

Winona Woods Board Meeting Note May 14, 2014

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

**Discussion: Newsletter Ads**

- \* 2 This Month
- \* Need to be more proactive in looking for advertisers
- \* George and Bob's Mobil has been contacted and is considering
- \* Board to try and engage their own contacts where possible

**Discussion: PayPal Account**

- \* Jeremy and Bradley discussed the possibility of opening a PayPal Business account
- \* Brad looked into it and discovered it was cumbersome to open and charged a fee
- \* Board decided that the cons outweighed the pros to having an account at this time

**Discussion: Greenlight Networks**

- \* Brad has been trying to contact Greenlight to get an update on our status/rank for getting installation. He is not getting return calls/e-mails
- \* Jeremy suggested that a door to door campaign may result in more names on our list. He is going to contact Garret Arcoraci to ask if he is willing to help with this effort. Garret was at the WW general meeting during the Greenlight presentation. GL is using his students from RIT as summer interns so he has strong familiarity with the company.

**Discussion: Mailing List Status**

- \* About 31% of homes on mailing list. 29% have provided e-mail contacts.
- \* There may be some error in percentages due to empty lots without houses on them
- \* At some point we may want to cross reference the FB page with the official mailing list since people can link to the newsletter there and may not feel the need to "join" the mailing list.
- \* Brad is working with Mike Ratigan to ensure that the Neighborhood Watch mailing list is separate from the general list. Neighborhood watch may begin testing a texting option as a possible method of notification. Board decided that they should be encouraged to test this idea on a small group to work out any bugs.

**Discussion: Neighborhood Watch**

- \* Mike Ratigan suggested a NW newsletter. For now, we are going to put NW information in the general newsletter to avoid confusion and e-mail overload on our members.
- \* NW mail list will include "watchers" and "walkers" who have agreed to take an active role.
- \* Some "watchers" and "walkers" have completed their training. Another session will be held in October.
- \* Watchers agree to keep an eye open for unusual activity and call 911 when appropriate.
- \* Walkers commit to walking one week per month. Day and time will be their choice. This allows flexibility for the volunteers and randomizes the walking coverage.

**Discussion: Good Food Network**

- \* Jen Sally was officially appointed chairperson in unanimous vote by the board
- \* 15 people are signed up for Summer Share Program
- \* Church is going to allow us to distribute from a tent in their front yard which they keep up during the summer months. This is more convenient for everyone.  
It could also create more interest for next year as people driving by will see & ask about it.

**Discussion: Invigorate Irondequoit**

- \* Five volunteers from WW showed up.
- \* We did a clean up, mulch spread and some planting at Bateau Beach.
- \* We were also able to do some networking with local politicians. Irondequoit Town Supervisor Adam Bello took down Brad's contact information and we expect to follow up with him regarding Street Trees.
- \* Photographs from the event will be posted on our FB page (Amy)

**Discussion: Web Hosting & Domain Name**

- \* Jeremy to complete change in the next month or so. Cost is about \$5 per month.

**Discussion: Logo Competition**

- \* Six logos were submitted
- \* Each logo was rated (1-10) by each of the six board members on these 5 criteria:
  - \* Simplicity: Is the idea easily conveyed immediately?
  - \* Impact: Is it memorable in a positive way?
  - \* Versatility (suited for web, print, large small etc)
  - \* Appropriateness (Theme=Charming, Tranquil, Tree-lined)
  - \* Overall Opinion
- \* Scores were tallied and logo submitted by Becky Fagan Tiernan was selected.

**Discussion: Street Trees**

- \* Brad did some research on a community block grant that could be used for street trees under certain circumstances.
- \* He determined that neighborhoods with low average income level can receive plantings under the grant. WW did not meet the criteria.
- \* Brad created a proposal to use CDBG funds for planned street tree replacements in lower income areas thereby freeing up the non-restricted funding for trees in WW.
- \* After Board discussion of this proposal, it was decided that we would not pursue it at this time. As noted earlier, street trees will be a topic at a meeting with Adam Bello and other town officials in the near future. This idea and others will be discussed.
- \* Brad is meeting with Robert Brown of Rochester Regional Community Design Center on May 15, 2014 at 4:15 in the Hungerford Bldg at Main & Goodman. They will discuss a possible role for the Design Center in the WW Street Tree Program.
- \* Board agreed that the Street Tree discussion is really a two phase topic:
  - \* Immediate desire to begin planting/ replacing trees in WW
  - \* Longer term desire to impact the Town of Irondequoit Street Tree Program

**Discussion: Neighborhood Picnic**

- \* Board discussed options for Food Vendor and selected Sticky Lips due to cost, reputation, selection and experience with fundraising.
- \* We must sell a minimum of 250 advance tickets to book. Will begin this process once we have money from street sale.
- \* Meal will cost us \$7.50 and we will charge \$10 to raise some money. Decided not to go over \$10 to avoid losing interest due to cost.
- \* Picnic to start at 1pm, food at 4pm. Brad to book details.
- \* Dinner choices to include a quarter chicken dinner or a pulled pork dinner.
- \* Still looking for a chairperson for this event
- \* Considered providing drinks but decided to go with BYO for now.
- \* Would like to include a coloring contest to encourage young families to participate.

**Discussion: Yard Sale**

- \* 30 Registered so far
- \* Discussion on how to make signs included possibly using painted plywood with generic message (no date) or reusing/covering old political signs that stake into the ground.

**Discussion: Master Plan**

- \* Brad presented Town of Irondequoit Master Plan including section on street trees Plan was never formally adopted by the town but it is a good resource to have moving forward. It can be referenced during upcoming discussions with town officials.

**Discussion: Marketing**

- \* Town website does not include a section/links for neighborhood associations. This may be an opportunity for improving awareness if town is willing to discuss.
- \* Corn Hill Gazette is a good example of a Neighborhood Assn newsletter that includes stories about residents along with informational content.

**June Board Meeting set for:**

June 11, 2014  
 6:30pm  
 Michelle Reichert's  
 513 Winona

**Actions:**

Publicize Greenlight	Jeremy w/ Garret Arcoraci support
Cross reference all our mailing lists	Jeremy- Amy can help if needed
Domain Name/Web Host change	Jeremy
Roll out logo	Mostly Brad
Meeting with Adam Bello/staff for Street Trees etc.	Brad to schedule
Meeting with Robert Brown (RRCDC)	Brad
Post Invigorate pictures on FB	Amy