

West Central Neighborhood Association
Association Meeting Minutes
September 18, 2017, 7:00pm

Call To Order – 7:05pm, 32 attendees

Unfinished Business

- GE Campus Update
 - Developers are meeting with the Mayor this week
 - They will close on the property September 20
 - A press release will be scheduled for October
 - The first phase will be the west part of the project
 - \$220 million budget
 - 691,478 square feet of space for office, institutional, education, retail, residential, and community uses
 - Parking lots and facilities
 - The developers do plan to buy some homes on the north side of the tracks to build a parking garage
 - We have requested they do their best to minimize the traffic cutting through our neighborhood
 - They are looking at creating a street along the north side of the tracks that will go straight from West Jefferson to the parking garage
 - The board sent a letter of support
- Financial Planning
 - Develop a financial strategy and plan
 - Develop a budget to agree with the strategy
 - Set a plan in place to include forecasted expenditures and fundraising efforts
 - Publish the plan for association members
 - Use the plan to evaluate all potential expenses
 - Give the Planning Committee the ability to spend money on community development projects
 - The Planning Committee will include more than just the board members
 - Possible Plan Items
 - Expanding the local historic district
 - Partnering with the City on the gateway project
 - Repairing brick alleys
- Brick Repair on College
 - The city repaired the brick street on College, going under the train tracks
 - This has started a discussion about fixing brick alleys

New Business

- West Central Branding
 - Goals of branding
 - Establish our brand (includes telling our story and possible logo refresh)
 - Create how to best share our brand through different channels (digital, email, web, print)
 - Develop brand standards that would guide and be used to protect our brand (bylaws)
 - Next steps
 - Potential branding workshop
 - Interviewing potential partners – Asher Agency is one possibility
- TV & Tire Day – collected 13 tires and 21 TVs
- Sidewalk & Curb Program
 - The city will pay 50% of the cost if you fix the sidewalk or curb outside your home
 - The neighborhood association will pay 50% of the remaining amount, leaving you paying only 25% of the total
 - The neighborhood association may also pay a portion of sidewalk re-leveling
 - One applicant paid \$310 to have 5 squares replaced
 - If there are tree roots or utilities running under the sidewalk, the City can often be more efficient than a private contractor
 - Deadline to apply for 2018 is September 25
 - Applications can be found on our website
 - You must be a member of the association
- Board Nominations for 2018
 - Nominating Chair is Brandon Steffen
 - If you're interested in serving on this committee with Brandon, please see him
 - The slate will be presented in October
 - The slate will be voted on in November

Officer Reports

- Secretary
- Treasurer – currently about \$150,000 in the bank
- Membership – currently 68 members

Speaking: Charlotte Weybright, 35th Home & Garden Tour Recap

- 10 tour stops with a variety of architectural styles
 - Italianate
 - Worker cottage
 - Chateausque
 - Victorian

- Emmanuel Lutheran (150th Anniversary)
- University of St. Francis Music Technology Center
- 150 decent volunteers
- ArtsFest
 - 52 vendors
 - Food vendors
 - 11 bands and performances
 - Tekventure Phoenix
 - T-Shirts
 - Sold 37 at ArtsFest
 - Have 31 left
 - \$10 each
- Advance Ticket Sales
 - 8 advance ticket locations
 - 2 Umbers Do It Best
 - 3 Jamison's
 - Antiques on Broadway
 - House of Furniture
 - Friends of the Third World
 - Online Sales
 - Through the website using Paypal
 - Total advance sales - \$9,677 (about 38% of total sales)
- Tickets Sales for Saturday & Sunday
 - \$6,239 for Saturday
 - \$9,750 for Sunday
 - Point of Sale using a Square reader
 - \$4,245 was paid through Square
- Total Numbers
 - \$25,666 in total ticket sales (approximately 1,750 tickets)
 - \$2,115 from ArtsFest vendors
 - \$1,300 from food vendors
 - \$13,700 from sponsorships
 - \$12,084 in expenses
 - Printing brochures and tickets
 - Paying musicians
 - Stage rental
 - Carriage rides
 - Catering
 - Pre-tour party

Questions from Attendees

- Someone asked if the letter of support for the GE project is something that should have been brought before the association for their input before sending it

- Ben pointed out that in the past, the board has not brought issues like that to the association for a vote
- One person said when she moved here, she was told she couldn't make any changes to the exterior of her home, but she's seeing a lot of changes happening, and a new home being built
 - Ben explained the process of making changes, and getting those changes approved by the Historic Preservation Committee in order to make changes in a historic district

Concluded - 7:46pm