

**WESTSIDE NEIGHBORHOOD ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES—OCTOBER 22, 2015**

DIRECTORS IN ATTENDANCE

John Addis, Mitzi Allen, Danielle Casavant, Caryn Coyle, Cathy Bacile Cunningham, Kristie Dickinson, Kimberlyn Fauson, Cassandra Nelson, Emily Stevens, Cheryl Williams-Hecksel

CALL TO ORDER

Cunningham called the meeting to order at 6:04 P.M. Quorum present.

AGENDA

MOTION by Casavant, seconded by Coyle, to approve the agenda. Motion adopted.

MINUTES

MOTION by Casavant, seconded by Coyle, to approve the September 2015 minutes. Motion adopted.

NEW BUSINESS

None.

OLD BUSINESS

The following action item from September 2015 has been completed:

Cunningham will write a letter on behalf of the WNA that states the WNA's opposition to the sale of the property at 923 West Saginaw to Dollar General. The letter will be posted on the Facebook page.

The following action item from September 2015 has not been completed and will be placed back on the list for October:

Gracia-Wing will forward Brett Kaschinske's e-mail regarding the tennis courts to board members.

EXECUTIVE BOARD REPORT

- Paul Holland is unable to follow through with Thump the Stumps; this initiative is tabled indefinitely.
- Tom Stanton has decided not to serve on the BWL community advisory board; Casavant will ask Rod Lambert if he is interested.
- The WNA has written a letter of support for the trail project. A crowdsourcing funding campaign will begin November 9.
- Fauson renewed with Licensing and Regulatory Affairs on October 5.

FINANCE COMMITTEE REPORT

- Account balance: \$10,072.07. This amount reflects all of the Fiesta expenses but not the revenue.
- Coyle received the fall newsletter bill.
- Our second square reader has arrived and is being held by Coyle.

COMMUNICATIONS COMMITTEE REPORT

Addis presented the Communications Committee's plans to update the WNA newsletter:

- The projected cost of the new format will increase substantially, but the committee believes that the cost increase can be offset by obtaining additional advertising. Its goal is to keep the board's share of the cost the same as it is now. Each director will be asked to solicit ads. The committee is developing a packet that directors can use to help them sell ads. A mock-up of the new newsletter will be in the packet.
- The newsletter will be distributed to a wider audience, including City Council, local businesses, the mayor, perhaps the governor.

- Newsletter content will be more democratized, with the committee taking submissions in addition to the content generated by the Board.
- A rollout date for the new format was discussed but not finalized.

MOTION by Stevens, seconded by Fauson, to adopt the new newsletter format as outlined in Addis's presentation. Motion adopted.

Casavant is willing to investigate an update to the website using SquareSpace. Addis agreed to take the idea back to the Communications Committee and will bring a comparison of SquareSpace and some other options to a future meeting.

COMMUNITY RELATIONS COMMITTEE REPORT

- Crime and Safety has not met since the last board meeting.
- There will be a presentation from the Attorney General's office regarding identity theft at the next Crime and Safety meeting. All Lansing neighborhood associations have been invited to attend.
- The Child Health and Safety Fair was attended by roughly 100 children. Allen and Coyle reported that the event helped connect Letts with other community organizations.

EVENTS COMMITTEE REPORT

Williams-Hecksel gave a final Fiesta report:

- Net revenue was \$6837.22.
- We sold about the same number of tickets as last year but had 30 more adults in attendance.
- There were 113 items in the auction (vs. 84 in 2014).
- Average percent of value of auctioned items was 63% (vs. 57% in 2014).
- Williams-Hecksel has received mostly positive feedback regarding the venue.
- Aside from thank-you letters, the event is mostly wrapped up.
- The board discussed the possibility of doing a less labor intensive event next fall.

Turner Dodge Festival of Trees—WNA member Steven Kozera volunteered to organize the set-up and decoration of a WNA tree at the mansion if the WNA board will fund the purchase of the tree and decorations. Cunningham suggested that we have a children's arts and crafts activity to make ornaments for the tree. Stevens agreed to organize the arts and crafts activity. Children will be asked to make one ornament for the Turner Dodge tree and will also be able to make one to take home.

MOTION by Casavant, seconded by C. Nelson, to appropriate up to \$150.00 toward a WNA-sponsored tree at the 2015 Turner Dodge Festival of Trees. Motion adopted.

Cunningham proposed that the WNA organize the set-up of luminaries on date to be determined in December. Cunningham will investigate the idea further and bring forth action via an e-vote.

NEIGHBORHOOD IMPROVEMENT COMMITTEE REPORT

The St. Joseph Park naturalization project was discussed. Stevens plans to contact WNA member Rufus Isaacs for his expertise.

ADJOURNMENT

The meeting adjourned at 7:43 P.M.

ACTION ITEMS

- Casavant will ask Rod Lambert if he is interested in serving on the BWL community advisory board.
- Casavant will further investigate the possibility of using SquareSpace to host our website.
- Addis will discuss a potential website overhaul with the Communications Committee and will bring a comparison of SquareSpace vs. other web hosting services to the board.

- Cunningham will investigate the possibility of setting up luminaries and will bring forth the action for an e-vote.