

Winona Woods Board Meeting Note April 16, 2014

Present: Michele Barnard, Amy DeYaeger, Bradley Huber, Eileen Broderick, Michelle Reichert

Discussion: Neighborhood Watch Training Update

- * 28 People registered for training so far
- * Bradley Huber still managing Neighborhood Watch communications via his e-mail distribution list as of now
- * Mike Ratigan to take over all Neighborhood Watch communications after Training
- * Need to confirm that Mike will use BCC in his e-mail distribution because we have assured WW members of confidentiality of their e-mail addresses.

Discussion: Yard Sale

- * 12-15 Registered so far
- * Brad will resend the Google Docs link
- * Need some help for Friday AM distribution of balloons, collection of donations etc.
 - * Michele Barnard agreed to assist with this
 - * Street Captains will be asked if they can assist Michele

Discussion: Literature Drop

- * Paula Krawczuk stuffed packets with various WW literature
- * Brad will prepare instructions for street captains so that all homes are covered
- * Packets will be available for Street Captains to pick up & deliver sometime next week
- * Suggestion for each street captain to add their contact information to their packets
 - * Decision was to include this suggestion in the instructions but leave it up to each Street Captain to decide whether or not to do this

Discussion: Banking

- * Brad looked into what is needed to set up bank account for a neighborhood assn.
- * He determined that a Tax ID Number (EIN) is needed and can be done by Online Application
- * Michele Barnard volunteered to get ID number & open checking account
- * Chase Bank on Cooper/Titus was suggested as being a very accommodating bank

Discussion: Incorporation/ 501c4 Status

- * Brad noted that assistance with Neighborhood Associations is available for the City of Rochester but not for the suburbs
- * Brad had a discussion with a representative of the ABC Streets Neighborhood Assn in the city. They have set themselves up as an LLC (online \$75) and believe that this protects the directors of their association from personal liability in case of injury etc.
- * Subsequent discussions with other neighborhood groups and attorneys led Brad to believe this may be unnecessary and possibly even detrimental because it formally establishes the group as an association
- * We still lack a clear path forward on incorporation and will continue to research options
- * 501c4 Status would allow us to make contributions to WW tax deductible. Application can be done online, takes 6 mos to complete. We have two years from the creation of the group to begin the process. Form 990 would have to be done at tax time each year after. Holding off on this for now.

Discussion: Logo Competition

- * No new submissions since spec sheet went out
- * Jeremy was not in attendance but Brad believes he is working with the hand drawn sketches we have received to turn them into print ready artwork (need to confirm)

Discussion: Greenlight Networks

- * Fiber Optic internet provider will run lines in neighborhood if "enough" interest is expressed
- * \$1000s initial installation needs to be justified by demand for their services
- * Rep will be at WW General Meeting in May to explain & advise
- * Packet is included in the literature drop
- * Advantages include
 - * Lower cost as compared to Time Warner
 - * Faster than broadband (especially notable when streaming Netflix etc)
 - * Fiber Optics Availability is a feature that enhances resale

Discussion: Mailing List Status

- * Approximately 150 names but there may be some redundancy because Paula Krawczuk provided a list that may include people already enrolled
- * Jeremy to cross reference the lists and remove duplicates
- * Short discussion on how to reach people without e-mail/computers. Tabled for now. We will probably have to plan for a few paper copies of each newsletter and work with Street Captains to distribute.

Discussion: Newsletter Ads

- * Going well. May consider higher price since space is limited
- * Discussed recent FB post from someone trying to do landscaping business on our FB page
 - * Brad is going to remove post and contact the individual privately to explain the mission and purpose of the page. He will also offer him the opportunity to advertise in the newsletter.

Discussion: Good Food Collective

- * People who were at the presentation have been very enthusiastic about joining
- * Attempts to reach people by flyers, FB and links to website are causing confusion and not generating much additional interest.
- * The plan is to share information by word of mouth, reiterate at the May meeting and accept a modest level of participation for this year.
- * The expectation is that others will gain better understanding as they interact with people who are participating and demand will grow for future seasons.

Discussion: Bylaws

- * Needed for Bank Account
- * Brad created a WW Bylaws and Constitution based on the existing model used by the Browncroft Neighborhood Assn. This was chosen because it includes the roles of Street Captains.
- * The Board unanimously agreed to approve the Bylaws and Constitution.

Discussion: Street Tree Replant

- * Trees that are on the aprons of our streets are not being replanted when they die or are removed for some reason.
- * Town requires \$50 permit to allow residents to plant trees in these areas. WW might have some clout as a group to try and work with the town to collaborate on ideas to replant some trees in our neighborhood.
- * Brad has exchanged some e-mails with some town officials but has not contacted Supervisor Bello, directly. He will take this step now.

Discussion: Town Lawn Repair

- * In response to a member who was concerned about lawn repair to damage caused by sidewalk plows, we are going to put up a link to the existing town hotline for these issues.

Discussion: Picnic

- * Board agreed to launch picnic planning by securing a food provider.
- * In parallel to this, we are searching for a chairperson for the rest of the event details
 - * Wendy and Mark Wilson were suggested and Michele B is going to ask them
- * Food Provider Search so far:
 - * Sticky Lips will set up & serve if we pre sell > 250 tickets
 - * McCogle Southern BBQ lives on Somershire and has done several Irondequoit functions.
 - * Decision was made that provider will sell complete dinners packaged in clam shells so that there is no cancellation for weather. If it rains- people pick up their food to-go.
 - * Need to consider details for children's meals or family discounts
- * Brad will talk to church and file block party permit

Action Items, TBDs and Next Steps

What	Who
Responsibility for Neighborhood Watch handed off to Mike Ratigan	BH, MR
Resend of Link to Yard Sale Registration	BH
Yard Sale Friday AM Coordination (Balloons, Donation Collection etc)	MB
Prepare Instructions for Literature Drop	BH
Obtain EIN# and open bank account	MB, BH
Continue to research options for incorporation	BH
Work hand drawn logo sketches into printable art	JM
Sort mailing list & remove duplicates	JM
Create plan for inclusiveness of non-computer users	TBD
Remove advertising post from FB page & clarify position w/ person posting	BH
Escalate Street Tree Plant concerns to include town supervisor	BH
Gather additional information needed to select food provider for picnic	MB, BH
Confirm Picnic details with church and obtain block party permit	BH
Identify interactive activity for next WW general meeting	AD

May Meeting:

Greenlight Presentation

Tree Replants Update

Good Food Update

Neighborhood Watch Update

Garage Sale Update

Interactive Game/ Team Building Activity