

Winona Woods Board Meeting Note July 16, 2014

Present: Michele Barnard, Amy DeYaeger, Bradley Huber, Eileen Broderick, Jeremy Morgante

Discussion: Ads in Newsletter

- * Need to standardize format for submission
- * Jeremy to take lead
- * Will manage current submissions as is but begin accepting only with template

Discussion: Treasurer's Report

- * Current Bank Balance is \$582.30
- * Unreimbursed funds total 222.07
- * Actual Balance total is 360.23

Discussion: Imaginelt Fundraiser

- * Box is currently on Brad's porch and people are dropping off many items
- * Plan is to submit current load of items in the next week or so
- * Box will be replaced by a small basket tucked away on the porch.
Details will be communicated to WW
- * Looking for additional places for drop boxes:
 - * 2 Ton Tony's is a possible site
 - * George & Bobs-
 - * Can have as many sites as we would like

Discussion: New Website

- * winonawoods.com is live
- * The old site puts up a link to redirect users to the new site
- * Jeremy will try to set it up so it directs users automatically without the additional click
- * Links from others to our site will increase Google visibility. Some possible linkers:
 - * Greenlight
 - * Good Food Collective
 - * Town of Irondequoit
 - * Library

Discussion: Neighborhood Picnic

- * Food Decision is to use Original Marty's Meats Food Truck
 - * Pre paid tickets option is available
 - * Multiple selections for a single price point including one vegetarian
 - * Lower Price Children's options
 - * Tickets can be sold at \$10/ adults \$5/ kids with a small margin for WW
 - * Need to firm up plan for rainy day- can people grab their order to go?
 - * Eileen to confirm details including obtaining contract & to-go plan
- * Dessert plan is to have Eat Me Ice Cream Truck on hand to sell at a walk up window
 - * Eileen to confirm details

* Beverage plan is still fluid :-)

Idea	Pros	Cons
Fizz Bevs sold by WW	Raise Money	Needs Staffing May need cups Amount tough to guess
BYO	No work People can choose Low cost to neighbors	No margin for WW Some may expect drinks to be provided
Vendors Sell	Easy Make Vendors happy to return	Probably highest cost to neighbors Lines?

* Brad is looking into costs & options offered by Fizz

* Sign up Sheet in Newsletter for help with:

- * Games
- * Set up/Tear Down
- * 50/50 Raffle
- * Bake Sale
- * Music

* Music will be in the form of a playlist of songs submitted by neighbors played out onto speakers. Details TBD

Discussion: Greenlight

- * Communications Issues around Installations
 - * Slow response times getting back to people
 - * Notifications irregular
 - * Jeremy had discussion with Debbie Turner of Greenlight
 - * Some problems were customer error
 - * Notifications in SPAM folder
 - * Different Email provided at sign up
 - * Thought they signed up but they didn't
 - * Delay due to access to underground conduit permit process
 - * Notifications stopped temporarily
 - * Some streets had to be delayed
 - * New Sign Ups being taken.
 - * Due to delay- they will get installs in the first round

Discussion: Yard Sales

- * Feedback survey was very positive
- * Learnings for next year:
 - * Ads in D&C and Iron Post will be taken out (cost prevented it this year)
 - * Craig's List posting to go in later so it doesn't get bumped down by newer ones
 - * No Balloons
 - * \$5 - payable on day of sale- no presales next year

- * Plan is to buy generic lawn signs and reuse them each year. They can also be used at street corners with a taped on banner of an arrow with dates.
 - * For a few days prior to sale- Large sign will be placed in a prominent location "Sales This Weekend" - with Winona Woods Logo
- * Board unanimously voted to do sale next year with a tentative plan to do one every year instead of every other year.

Discussion: Bike and Bite

- * Up to seven hosts will craft a *bite* of food, inspired by a fruit or vegetable over the course of the season for up to twenty riders. Ideally, a copy of the recipe is provided at the pit stop.
- * Two Dates so people can host on one and ride on the other
 - * Date: Wednesday, August 20th and August 27th
 - Rain Dates: Thursday, August 21st and August 28th
 - Start time: 6:30 pm
 - Where: Starting home to be decided once route is finalized
 - Cost: Riders - \$10, all proceeds to benefit the WWNA
 - *RSVP by August 4th - first come, first serve
- * Google Form online to sign up
- * Communicated to Good Food Participants so far

Discussion: Publicity Photo Shoot

- * Ryan McDonnell (professional photographer and WW neighbor) being asked to volunteer to take a few staged pictures of typical scenes in WW
 - * Good Food Basket Pick Up
 - * Home Improvements
 - * Kids at Play
 - * Gardening
 - * Dog Walkers
 - * Outdoor Fireplace Gathering (Broderick's!)
- * Amy to ask Ryan for some possible dates when he could help out
- * Plan B will be to find someone else with photography skills

Discussion: Tool Library

- * Grace Fuller suggested we set up a tool library so neighbors could borrow specialty tools
- * WW Assn would be supportive in terms of communicating details if Grace or someone else would like to lead this effort.

Discussion: Street Captain Meeting

- * Need to prepare E-Kit of printable materials - Jeremy
- * Need to finalize plan and expectations for picnic ticket sales
- * After these details are in place, Street Captain Meeting needed
- * Goal is to be ready by next general meeting and hold Street Captains immediately after

Discussion: Street Tree Replant

- * Town will plant but not buy
- * Brad met with Ann Burns (HIPP)
 - * Ann wrote last grant which was for three years ending in 2015
 - * Actual numbers are close to 50 trees per year
 - * Priority Zones are allowed and I-square was designated in last grant
 - * I-Square chose to upgrade their trees by adding additional private funding
 - * WW would like to advocate to become next Priority Zone
 - * Ann is not planning on writing next grant. Carrie Ivers (new planning and zoning board person) is best candidate to write it.
 - * WW Preparations to secure grant for town and be priority zone:
 - * Garner community involvement such as youth organizations like scouts or 4H to assist & learn as part of process
 - * Professional Street Tree layout map with tree types, locations and location prioritization
 - * Work with Planning/Zoning Board on Grant writing timeline
 - * Brad has met with Rochester Regional Community Design Center and they have provided a proposal for the Layout Map at a cost of \$500
 - * Brad has contacted SUNY College of Environmental Science and Forestry and asked for a proposal, possibly using student resources to minimize cost.
 - * SUNY ESF declined to bid based on the \$500 bid already in place being well below what they could quote.
 - * Board voted on the proposal to spend the \$500 to obtain the map from RRCDC
 - * Decision of the board:
 - * Utilize some money from the Bike and Bite for this
 - * Brad Huber and Michelle Barnard opted to donate their unreimbursed funds to the street tree map project
 - * Place additional Bike & Bite money into general fund
 - * Plan is contingent on a discussion with Ann Burns regarding risk of not getting the grant or the priority zone status
 - * Brad will communicate and Board will make go/no go decision over phone or e-mail
 - * Brad will contact RRCDC to make arrangements if it is a go

Discussion: August Meeting

- * Wednesday, August 13
- * Possible Topics/Speakers
 - * Pat Wayne - Town Historian with WW History
 - * Sherry Hite - Little Library
 - * Mike Nolan - I Square Update

Action Items, TBDs and Next Steps

What

Template for Ads & Communication regarding it's use
Basket on Brad's Porch & Communication regarding it's use

Contacts for additional Imagine IT boxes

Streamline linking from old website to new

Ask for Links to WW Website

 Greenlight

 Good Food

 Town of Irondequoit

 Library

 Other

Confirm Food Truck Details & Get Contracts

Check on Fizz offerings and pricing

Ongoing Greenlight communications

Line up Speaker for August Meeting

Contact Ryan McDonnell for publicity photography

E-Kit for Street Captains

Discussion with Ann Burns re: grant risk assessment

Who

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EB & All

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