



# Old Town Triangle Association Board Meeting Minutes

**Date & Time:** Tuesday, July 10, 2012 7:00 P.M.  
**Location:** 1763 N. North Park Avenue—OTTA North Room

**The July 10, 2012** regular meeting of the OTTA Board of Directors was called to order by President Vi Daley, at 7:08 p.m. A Quorum was present.

**Directors Present:** Vi Daley, Debbie Day, Karen Pfendler, Claire Leaman, David Pfendler, Kim Hitchcock, Lance Hornaday, Alan Lougee

**Directors Absent:** Jeff Smith, Rick Hyer, Robert Gibbs

**Others Present:** Dee McKinsey (Executive Dir.), Leslie Wolfe (Arts & Operations Dir.), John Knoche, Phil Graff, Janet Graff, Diane Fitzgerald, Elisabeth Heurtefeu (Principal La Salle Language Academy)

**Suspension of the Agenda:** Principal of La Salle Language Academy, Elisabeth Heurtefeu made a presentation requesting the possible rental of our space for their use in providing electives to the 5<sup>th</sup>/6<sup>th</sup>, 7<sup>th</sup>/8<sup>th</sup> graders. The school is overcrowded and available rooms within the school in which to provide a range of suggested electives are non-existent. Principal Heurtefeu handed out several pages identifying which electives might be held at OTTA: Drama/Musical, Judo, & Dance. The specific days space is needed would be Tuesdays & Fridays from 2:00 to 3:30 P.M. (see attachments to these minutes). Their budget would allow for a \$40/hr. fee structure. This rental would last for about 35 weeks. VP Day asked if they'd be willing to use the space in lieu of applying for a grant. Principal Heurtefeu indicated all ideas would be on the table...all current ideas are in the preliminary stages. There are still many details to be worked out. There is no decision yet on the La Salle/Lincoln School overcrowded/enrollment problems. Concerns were voiced by several board members as to whether this rental possibility would cause a conflict to our own programs. Board members wanted to see a comparison of what the two schedules would look like...ours & La Salle's. A contract with OTTA would be required.

The Board then reviewed a chart Ex. Dir. McKinsey provided with comparison costs of rental at other sites: Menomonee Club, Church of the Three Crosses, St. Michael's, Midwest Buddhist Temple, Chicago Historical Society and OTTA. There was general agreement that the South Room would be the room used for these electives. VP Day asked what the Art School income brings in. Leslie said she didn't have that number right off the top of her head. Both the LaSalle School & OTTA would have to check on insurance coverage for this rental possibility.

After additional discussion, President Daley asked for a motion. Secretary K. Pfendler moved to approve an amount of \$40/hr. for La Salle's rental of OTTA's space for elective classes twice a week from 2:00-3:30 P.M. on Tuesday's & Fridays provided we receive a contract proposal from La Salle outlining terms of the agreement including proof of insurance. Dir. Hitchcock 2nded---passed 8-0.

The discussion continued by moving onto the subject of increasing the OTTA usage/rental fees. It was determined that an email with suggested rates would be sent to the board for their approval or rejection. It would be entirely appropriate for the board to vote on this proposal via email since the measure being voted on is not related in any way to the disbursement of funds.

**1: Approval of Minutes:** Secretary Karen Pfendler moved to approve the 5-8-12 Board minutes as redacted from her notes, a complete audio file of the meeting, and Board corrections— 2nd Dir. D. Pfendler... 8-0 approved.

**2: Treasurer's Report:** Treasurer Leaman distributed 3 financial sheets to the board: a Profit & Loss Budget Performance Sheet; A Balance Sheet as of June 30, 2012; and a second Profit & Loss Budget Performance Sheet with the treasurer's best estimate of what our fiscal end of the year might look like. Not all the Art Fair figures have been computed and there are still invoices on Leslie's desk which have not been entered into the data base and the Menomonee Club contribution cannot be calculated until all the Art Fair figures are in. So, without all necessary income and expense numbers being finalized, the actual OTTA financial position cannot be posited exactly...what we have from Treasurer Leaman are her best estimates to date. The check to Menomonee typically gets written on the 31<sup>st</sup> of July. As of **June 30, 2012, Total YTD Revenues** are **\$453,491.58** and **Total YTD Expenses** are **\$454,321.83**, and **Total Assets** are **\$660,749.69**.

With regard to next year's budget, we have to start in August, in earnest, looking at committee budget requests. The treasurer would like each committee chair to make a brief presentation explaining the merits of their budget requests. i.e.: here's what I did, here's what my committee did last year and what we spent, and here's what we want to do next year and here is our budget request. Treasurer Leaman will send a template to each committee chair with the best YTD numbers she can provide to them. Membership & Continuing Education, By-Laws & Archives, Events, Capital Improvements, Communication (via Diane Fitzgerald), Art Fair and Historic District indicated they would be able to present at the August Bd. Mtg. leaving, Neighborhood Relations, and NIC to be heard at a later date. Director Hornaday moved to accept the Treasurer's report, VP Day 2nd...passed 8-0.

### **3: Committee Reports:**

- **Art Fair:** VP Debbie Day & John Knoche gave a summary report of the Art Fair. Included in their report were lots of interesting facts like 77% of fair attendees were from the greater Chicago area. They did surveys to gather various types of data that might be helpful for planning future art fairs. Specifically noted was that gates were down again. There might be multiple factors contributing to this loss in gate attendance. Our program guide was high quality. Lots of work was done on the Art Fair web site---thanks in large measure to Phil Graff. It was decided to waive the admission fee to HOT Site since the beverages there were selling nicely. Debbie reported she got a lot of positive feedback on First Site especially from first-time attendees. It *is not* recommended to use the Second City space again next year. It was also decided to move the music stage back where it used to be.

Historic information on the Garden Walk signage was top notch. Consider doing a stand-alone-event of the Garden Walk perhaps coupled with a Historic Architectural tour. Almost 3,000 people gave their zip codes at the gates...one gate volunteer were shocked to learn that probably 9% of attendees were from out of state.

Sponsorship was tripled in dollars taken in; Shortfall on food (vendors didn't do well) and beer sales were down. Comments were made targeting the low turnover percentage of artists each year. We have a reputation for not encouraging new artists to apply for selection. We get about 600 apps from artists...other art fairs get 1200 to 2000 apps...increased applications leads to increased app revenues. John & Debbie are suggesting the addition of an apprentice position to the Art Chair & vice Chair...need a larger group to help with the final details before the actual fair (i.e. badge stuffing, etc.); need to review all the contracts; maybe combine First Site & Hot site next year into the same location. For the record, VP Day's term as 2<sup>nd</sup> Vice President expires on July 31, 2012. With Board approval, John Knoche will assume the 2<sup>nd</sup> Vice President's seat as the new Art Fair Chairperson. A PDF of this report is attached to these minutes.

- **By-Laws:** Director D. Pfendler reports that soon the secretary will be sending out notifications to membership regarding the board's intent to amend our By-Laws. The By-law committee will also soon be presenting suggestions for a revised Committee structure.

- **Capital Improvements:** Chairman Lougee would like to do the AC before this fiscal year ends. Secretary K. Pfendler moved to do the AC now, Director D. Pfendler 2nded...6-0 approved. It was noted during the meeting that there is a ceiling repair needed in the North room. The doors are in the process of being stripped and ready for refinishing.
  
- **Communications** Diane Fitzgerald presented the Communications report as supplied to her from Director Gibbs:
  - 1) Long-Term Strategy & Tactics** This was presented in the last board meeting and distributed to all for more detailed review over the last months. We have not received any questions or concerns in the meantime, so the Communications Committee is now seeking board approval on the content of that presentation so we can execute. It was suggested that Board members have an additional month to review the proposed Communications Strategic Plan, with Dir. Gibbs resending the entire plan highlighting the Goals & Objectives and Strategies & Tactics, which offer a high-level summary. Diane Fitzgerald emphasized that approving the proposed plan did not mean approving suggested changes to key elements of the OTTA: the Mission Statement would not be revised nor Core Values added. A Board approval of the plan would give way to presentations and discussions about updating the Mission Statement and considering adding Core Values in addition to endorsing the Goals & Objectives and Strategies & Tactics. (Note: Sec. Pfendler's Minutes from the April 10<sup>th</sup> meeting included the complete copy from the May 8<sup>th</sup> PowerPoint presentation made by Dir. Gibbs, pages 6-11 of the Minutes.)
  - 2) Budget** – Dir. Gibbs is collecting information from committee chairs about their expected communications needs and formulating costs based on that (also based on the goals presented in the long-term strategy presentation). He will be ready to present his proposed Communications budget for 2012-2013 fiscal years at the August Board Meeting.
  - 3) OTTA Communication Process** - So far, the Grants Committee and Events Committee have actively used the new communication process. They have emailed the Communications Committee with requests for collateral and emails for distribution, and we have delivered, quickly and effectively.
  - 4) Contact Database** - Michael and Dir. Gibbs are working together to ensure the member database is updated and maintained. We noticed that the newsletter mailing was received at vastly different times plus some people reported never getting the newsletter. We are trying to discover why this happened, beginning with the database.
  - 5) OTTA Newsletter** - The last newsletter was the first one to be created under the newly formed Communications Committee. It was well-received. We have had to abandon the idea of using a template for the newsletter because "a story should take as much space as it needs to be told"... therefore we cannot use a fixed template with word limits. This increases our costs and editorial time but it's perfectly manageable. Diane Fitzgerald is working on recruiting new contributors to help mix up the future content and fill the content pipeline for future issues. Dir. Gibbs is testing a new graphic designer. She is a young freelancer, just like the last guy, and the goal is to create a pool of graphic designers we can use interchangeably in the future (creating fewer dependencies). If the board has any other graphic designer freelancers to recommend, please pass their names along to the Committee (should be a full-time freelancer and ideally cost under \$50 p/h).
  - 6) OTTA Website** - Phil, Dir. Gibbs and the committee have looked at some potential new designs, primarily based on the "WordPress" content management tool. We can imagine launching a new website at the beginning of the year and, working backwards, that would mean presentations and discussions at Board meetings before actually developing the new site. Development would have to begin in October to launch in January.
  - 7) OTTA Branding** - Steve Nichols was working on this but we were unable to have the last committee meeting since Rob was out of town. So we'll have an update for the next board meeting.

- **Continuing Education:** Chairman K. Pfendler will be working with A & O Dir. Wolfe to create a new brochure for Continuing Education. The Membership Committee has agreed to work with us.
- **Events/Gallery:** Chair Hitchcock reported that Music in the Park was a nice success. Nice balance between a younger and older crowd. The next event is July 21, 2012...another Music in the Park featuring Fred Simon's Jazz trio. Any time we offer an event on public property we need a permit. Shed & Shred is scheduled for July 14, 2012...we are offering 8 tables inside the triangle for sale of people's items. Next year we need to sell those tables to folks who are non-members. Buddhist Temple sold 15 tables at \$50 apiece. La Salle School will also be offering a French Market on the same day. Ex. Dir. McKinsey advertised in the reader, OTTA's EMMA's, Craig's List and EveryBlock publication. All sites will open @ 9:00 A.M. Dir. McKinsey is trying to get a knife sharpener vendor to be available at the next Shed & Shred.
- **Grants:** Treasurer Leaman reported there are no updates for Grants.
- **HD/PZ:** Director Hornaday reported that at the next scheduled HD/PZ committee meeting on July 17, 2012, there will be a formal presentation made to the attending board & committee members regarding plans for the Children's Memorial re-development. In addition, New Leaf is asking for a new zoning designation for her business so that she can secure a liquor license. She needs to have this license in order to rent her space to people who will want to serve liquor at their events.
- **Membership:** Chairperson K. Pfendler reports she is sending personal welcome letters to new home owners in the triangle. She will check with Phyllis Hall, Shannon Cecola and other real estate brokers to obtain names of people who have recently purchased property in the triangle. Her committee will also try to find a method of securing names and addresses of new renters who have moved into our area.
- **Neighborhood Improvements:** President Daley reported for VP Smith that the rat abatement program has been postponed until after the Art Fair; the brick program is continuing; the pocket park sprinkler system has been taken care of. Our pocket parks now have regular watering schedules.
- **Neighborhood Relations:** Director Hyer regretfully could not attend the Board Meeting. He will give an updated report at the August Board Meeting.

**4: Executive Director's Report:** Ex. Dir. McKinsey reports that CAPS don't include incidences that are directly in our area. Ex. Dir. will follow up with finding out more about the court Advocacy programs and why many of our incidences are not reported. The board discussed encouraging our neighbors to water their trees. An email alerting the residents that OTTA has the special tree wraps for slow drip watering if they would like to sign them out.

**5: Arts & Operations Director's Report:** The current show is the first time the artist is having a solo exhibition and she is thrilled!

**6: Old Business:** None

**7: New Business:** None

**8: Announcements:** There were no announcements.

**Adjournment:** Dir. Lance Hornaday moved to adjourn...Treasurer Leaman 2nded...the board meeting was adjourned @ 9:44 P.M.

These minutes were approved as redacted from the Secretary's notes, a complete audio file of the meeting, and board member corrections on 8/14/12.

Respectfully submitted,

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Karen Pfendler, Secretary OTTA