

Board of Directors Meeting Minutes
North College Park Neighborhood Association
10:00 AM, Saturday, November 1, 2014
Janice's and Walt's Home
901 Rainbow Drive
Richardson, Texas

Board of Directors:

Directors Present: Lynn Neill, Janice Gromadin, Walt Gromadin, Russell Bowen, Sandy Bowen, Gary Vaughn, Doug Freeman, Mike Petree and John Slaughter(volunteer)

Proceedings:

MEETING CALLED TO ORDER – Russell called the meeting to order at 10:07 AM. The meeting included the following agenda items:

REVIEW AND APPROVAL OF MINUTES – A motion was made to approve the Minutes of the October 4th Board of Directors Meeting and it was seconded and approved unanimously.

PRESENT FINANCIAL REPORT AND PAY BILLS – Gary gave the Financial Report. The current balance is \$6,305.63. A motion was made to approve the Financial Report and it was seconded and approved unanimously.

Four National Night Out expenses were presented for a total of \$309.95. A motion was made to pay these bills and it was seconded and approved unanimously. After the NNO payment the book balance will be \$5,995.68

A motion was made to approve the contract with the Boy Scouts to deliver to each residence the occasional NCPNA flyers at a cost of \$50 per flyer. An important benefit of this arrangement is to have the flyers all delivered on the same day.

MEMBERSHIP REPORT – Lynn gave the membership report. The current number of paid members is 99. Fourteen are paid through next year and one is paid through the next two years. Also, at the NNO meeting there were 46 sign ins.

NEXT EVENT? NOVEMBER YARD PARTY? - There was a discussion about whether or not to go ahead with a plan for a November Yard Party. The

general consensus was that November was too soon. Valentine's Day was mentioned as a possibility. They are popular events as the last yard party attracted about 50 people. At this point Directors will continue to explore options and report back at the next meeting.

REVISED MEETING SCHEDULE - Maggie Hooper has moved out of the neighborhood and as a result, has resigned from the Board of Directors. This reduces the number of Directors to nine, making five a quorum. The schedule has been revised and all of the Board Meeting dates are filled.

HOLIDAY DECORATIONS – The current state of holiday decorations needs to be inventoried with the idea of determining whether or not new decorations are needed.

MEDIAN SIGN UPDATE – Thanks to Connie Thomas, a 24" X 30" metal sign to use as a base for the sixth sign has been found and donated to NCPNA.

NEWSLETTER DISCUSSION WITH JOHN –

Before the presentation by John there was a discussion on the Newsletters advertising policy. There was some question about whether inadvertent advertising was appearing in opposition to the no advertising rule of the Association. After some discussion it was generally agreed that it was an acceptable news item in the "for your information" category by a member of the neighborhood, and not a recommendation of the Association.

Following that discussion, John presented a North College Park Communications Plan to the Board of Directors of which the following are among the highlights:

We need to improve the percentage of resident's email addresses. There are 415 residences in North College Park and we have 197 email addresses. John said that to improve the numbers the residents need to have a good reason to sign up. The main enticement to sign is to be informed about what is going on in the neighborhood. For example, crime watch reports provide useful information that are particular to North College Park.

Another way to increase email sign ups is to encourage RSVPs for events. In cases where people are not on the list they can be added. Other discussion items for getting more sign ups included using block captains going door to door and hand delivering letters to residences for which there is incomplete information.

The newsletter content that is the most interesting to residents can be partly indicated by "click throughs." These clicks can be used to generate reports of web site traffic can be used to keep track of what the most popular newsletter items are.

To help keep the communications consistent, John mentioned tying together the various media into a unified message. Flyers, median signs, and the newsletter should all be in step with the same banner or headline style and content. Also, the logo format needs to be unified. For NCPNA branding purposes, using the sign logo (that includes the words, "North College Park" as well as the compass design) should be used as a header for all media.

Social Media also has a role to play and the Association needs to make sure that residents are being communicated with in the ways that are most common for them. Facebook is widely used and Next Door has 98 members. Other options, such as SMS (short message system) may also be looked into.

John suggested coordinating all neighborhood information into one database. There are now three; the membership database, the Crime Watch Patrol database, and the email database. The email database is used for newsletters, and the occasional email notices. To do this, the database maintainers, Doug, Lynn, and John will need to work together to come up with a plan for merging them. As part of the design, there could be a way for residents to update their profiles from the website.

Event announcements should be clearly and uniformly rolled out. The web site could have a calendar or event list to help with that.

Russell mentioned that a paper newsletter could also help complete the communication picture and it could come out twice a year.

MEETING ADJOURNED – A motion was made to adjourn at 11:27 AM and it was seconded and unanimously approved.

The next meeting of the BOD is scheduled for Saturday, December 6th 2014 at 10:00 AM at Russell's and Sandy's house.

[Version 120514]