

2021 Board Retreat
2/3/2021
Zoom Meeting

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

Intros.

By-Laws Overview

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

2021 Budget

TRINITY PARK NEIGHBORHOOD ASSOCIATION													2021 FINANCIAL STATEMENT			
<DATE>													2021	2021	2020	2020
OPERATING INCOME	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	Actual ⁹	Budget	Budget	Actual
Membership Dues	340.00	305.00											645.00	1,300.00	1,500.00	1,650.00
Newsletter Sponsorship and Ads													0.00	3,000.00	8,000.00	4,000.00
Other Income													0.00	0.00	1,100.00	1,100.00
TOTAL INCOME	340.00	305.00	0.00	\$0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	645.00	4,300.00	10,600.00	6,750.00
OPERATING EXPENSE																
Newsletter													0.00	2,220.00	3,250.00	1,358.18
Meeting Space (to Wetts Elementary)													0.00	125.00	1,000.00	0.00
INC Membership													0.00	25.00	25.00	25.00
Insurance													0.00	698.00	1,093.00	698.00
PO Box Fee													0.00	106.00	100.00	106.00
Bank and Check Fee													0.00	0.00	0.00	0.00
Crosswalk Flags													0.00	75.00	75.00	40.54
Annual Meeting													0.00	0.00	75.00	58.51
Board Retreat													0.00	0.00	450.00	592.80
Web Site hosting and maint.													0.00	110.00	110.00	109.76
Secretary Supplies, Postage													0.00	0.00	50.00	0.00
Volunteer Recognition													0.00	100.00	100.00	0.00
Legal													0.00	0.00	0.00	0.00
PayPal	12.37	6.32											18.69	40.00	40.00	32.10
Spring Egg Hunt													0.00	0.00	500.00	231.05
Durham Symphony- sponsorship													0.00	0.00	1,500.00	0.00
Symphony Chair Rentals													0.00	0.00	500.00	0.00
National Night Out													0.00	400.00	500.00	0.00
Halloween													0.00	401.00	500.00	0.00
Community Building - Other													0.00	0.00	200.00	0.00
TOTAL OPERATING EXPENSES	12.37	6.32	0.00	\$0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18.69	4,300.00	10,058.00	3,251.94
GROSS CASH FLOW	327.63	298.68	0.00	\$0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	626.31	0.00	532.00	3,498.06
ROLL TO NEXT YEAR'S BUDGET (membership balancing)													0.00		0.00	1,100.00
TRANSFER TO TPF (donations)																2,398.06
NET CASH FLOW (GOAL: REVENUE NEUTRAL)													626.31			

Orientation to 2021 - Budget

Income from Membership Dues, Newsletter Ads and Other Sources



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

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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