

Winona Woods General Meeting Notes April 7, 2014

Call to Order, Introduction of Board members- Bradley Huber

Board: Bradley Huber (P), Jeremy Morgante (VP), Michele Barnard (T), Amy DeYaeger (S), Eileen Broderick, Michelle Reichert

Discussion: Review of Progress to Date (Bradley Huber)

- * 100 People on mail list. With 600 homes in WW, this is 14%
- * Three successful meetings with >30 people at each
- * Neighborhood watch training is scheduled
- * WW Brochure is available for realtors
- * WW Welcome brochure available for new neighbors
- * Website is up
- * Newsletters are being published (3 so far)
- * Board has been established

Discussion: Review of Goals (Bradley Huber)

- * 100% Awareness
- * Approve Bylaws
- * Execute Yard Sales
- * Establish Bank Account
 - Accountant or Lawyer in the house?
- * Implement Neighborhood Watch
- * Host Neighborhood Picnic
- * Complete Street Captain Roster
- * Solidify Logo and Marketing
- * 50% of Homes on Mailing List
 - 250 adds to ML

Discussion: Neighborhood Watch (Mike Ratigan)

- * Mike has scheduled training session with IPD at St Paul FD
- * Training will be April 22, 2014 7-9pm
- * Sign up required. Paper form or online

Discussion: Yard Sales (Bradley Huber)

- * June 13-14 9AM -3PM
- * Participants encouraged to preregister
- * \$5 collected day of sales
- * Option of VOA pickup of unsold items day after sale
- * 10 registered so far. Goal is 40.
- * Option to donate items for fundraising sale (Amy DeYaeger to chair)

Discussion: Ads in Newsletter (Jeremy Morgante)

- * Costs agreed upon: \$10 small, \$13 Large
- * Submission by template preferred. Custom electronic submissions will be accepted.
- * Creative Submission Spec developed by Jeremy
- * Various formats available of submission template.
- * Assistance in Ad development available at modest cost
- * Everyone is encouraged to spread the word to potential Ad clients

Activity: Word Splash

- * Bradley introduced idea that logo design needs to incorporate message/branding agreed upon by a majority of association members.
- * Small groups work to brainstorm lists of words that answer three questions:
 - Who are we?
 - What do we represent?
 - How are we unique?
- * After sharing/compiling words with the full group, each person wrote their two favorite words on paper and results were totaled:

Park like	5
Neighborly	6
Friendly	6
Safe	3
Charming	13
Tree lined	11
Winding	8
Tranquil	13
Architecturally Diverse	3
Walkable	1
Home for a Lifetime	4
Historic	2
Well Established	1
Community	4
Sunsets	1
Peaceful	1

- * These results will be incorporated into the logo contest specifications as guidelines for the content of the Winona Woods Logo

Presentation: Good Food Collective Opportunities (Brian

- * Good Food Collective introduced their concept of Farm Share deliveries
 - * Healthy fruits and vegetables from local farms with conscientious farming techniques
 - * Variety boxes of foods are prepared each week based on growing season
 - * Boxes are delivered to a drop off location and distributed by volunteers from whatever organization has set up a collective.
 - * Winona Woods would like to become a collective if:
 - * 10 people commit to buying weekly shares from Jun 23- Sept 22
 - * A Drop Off Site can be established
 - * Volunteers are available for distributions
 - * The pre-box share program includes options for single share (2-4 people) and double share (6-8 people)
 - * Greater than 10 people committed to sign up during the meeting so WW is moving forward with details of setting up a drop off location and activating online registration for our group
 - * Once online sign up is available, communication to full group will begin.
 - * If program is very popular, it may be possible to begin a Green Truck distribution to our neighborhood but 100 dedicated users are needed for that. Green Truck stops by and allows users to select the specific items they choose each week.

Action Items, TBDs and Next Steps

What

Boost Awareness of WW among neighborhood
Approve Bylaws
Boost Newsletter Subscriptions
Compile Neighborhood Watch Training Sign Ups
Establish Bank Account
Complete Packet Preparation
Packet Distribution
Logo Contest Details
Bank Account
Yard Sale Details
Yard Sale Fundraising/Donations Details
Good Food Details

Who

Board to discuss at next Board Mtg
Board to discuss at next Board Mtg
Board to discuss at next Board Mtg
BH
Board to discuss at next Board Mtg
BH (ask for help as needed)
Street Captains
JM
Board to discuss at next Board Mtg
Board to discuss at next Board Mtg
AD
Board to discuss at next Board Mtg