

Winona Woods Board Meeting Notes March 13, 2014

Present: Michele Barnard, Amy DeYaeger, Bradley Huber, Jeremy Morgante, Michelle Reichert

Discussion: Roles of Street Captains(SCs)

- * Minimum expectation is that street captains will distribute flyers 2-3x per year and act as liaison between their neighbors and the group.
- * Bradley stressed desire to ensure that all volunteers know they are appreciated
- * It is hoped that SCs gather e-mail addresses and encourage signs up to FB and newsletter
- * A kit for SCs will be prepared including brochures for distribution to new neighbors and a realtor brochure to assist those selling homes. Additional items for kit will be identified.
- * A short SC meeting will be scheduled immediately after our next full meeting. Kits may not be ready for that meeting.
- * SCs may want to hold smaller focus groups for their streets.
- * SCs still needed for Wicklow, Parkside, Titus and Carriage Lane

Discussion: Yard Sale

- * \$5 Suggested donation to register for Neighborhood Yard Sale
- * Incentives to encourage registration for Neighborhood Yard Sale
 - Advertising
 - Inclusion on map which will be distributed
 - Balloons to draw attention
 - VOA or other charity pick up on following Monday
- * Registration will include options of an online version (Google Forms) and a traditional form
- * SCs will be called upon to answer questions, accept paper forms etc.
- * An option to donate items for fundraising sale will be offered. Proceeds will go to WWFund as we try to accumulate funds for website & other costs.

Discussion: Realtor Brochure

- * It was decided not to accept offer from realtor Marc Reali to produce the brochure with his branding. Instead we will produce a generic brochure with empty space intended for customization by individual realtors.
- * Still waiting on Nathan Ott regarding estimate/offer to do printing
- * Amy to contact another neighbor with printing connections for estimate/offer

Discussion: Neighborhood Watch

- * Mike Ratigan unanimously appointed chair
- * Mike will set up training meeting. Board will communicate details.

Discussion: Ads in Newsletter

- * Costs agreed upon: \$10 small, \$13 Large
- * Submission by template preferred. Custom electronic submissions will be accepted.
- * Creative Submission Spec to be developed by Jeremy

Discussion: Bylaws

- * Board members will research how similar groups structure their bylaws. Discussion at next board meeting with hope to create proposed set of bylaws to be voted in.
- * Any future additions/edits to bylaws can be brought to board for discussion and vote.

Discussion: Logo

- * Suzanna Kopp and Paula Krawczuk have submitted ideas.
- * Would like to gather feedback from a larger group regarding the theme of the logo
- * Plan to do a "word splash" brainstorming at next full meeting (Bradley to lead)
- * Outcome of Word Splash will be 2-3 Keywords that capture essence of WW.
- * Jeremy will prepare creative submission spec sheet
- * Submissions will continue to be accepted.
- * Board will evaluate all submissions based on specifications and conveyance of keywords
- * Board will make final determination of logo to be used.

Discussion: Picnic

- * Pros and cons of various locations were debated. Trinity Community Church and the former Parkside School are possibilities. Multiple sites are another possibility.
- * Some of the details that will need to be addressed: parking, costs, electricity, tent, seating.
- * Feedback and ideas from the larger group will be solicited at next full meeting

Discussion: Fundraising Ideas

- * Yard Sale Fees
- * Proceeds from Yard Sale donations
- * Winona Woods House Number Plaques
- * Winona Woods Decorative Flags
- * WW Clothing- T-shirts, Golf Shirts, Tote bags etc.
- * Bulk Mulch Purchase
- * Annual Flowers Sale
- * Local "Brainery" workshops utilizing neighbors willing to share expertise in various topics
- * Garden Tours (with or without food/drink component)
- * Raffles/ Contests at Picnic (legality to be evaluated first)
- * Encourage ads in newsletter for Happy B-day etc.
- * NEED A PLAN for banking.

Discussion: 501c3/ Organizational Status

- * Need a plan for banking but non-profit organization status is probably not reasonable.
- * Jeremy to follow up with an associate with experience in Neighborhood Assn. leadership
- * Bradley to follow up with research on how other local groups are run

Discussion: Seneca Trail

- * Winona Woods (WW) will continue to communicate information regarding the Seneca Trail.
- * WW will not take a stance for or against future developments in the plan but will support members of all opinions by sharing updated information as it becomes available.

Discussion: Web Hosting

- * Long term plan is to move website to a full service provider. Costs and options being investigated by Jeremy and Bradley. Implementation timing will depend on fundraising.

Discussion: Policy regarding Solicitors

- Solicitors will be allowed to share information at the end of WW meetings providing:
 - Their goods or services are for the betterment of the neighborhood as a whole
 - They are pre approved by the board
 - Their presentations are limited to less than 10 minutes

Action Items, TBDs and Next Steps

What	Who
Prepare Street Captains Meeting Agenda	BH
Prepare Kits for Street Captains	TBD
Reach out to find SCs for Wicklow, Parkside, Titus and Carriage La	ALL
Yard Sale Coordination (many details)	TBD
Follow Up with Nathan Ott on printing estimate	BH
Follow other leads for printing	AD
Coordinate with Mike Ratigan on Neighborhood Watch Meeting	BH
Creative Submission Spec for Ads	JM
Creative Submission Spec for Logo Contest	JM
Research Bylaw structure of similar groups	ALL
Plan Word Splash activity (white board etc)	BH
Follow up on 501c3 or other Neighborhood Assn Structures	JM BH
Determine Banking Options	TBD
Website provider options	JM
Little Free Library Information Collection	TBD
Neighbors in Need Program development	TBD
Irondequoit Garden Club Consultation	TBD
Social Component to Meetings	TBD

Next Full Meeting -April 7, 2014- Trinity Communion Church (TCC)

Next Board Meeting -April 16, 2014- 252 Chapel Hill Dr