

**West Central Neighborhood Association**  
*Association Meeting Minutes*  
*January 15, 2018, 7:00pm*

**Call To Order – 7:08pm**, 25 attendees

**Unfinished Business**

- WCNA Board Future
  - Establish and communicate our brand - marketing
  - Assemble the right team – 2018 board
  - Accomplish small to medium projects for the community – planning committee
  - Gain credibility when meeting with the city – historic preservation committee
  - Market West Central to future residents – marketing committee
- 2018 Board
  - President – Ben Wahli
  - Vice President – Brandon Steffen
  - Treasurer – Joel Sauer
  - Secretary – Kelly Benton
  - Membership – Cindy Brandt
- Membership
  - Each meeting, you have the opportunity to join
  - Or select “Join Our Association” under the membership menu and pay online
  - Only members can vote! We will vote tonight
  - Membership is based on a calendar year, and there are different levels (individual, household, business, senior, etc)
  - Cash, check, or credit card
- Local Historic District Expansion
  - Urban Enterprise Association has given us a grant to help pay for Jill Downs to help us
  - We’re trying to expand to 2 properties on Broadway, in hopes it will help us expand further East in the future
  - Mailing will go out next week with various documents and explanations
  - 2 meetings are scheduled for these individuals to come in and ask questions
  - We need 51% of signatures before it goes through the HPC and City Council for approval

**Officer Reports**

- Treasurer – currently \$175,000 in the bank
- Membership – currently 34 members

- Secretary – no report due to Christmas party

## **Financial Strategy**

- Finance Strategy Framework
  - Sources of Money
    - Membership dues
    - Home and Garden Tour profits
    - Other fundraising efforts
  - Uses of Cash
    - Save a house – only if others are not saving it
    - Transformative neighborhood project – gateway, riverfront landing, jersey barrier painting, etc
      - The board looked into what it would cost to paint the jersey barrier, and the cost just to shut down that part of Jefferson would be about \$10,000
      - The City has said there's a possibility the jersey barrier may be replaced in a couple years anyway
    - Infrastructure – alleys, bike corrals, curbs/sidewalks, resident home projects, etc
      - The board has been getting quotes on what it might cost to repair some of the brick alleys
      - The bike corral would involve replacing one street parking space with an entire bike parking area
      - Williams Woodland Park helps to fund resident home projects, which is something the board may be interested in for the future
    - Marketing – website, logo, mail, neighborhood signs, etc
    - Social events – picnic
  - 2 Years of Profit Rule
    - Home and Garden Tour profit = \$30,000/year
    - This rule creates the upper limit that the board expects to spend on any major expenditure (\$60,000)
  - Minimum Liquid Assets
    - Aggregate liquid assets will not be below \$15,000 – the cost of running the Home and Garden Tour, plus operating costs for 1 year
    - This doesn't mean the board has any plans to spend all of our money any time soon – this is just to establish a framework for the future of the minimum amount we need to keep in the bank
  - Financial Replenishment
    - Home and Garden Tour profit
    - Other fundraising efforts
    - Membership dues
- Finance Stewardship

- The board expects to spend up to 75% of annual profits to improve the neighborhood
  - This is a target, but not a rule, if the annual profits are much less than expected for the year
- The board reviews and approves all expenditures
- Any expenditure category must be approved through association membership vote
- The Treasurer must accurately record all expenditures and maintain clear records, that are shared with the association during each association meeting
- Finance Review
  - After each month, the board will review the financial status and expenditures as part of the reoccurring board meeting
  - Any expenditure must be shared with the association during each association meeting

### **Marketing Expense Approval Request**

- We need to market West Central for future residents, regulatory bodies, and current residents
- Marketing package – agencies typically charge \$10,000-\$20,000
  - Brand statement (our story)
  - Logo design
  - Logo standards and guidelines
  - Social media design concept
  - Website design concept
  - Print design
- What we will use this for in the future:
  - Neighborhood sign design
  - Gateway design
  - Website content
  - Consistent look and website for all marketing items – t-shirts, signage, direct mail, proposals to the city
  - Ability to build on this investment as we communicate who we are
- Leveraging a business relationship with Asher Agency Vice President Anthony Juliano
  - His cost for the marketing package listed above: \$5,000
- Guest Speaker: Anthony Juliano, Point Six Four
  - Anthony's Background
    - 13+ years at Asher, currently VP/GM
    - Teacher at IPFW, Indiana Tech, Trine, and Ivy Tech
    - Frequent conference speaker, monthly columnist for Business Weekly
    - Started Point Six Four to accommodate clients and projects that weren't a good fit for Asher Agency

- His Services: branding, marketing strategy and project management, public relations, social media strategy and training, writing, event strategy and planning, productivity training, powerpoint design and public speaking training, training in all areas of marketing and communication
- Virtual Team – when needed, he calls upon a trusted team of designers, web developers, project managers, and other people to help get the work done
- Some Recent Clients
  - Ivy Tech – help tell their story to a group of legislatures
  - MedPro Group – training sessions for their managers
  - CDO Consulting Group – helped create a name, logo, website, etc
  - UPSTAR – social media training for their employees
- His Commitments
  - Service – your expectations will be exceeded, every time
  - Transparency and Fairness – he'll provide excellent value and keep his promises
  - Making it easy, rewarding, and when possible, fun
- Why Point Six Four?
  - He has no overhead and is not primarily driven by money
  - He's been doing this work for more than 18 years
  - We'll get results for a much lower cost
- Questions for Anthony
  - How does you envision the future of West Central?
    - I don't have one yet, but will after talking to association members and residents
  - Could you explain a bit about place branding?
    - It's giving the neighborhood the opportunity to tell a consistent story
    - Impressions matter when people are deciding where they want to live and where they want to invest
  - What's the anticipated duration for this?
    - 6-8 weeks
  - Do we get an actual website, or just the design?
    - We will get the design for the website
    - Websites are very cheap to build and maintain nowadays, which means we don't have to hire developers to build us a fancy website
- Association vote to approve the \$5,000 to hire Anthony Juliano for branding work – approved unanimously

**Guest Speaker: Katie, Big Car Collaborative**

- Big Car Collaborative's mission is to collaborate with neighborhoods, then test and implement different approaches for people-focused places and streets
- For Electric Works, they are working on creative placemaking and socially-engaged art and programs
- Some of their goals
  - Honor and celebrate the history and legacy of the site, as well as the community
  - Engage with nearby residents, community artists, and local businesses
  - Reach a broader community (Northeast Indiana) through programming and partnerships
- If you'd like to get involved
  - Sign up for the community contact list by emailing [Katie@sparkplacemaking.org](mailto:Katie@sparkplacemaking.org)
  - Come to the January Community Conversation series
    - January 23 & 24
  - Show up for their events and having fun

**Concluded - 8:19pm**