



**McKenney Hills – Carroll Knolls Civic Association
Officers Meeting
March 8, 2009**

The Officers Meeting was opened at 2:00 p.m. on March 8, 2009 at the home of Tricia Steadman.

Officers present were: Tricia Steadman (President), Dick Tingley (Vice President) and Norman Kaplan (Treasurer).

Signatures on Association Bank Cards:

At the start of the meeting, Tricia Steadman and Norman Kaplan signed the bank cards as signatories on the association's bank account. Norman also deleted signing authority of a previous president, vice president and Marian Katz, former treasurer. Norman also updated the address for the bank account to now be the P.O. Box of the Association. Prior to the officers meeting, Norman and Marian went to the bank together to transfer banking authority from Marian to Norman.

Hand Off of Information from Former Officer Board:

Ashley Del Sole, former president of the MHCK Civic Association, was present to provide information regarding the running of the association to the new board officers. Ashley shared with the officers that the association might be in the running as association of the year based on the work to save MCAD. She is to provide additional information to incoming president, Tricia Steadman.

As Ashley's home is currently being renovated, her files and other information is with outgoing secretary, Jessica Flores. Jessica will be bringing the hard copy files to Tricia with Ashley providing any electronic copies that she has stored on her computer. There was a request, which Ashley will provide, for information on the block captains for the neighborhood who distribute the quarterly association newsletter. There was also discussion that the association owns a stage and a neighbor was storing it but Ashley was uncertain who had it. Tricia is going to check with Marian to find out where the stage is located.

Tricia will send out emails to community liaisons, like Officer Joy Patel, police liaison, Tom Pogue, Public Works liaison, the captain of the Park Police and the Parks & Planning committees, letting them know of the new board and contact information for us. They could also be potential speakers for upcoming association meetings. Tricia will also send notes to the school principal of McKenney Hills and Oakland Terrace informing of the same.

Community Newsletter:

Ashley will continue to work on the association's newsletter and has sold most of the advertising space for the year's 4 issues. Ad space cost \$100/year for a business card size ad, \$150/year for business card size ad plus ad on website, \$200/year for double business card size ad and \$250/year for double business card size ad plus ad on website. \$1700 is expected in ad revenue, which will almost cover the cost of the 4 issues. The printing cost for

each issue is \$434 for a total of \$1736/year. With the addition of a double business card sized ad space, the newsletter will increase from 4 pages to 6 pages with the additional ad revenue to offset the cost of printing the two additional pages.

While Ashley will continue the responsibilities of ad sales and layout for the newsletter, Susan Heavey will be responsible for content. Bios from each of the new board officers will be provided to Susan for inclusion in the Spring newsletter. Additional new content will be a quarterly president's corner article written by Tricia. No firm deadline was provided for the Spring newsletter as an article regarding the recent developments on the MCAD space was forthcoming from Beverly Sobel.

There was also discussion to ensure that newsletter distribution to neighborhood homes was sufficiently covered by existing block captains. Ashley felt that coverage was adequate and if there was a need for any additional distributors, she had a back-up list of people who could stand in if necessary. There was discussion, with the website now continually updated, of putting a reminder in the spring newsletter that people can choose to opt out of getting a hard copy version of the newsletter and instead, read it online. This could help save on printing costs. Also discussed, but not fully resolved, was the possibility of translating the newsletter into other languages.

Budget Update:

Norman provided a budget update that included a profit/loss statement with net income through February 2009 of \$1080.00. That amount should increase with additional ad revenue checks provided via Ashley.

Norman provided a proposed 2009 budget of \$2656.00. Income would be from member dues, newspaper ads, donations and sales. Expenses would include meeting room rental, post office box rental, newsletter printing, supplies and event costs. Currently, only 50 households, for a total of \$500, have paid their 2009 dues.

Tricia raised for discussion the possibility of having the association's list serve membership restricted to those who are current in paying their association dues. The list serve currently has almost 400 members and participants use it as a valuable resource to find recommendations from other participants. Currently, this is a "free" service provided by the association but could potentially be a benefit only to those who are current with their dues and could be another way to push for more dues payments from the community. The discussion will be raised as a topic at the next association meeting.

Welcoming Packets:

Norman raised for discussion the idea of reinstating welcoming packets to individuals who've recently moved into MH-CK. New home sales information would need to be provided by a real estate agent but we could include a welcome letter from the association, website information for the association along with a form to join, important numbers for utility services, trash collection, etc. Norman proposed, and it was approved, to include \$100 in the association's annual budget for costs to create and distribute welcoming packets to new neighbors in the community. Dick also suggested reaching out to other nearby civic associations to find out some of their best practices along with introducing ourselves to them. Dick and Tricia are investigating contacts on the other side of Georgia Ave and also in Kensington for other neighborhood associations.

Upcoming Events:

The Earth Day park clean up will be held on Saturday, April 25th. Tricia is checking with Susan Heavey to find out what the county provides to us in the form of supplies and what we need to do to get donated trees for planting.

Norm suggested the fall clean up try to fall around Arbor Day but after researching, we discovered that Arbor Day is Friday, April 24th.

The officers discussed moving National Night Out (always the first Tuesday in August) off the street to the parking area of the McKenney Hills school. With traffic and safety issues around blocking off the street and with a community park available, Tricia is going to reach out to the principal of the school to discuss the possibility of using their parking lot. The officers also considered the option of having a neighborhood block party in September instead of NNO since August is always so hot and many people are on vacation. September may be more problematic to get the school lot as school will be in session at that time. Another option would be the Capital View Homewood Park rec center and that could be a back up if the school is not agreeable or usable.

With the Blues Festival having been a success and an additional way to bring the community together during the winter, Tricia suggested quarterly events for the community. Norm suggested a Halloween Parade for the neighborhood, which used to be a neighborhood annual event. The officers agreed that could be a fall event to add to the lineup and it will be discussed at the upcoming association meeting.

Committee Chairs:

With the new board now in place, committee chair volunteers are needed. At the next association meeting, a request for volunteers will be put out. Suggested committees are; Parks, Communications, Traffic & Safety, Neighborhood Historian, Events, Welcoming, Schools and Membership.

Association Meeting Changes:

Tricia suggested a change to the association meetings that would allow 15 minutes at the beginning for people to chat and meet each other socially. This time would be from 8pm (the current start time) to 8:15 and then the formal meeting would begin at 8:15. For the March meeting, Tricia will provide refreshments but will put out a request to see if others would like to provide refreshments for future meetings.

Also, agendas for the association meetings will be published on the list serve before the meetings and will also be provided at the actual meetings as a guide for the meeting flow. Tricia will provide the agenda for the upcoming March meeting.

Next Officers Meeting:

The next officers meeting will be Saturday, April 4th at 10 am at Tricia Steadman's house.

Meeting was closed at 4:15 p.m.