Daly

Katherine Jordan

Tina Moon

John Swansey

Linda Wilson

Matthew Yearout

Ad Hoc Committees

Neighborhood Cleanups?

House Tour?

2013 – 2014 Calendar

April 2013

Monthly Board Meeting

Playdate at Trinity Park
Annual Meeting
Easter Egg Hunt

May 2013

Monthly Board Meeting
Playdate at Trinity Park
Durham Symphony
TPNA Night at Bulls

June 2013

Monthly Board Meeting
Playdate at Trinity Park
Neighborhood Olympics (beta version)
Summer Newsletter

July 2013

No Board Meeting
Playdate at Trinity Park

August 2013

Monthly Board Meeting
Playdate at Trinity Park

September 2013

Monthly Board Meeting
Playdate at Trinity Park
Fall Newsletter
Charitable Giving Proposals Due
Durham Neighborhood Olympics, First Annual

October 2013

Monthly Board Meeting
Playdate at Trinity Park
Charitable Donations Presentations/Vote
Halloween in Trinity Park

November 2013

Monthly Board Meeting
Playdate at Trinity Park

December 2013

Monthly Board Meeting

Playdate at Trinity Park
Winter Newsletter
Luminaria

January 2014

Monthly Board Meeting
Playdate at Trinity Park

February 2014

Monthly Board Meeting
Playdate at Trinity Park
Nominations Committee recruits officers/directors candidates

March 2014

Monthly Board Meeting
Playdate at Trinity Park
Spring Newsletter
Nominations Committee Presents Candidates

April 2014

Monthly Board Meeting
Playdate at Trinity Park
Annual Meeting
Easter Egg Hunt

Brief INC report by Philip Azar

Brief report focused primarily on the People's Alliance (and Frank Hyman, who is available to answer questions) to move increased costs for solid waste collection to real estate taxes instead of a regressive flat user fee. Discussion moved to how other communities handle this by imposing fees related to the amount of waste collected per household. No concrete action was taken on this matter.