

**Old Town Triangle Association
Board of Director's Meeting
April 10, 2012
1763 N. North Park Avenue**

Minutes of the Meeting

The March 13, 2012 regular meeting of the OTTA Board of Directors was called to order by President Vi Daley, at 7:06 p.m. A Quorum was present.

Directors Present: Vi Daley, Jeff Smith, Debbie Day, Karen Pfendler, Claire Leaman, David Pfendler, Kim Hitchcock, Rick Hyer, Lance Hornaday Alan Lougee,

Directors Absent: Robert Gibbs,

Others Present: Dee McKinsey (Executive Dir.), Leslie Wolfe (Arts & Operations Dir.), Phil Graff, Tom Leibig, Linda Sarli, Sharon O'Brien

1: Approval of Minutes: Secretary Karen Pfendler moved to approve the 3-13-12 Board minutes as they were sent (amended/corrected) to members by email—Rick Hyer 2nded...vote was 10-0 approved.

2: Treasurer's Report: Treasurer Leaman handed out 2 sets of documents: The approved Budget 2011-12 through July 31, 2012 which included amended Full Year Budget (forecast) details. She arrived at these forecast numbers based on what the committee chairman submitted to her from their committee budget revisions. The 2nd set of financials (both sets will be attached to the official minutes for the archives) was the OTTA Profit & Loss Budget through March 2012 with an attached Balance sheet as of April 10, 2012. She specifically addressed the extreme cut that had been made to Grants. She indicated that committee chairs reported back to her the minimal number of \$ their committees would need to finish out this fiscal year. Excluding the Art Fair the 3 committees with larger budgets are NIC, Capital Improvements and Grants.

The original deficit spending number in the 2011-2012 approved budgets was -\$56,100. With changes requested by the Committee chairs, the forecasted budget deficit rose to -\$135,159. VP Day asked for the specific data that caused the increase from -\$56,100 to -\$135,159. VP Day feels that this board needs to set a multiple year schedule prioritizing any large projects OTTA wishes to undertake then place them in a prioritized order. Her feeling, along with many other board members, was that it would be unconscionable to even think of overspending the newly reconfigured deficit amount. An additional thought from AF Chair Day was that the number of constituted committees may be too large. It is worth addressing reduced numbers of committees. Jeff Smith was under the impression that committee chairs were to rethink their budgets with the idea of being able to reduce the -\$56,100 budget deficit, but clearly that was not what happened. Many board members weighed in on the forecasted budget. More conversation is needed. Our goal is to ultimately try and reach a balanced budget. For the current fiscal year, it was agreed that the Approved Budget must be adhered to.

Dir. Pfendler suggested it might be time for OTTA to start considering other types of smaller scale fund raisers in order to help "fill our coffers". It was felt that the results of this year's Art Fair will inform us better as to whether the downward trend our revenues have taken the past 6 years can be reversed in any way. There was extensive discussion regarding the revenues/expenses of our association. Many ideas were laid on the table...this topic will be a continuing discussion in our subsequent meetings.

3: Committee Reports:

- **Art Fair:** VP Debbie Day reported that the AF is facing several head winds: the city has stopped waiving fees for: artists(\$25) and vendors(\$125) with the real possibility of future increases---this policy change by the city has increased the AF expenses by \$8,000-\$10,000; Taste of Chicago has been reduced from 10 to 5 days; many of the smaller fairs (including Old Town School of Folk Music's Root Festival) are closing due to the high overhead costs of producing them; Reality is, the city is really hustling for revenue. The AF committee hopes to be able to participate heavily in the mayor's new Cultural Committee. Perhaps expanding the cultural nature of our Art Fair to include, let's say, a dance component (suggested by Dir. Rick Hyer...the mayor was a dancer and his wife is heavily invested in cultural pursuits) would be a good idea. We also stand to make \$5,000 less from the beer & wine revenues than we did last year. House of Glunz will not do the wine vending. AF Chair Day has had discussions with many bar owners and they have all said----the weather will be the real determinant of the gate/wine/& beer receipts as it always has been.

Here is a list of positives regarding the 2012 AF:

1. Have tripled sponsorship from last year
 2. The tickets to First Sight will get the purchaser admission to the fair, the HOT site and a couple of other surprises. The Co-Chairs expect these to sell out! A finite number are available...when sold out, no more will be issued.
 3. Posters have gone to print: 1 Art Poster, 2 publicity posters one being the map the other highlighting the music.
 4. Kickoff event on April 20, 2012---holding this first time event for several reasons: start the buzz, create momentum, and sign up volunteers. Posters (available for the first time that evening), shirts and hats will be on sale at a discounted price only for that evening; will serve a little food and beverages; will have tables set up for the various committees to gather volunteer information as they sign up;
 5. The intent this year is to put as much information on line as possible, so direct people to the website for detailed information.
 6. An expanded Garden Walk will be offered this year.
 7. There will be a Membership table where patrons may join OTTA.
 8. The music line up is set and the program is now being written
 9. This year we'll be using GoPayment to accept credit card payments for: gates, First Sight, and merchandise, with the hope of increasing overall revenues. "GoPayment is offered by Intuit (who designs Turbo Tax and Quick Books, which the OTTA uses for its accounting)". It is the leading mobile revenue generating iPhone attachment. Will Demo it at the April 20, 2012 volunteer pre-party. Research has shown that if people can pay by credit card, they'll spend more money. We've purchased 15 of them and they attach to iPhones or Android phones. The intent is to have 2 GoPayment gadgets at each gate. Service fee is 1 ½ % for Non-profit groups.
- **Archivist:** Dir. Pfendler pointed out the 2 new archive display boxes on the front wall to the south of the main doors. He will be placing archival documents that speak to OTTA's history as well as the neighborhood's history. Thanks to Dee & Leslie for procuring these display cases.

- **By-Laws:** There was a lengthy discussion on 4 separate recommendations for changes to our by-laws. Chair D. Pfendler indicated that 3 of them he considered to be quite simplistic. The 4th submitted change would probably warrant more conversation. Since the Board indicated they wanted a bit more time to read the proposed changes, it was determined to get back to the Secretary by the following Tuesday with their yea or nay so that the Secretary could inform membership that the board would soon be voting to make changes to the Association's By-Laws. The By-Laws require giving membership 30 days' notice of any intent to amend the By-Laws. Alan Lougee moved to have each board member send their yea or nay vote on the first 3 changes to the Secretary, and hold off on the 4th change until there is further discussion. With 6 yeases cast, the Secretary would then notice membership of the impending Board vote. KP 2nded passed 10-0. Linda Sarli, audience member, suggested membership be informed that working on improving the OTTA By-Laws by clarifying certain sections and removing ambiguities is an ongoing process and to expect notice of such By-Law Committee activity from time to time.
- **Capital Improvements:** Chairman Lougee informed the board that he had climbed up on a roof on Madison Ave. to listen for sounds the proposed new AC system might emit. He determined it to be a very quiet system. He then outlined where the ducts would be placed in the ceiling area of the facility. But Chairman Lougee indicated the AC addition could be postponed until funds came more in line with a balanced budget. The door repairs will be done before the Art Fair since the \$2000 has already been accounted for in the Condo Association's budget. Also since the refrigerator is on the blink, Chairman Lougee will be soliciting Abt for a possible donation of a scratched or slightly marred unit with which we could replace our old unit.
- **Communications** Ex. Dir. McKinsey reported for Chairman Gibbs who was out of town on business. The committee has held several meetings including a lengthy brain-storming meeting. The latest newsletter was the first issue emanating from Communications. At the moment, there is still work to be done on integrating the OTTA website with the newly worked-on OTAF web site. The president remarked she had concerns regarding the lateness of delivery of the newsletter since most of the announced events had already taken place. Ex. Dir. McKinsey indicated there were lots of wrinkles that had to be worked out regarding the dispensing of the last newsletter. Ex. Dir. McKinsey reported this was the first time she had missed one of her own deadlines.
- **Continuing Education:** Chair K. Pfendler continues to work closely with A & O Dir. Wolfe on the Art School class offerings. Due to the large amount of time needed to be spent on the Art Fair, there will not be many changes, if any, to the Art School class offerings. Usually any changes that occur with the art classes generally happen in the fall. Continuing Ed. generally pays for itself. Tuition is received, the instructor gets 75% of the fee and 25% comes to the association. We also get 10% of any items sold from the gallery showings.
- **Events/Gallery:** Chair Hitchcock reported the Bunny Hop was a success; next event is May 1st, the spring 'cleanse'; May 26,27, 2012 Chair Hitchcock wants to do a 'Gardener's Delight' bringing in flowers, dirt, boxes, bushes, perennials, and annuals allowing folks to create a nice flower box. This will happen 2 weeks before the Art Fair Garden walk; wants to have a work shop with an internationally known horticulturist to educate folks about planting gardens; also working on getting a plant box designer to teach participants tricks to putting together decorative planter boxes. Talked with John Hobbs from Church of the Three Crosses to discuss a 'Music in the Park' event (perhaps on June 23, or July 21, maybe even drifting into August for the children's performance) featuring a Whiskey Hollow blue-grass band, a classical pianist, and a children's musical performer---well known Ella Jenkins---all of which will be coordinated with the Membership table at the Art Fair to promote the event. . If there is rain, it can be held inside the church itself. Then there is the yard sale for July 14 along with the shredding. Pres. Daley asked if we could possibly add bringing in old prescriptions and nonprescription drugs for disposal---and even an old electronics pick-up.

- **Grants:** Chair Leaman reported that the application process has closed. Applicants filled out a 3-4 page application requesting grants and the total requests came to \$94,700. After reviewing the applications and considering OTTA historical giving practices, the committee recommended funding \$51,200 of the \$94,700 requests. She is aided in her committee work by Alice Huff and Sue Apey. Chair Leaman handed out a data sheet reflecting a past 5 year history of Grant awards and awardees. The approved 2011-2012 budget for this committee was \$25,000 although it had been \$45,000 for the two prior years. Chair Leaman and her committee wish to increase that amount to \$51,200. The grants are spread over 14 applicants. No approval was given to this request by the board. Ex. Dir. McKinsey said that she would put the applications together in a folder for board members to peruse at their leisure. The board requested of Chair Leaman that she come back with ways she and her committee might be able to shave back or tweak her requested dollars.
- **HD/PZ:** Chair Hornaday reported that at their March meeting there were no presentations by any of our neighbors. They met with CCL on March 27, 2012 for about an hour. CCL clarified the dormer policy for the committee (not every committee member is satisfied with the policy). There are a couple of potential presentations for the committee on the calendar. They will discuss breezeways and connectors at their next meeting.
- **Membership:** Chair Karen Pfendler noted the establishment of the official Notebook for the archival records that will contain all Board and committee minutes and handouts that are given to Board members at the individual monthly meetings. She also informed the board that unless a committee member is a member of the OTTA, they may not serve on the official board established committees.

The committee is very focused on developing revenue driving events. We've just about completed a new application brochure which we plan on placing in most all of the business establishments on Wells and North Ave, etc. (including our *iBot* participant vendors). We will also be setting up a membership table on Menomonee & Wells on the Saturday Green City Market days. We'll give out coffee, donut holes, and friendly conversation to promote membership in the OTTA. We want to reach out to the owners and renters in Kennelly Square & Hemingway House, as well as our neighbors and homeowners to the south, west, and north of the Triangle.

- **Neighborhood Improvements:** Chair Jeff Smith reported that the Crab Apple trees were given their first spraying; hopefully the Emerald Ash Borer (EAB) treatment program will be 100% covered by the city (will confirm this at our next NIC meeting); Menu walk through with the alderman's office went well---it lasted the full morning on the last Saturday in March; Chair Smith is interested to see what Ald. Smith will select for our area; Chasse will come back to our next meeting for further discussion on the rat abatement program; the tree on Orleans was removed by the city; need to follow up with Michael Brown to see where we are with the EAB treatment program to date; Chair Smith will anxiously await what approvals/changes are made to our re-forecasted budget.
- **Neighborhood Relations:** Chairman Hyer was given a tour of the newly rehabbed Lincoln Hotel with Pres. Daley and Ex. Dir. McKinsey. He reports it is absolutely gorgeous. The developer, manager, and others working for this hotel all live in the neighborhood making it kind of a family affair. They are seeking a special use permit for the use of the roof in order to hold parties & special events on it with an 11:00 P.M. cut off time. Chairman Hyer's feeling is that we should go out of our way to help them succeed in this endeavor. Finally, if we have an opportunity to send business their way we should do so. It's a dog friendly hotel...another great perk.

4: Executive Director's Report: Ex. Dir. McKinsey reported she didn't want to address OTTA member S. O'Brien directly regarding an incident that recently occurred while the center was being used by member O'Brien for a group retreat, but told the board that except for Ms. O'Brien, no other group attendees were triangle members nor did they live in the area. Ex. Dir. McKinsey said we did not ask for fees or a deposit which is often required for other groups who use/rent our space. Ex. Dir. McKinsey wants the OTTA to establish some clear policies regarding member use of triangle space. She wants to combine the way Shirley Baugher, Leslie Wolfe and Dee McKinsey have handled member use of the triangle facility in the past and formulate more specific guidelines to be followed the next time a request from a member desiring to use the facility (w/o having to pay a fee or leave a deposit in case of damages) occurs.

Ex. Dir. McKinsey also intends to start trying to write Grants for the association.

5: Arts & Operations Director's Report: A & O Dir. Wolfe announced a reception for the Carol & Phill Renaud shared exhibit on April 15, 2012 from 2:00-5:00 P.M. The reception is being sponsored by his family and friends. The exhibit dates are from April 7 to May 3, 2012. Phill Renaud was a favorite art instructor in the OTTA art school for many, many years and he passed away over a year ago.

6: Old Business: None

7: New Business: Audience input: Member S. O'Brien spoke to the board regarding an incident that occurred inside the Triangle's North gallery room while she was holding a retreat with a group of about 15 people from her church. An unfortunate accident damaged one of the paintings on display. Member O'Brien offered her deepest apologies and offered to pay the costs to fix the picture. The board appreciated her remarks and thanked her for her thoughts. The Association will be covering the cost to replace the glass in the framed picture.

8: Announcements: There were no announcements.

Adjournment: Karen Pfendler moved to adjourn...Rick Hyer 2nded...the board meeting was adjourned @ 10:10 P.M.

Respectfully submitted,

These minutes were approved on 5/8/12.

Karen Pfendler, Secretary