

Board Meeting Minutes

Location: Bremer Linden Hill

September 13, 2018 2:00 PM

In attendance: Tom Eastman, Jen Bellefleur, Lisa MacMartin, Liz Gingrey, Jeff Myer, Sarah Kinkeade, Geoff Sudit, Bonnie Bolton, Barb Nei, Chris Hansen

Woofstock:

Woofstock broke even! Yay! Financials were passed around to go through line items. Not as many sponsors as in the past but some came in the last minute. A few in-kind sponsorships took care of the stage programming, Lisa volunteered one of her staff to the info booth for the day. Libby has plans to address the problems that came up along the way for next year. There was a great turn out and weather. Libby's suggestions and thoughts: Loading in and signage on the street was an issue and needs to be overseen next year. Stage should be more central and turned 90 degrees and exhibitors flanked on each end at 90 degrees. Exhibitors needed a bit more hand holding than normal as this is their only exhibit for the year. Volunteer standards are also needed to focus what we would like them to do. Signage for the info tent to be upgraded as well to ensure professionalism in the future.

How do we make more profitable? The board needs to make some decisions on the future of Woofstock and what it could look like. It is not just about expense but what it gives the neighborhood and bringing so many from the outside into the neighborhood. The focus needs to be on the over-arching goal, not just how does the LHBA make more money. Barb had an idea about making a Woofstock t-shirt, Jeff a bit cautious on it in that if it doesn't sell then we're stuck with it. Maybe make it something that wasn't so Woofstock-centric like 'Dogs heart Linden Hills' that could be sold at other events as well. Bonnie has some pricing from a previous project.

Question about volunteering: How did it end up going volunteers needed vs. volunteers there? Thought was that we were running 2 people short, but pretty close to what we needed. Room for improvement in the future on it. Jen wonders if the village members actually even want Woofstock, and the volunteerism is low. Bonnie had some neighbors volunteer but they were given a schedule last-minute. Lisa said at this point it doesn't make sense to stop doing the event as it really is a Linden Hills staple. Jeff asked a few businesses on Monday and some said they had good business in retail and others who said their business was less than average but understands what we are trying to do. Chris mentioned they had a big day that day and Liz mentioned that while it may not increase business that very day over the course of the year they get a few new clients who mention they saw them at Woofstock so it is a win.

Volunteer ideas for next year: Ask further in advance, specific times and tasks. People appreciate a personal ask and do not tend to just stand up for a general call for volunteerism. We also need to recognize some of the other volunteer work that went in such as running the stage and Emcee type work.

Upton Art Fair: Happening this Saturday. Remember there is art in a lot of what we all do even if it isn't 'art specific'. Remember to grab a red balloon to show that you are a part of the event. Live music in the pocket park.

Events: Thoughts on starting a specific event committee rather than an over-arching committee. Look for people with specific interest in specific events. One board member to be on a committee for each event and

have them run with it instead of spreading people far too thin. New angle and approach? Concentrated call for volunteerism for specific events. Lisa thought we could do it for Reindeer Day NOW and get this started. Let's run with this!

LHiNC Response to Streetview Proposal: LHiNC said ok for the pocket park stuff (phase 1) which was largely what the Environmental Committee had originally proposed. The board was really positive about the rest of it and would like to have the fences be a bit bigger to ensure they aren't a trip hazard. They aren't adamantly opposed and encouraged to re-approach them with a different/upgraded proposal. Next steps? Barb and Bonnie are going to get together as Jeff mentioned that he is working with the proposal right now. Barb feels like it will eventually all go through but they need some more clarification and updating on the fences. Signage idea: On the pocket park curved concrete have Linden Hills sign curved on it. What next for street view committee? Barb and Bonnie are thinking this could still go through if we put our skin in the game (LHBA). Can Lisa/Barb go to SSD meeting and ask them to allocate some of the funds from tax money? Next steps need to be figured out: Do we need to fund raise? What comes next? If we put in a campaign of sorts then some of the neighborhood might step up as well? Barb and Bonnie will work on the next steps.

Treasurers Report: Happy to report that we are positive in the bank account and have minimal outstanding bills at this point. The last that is owed is accounted for and has been pledged to be paid. Libby is still owed some funds between Woofstock and Reindeer Day but bottom line is that we have money in the black at this point but we do need to be tight fisted and careful with our funds. Jen has an ultimate goal of having a larger nest egg as an organization for the 'what ifs' that come up. Lisa believes that historically this is not a crazy number for us to reach and with the concentrated effort is a doable number for the account to maintain.

Art Shanty Project: They sent out a letter that they were unable to secure the grant funding needed. At this point, they do not have enough money to have programming similar to last year.

Piano: Historically, the piano was delivered painted with a cover from Keys for Kids. When inquired about piano availability that there were no pianos left and that the residents of Linden 43 were not ok with having it in the pocket park. Brad had a piano at House of Music, Lisa had space in front of her space and they knew an artist who was willing to paint it for a gift card to Martina. It is now past Labor Day and time for the piano to go. Keys for Kids will pick it up as part of their routing. There is an invoice for \$215 that will count as a donation to that organization to take it away.

Any other matters?

Jeff: Membership committee meeting October 17th at 12:30PM. This will be held at Bremer. A general member email specific to this committee and meeting will go out that Liz has been working on. She will have Lisa review the email prior to sending and encourage anyone looking to be involved on the membership committee to attend.

3:00 Adjourn