



Old Town Triangle Association Board Meeting Minutes

Date & Time: Tuesday, September 11, 2012 7:00 P.M.
Location: 1763 N. North Park Avenue—OTTA North Room

The September 11, 2012 regular meeting of the OTTA Board of Directors was called to order by President Vi Daley, at 7:04 P.M. A Quorum was present.

Directors Present: Vi Daley, Karen Pfendler, Claire Leaman, David Pfendler, Lance Hornaday, Alan Lougee, Rick Hyer, Kin Hitchcock, John Knoche

Directors Absent: Robert Gibbs, Jeff Smith

Others Present: Leslie Wolfe, Phil Graff

1: Approval of Minutes: Secretary Karen Pfendler moved to approve the 8-14-12 Board minutes as redacted from her notes, a complete audio file of the meeting, and Board corrections—Treasurer Leaman 2nded---9-0 approved.

2: Treasurer's Report: Treasurer Leaman distributed several sets of financial sheets: A detailed *Profit & Loss Budget Performance* sheet for August, 2012: **Income: \$2,531.00; Expenses: \$13,699.93; Net Income: -\$11,168.93.** These figures are typical for the 1st fiscal month of the year. Annual Budget projections: The 'Annual Budget' column is not meaningful until the budget is approved as a whole. The board is pursuing a balanced budget and we should be close to this by next month's meeting.

The second spreadsheet was an estimate of **OTTA FIXED COSTS ("bare bones")** the purpose being to estimate the fixed, "bare bones" costs of running the OTTA. The assumptions: No Art Fair, No 1st Sight Party, and so only revenues from Membership, Art School, and Renting the South room have been included. For this estimate, expenses are reduced to only Association & Occupancy plus the bare minimum required committee expenses. See spreadsheet below.

Treasurer Leaman then moved into a Power Point presentation based on Budget requests from Committee Chairs from Events, Communications, NIC and Art Fair as a means of continuing the process of establishing the new budget for the fiscal year 2012-2013. Discussion and questions ensued. No specific budget determinations were made. Each committee chair was asked to discuss 2012 accomplishments, past dollars expended, dollars requested and goals for 2012-2013.

ESTIMATE of OTTA FIXED COSTS

Estimate of OTTA FIXED COSTS ('bare bones')			Based on 2011-12 fiscal year
			Update: 11 Sept 2012
PURPOSE: To estimate the fixed, 'bare bones' costs of running the OTTA.			
ASSUMPTIONS: No Art Fair, No 1st Sight Party, so only revenues from Membership Dues, Art School and Renting the South room.			
		2012-13 projected	
COMMITTEE		REVENUE	EXPENSES
Membership	K. Pfondler	9,500	3,500
Communications	Oléba		4,000
Events	Hitchcock		3,500
Continuing Education	K. Pfondler	6,000	
Neighborhood Improvements	Smith		10,100
Fund Raising (1st Sight Party)	Knecht		
Art Fair	Knecht		
Association		6,000	24,000
Occupancy			37,000
Capital Improvements	Lougee		
Neighborhood Relations	Myer		
Historic District	Hornaday		
Archives	D. Pfondler		
By-Laws	D. Pfondler		
Contributions (Grants)	Loaman		41,000
TOTAL		21,500	197,900
Less Revenues			23,500
Net Fixed Costs			174,400
			Typical Art Fair nets \$26k, so \$90k of discretionary spend available
Note 1 - Communications			
Website hosting & maintenance, Emma e-blasts etc (total 4k), but NO physical newsletters/ mailings (11k), no new website			
Note 2 - NIC			
Old Town Triangle Park			5,000
Trash can maintenance (trash removal)			5,000
Parks maintenance (upkeep)			8,000
No trees, no spraying, no birdie program, no spring clean up, etc.			

COMMUNICATIONS

Next Year (1 Aug 2012 - 31 July 2013)

Goals

- Continue all existing tasks/goals
- Design and develop new website (new line item in budget)

Budget Request

- Keep existing budget of \$18,000
- Additional \$8,000
- **Total request \$26,000**

Communications – budget detail

	2011-12	2011-12	2012-13	2012-13
	Budget	ACTUAL	Bare Bones	REQUEST
115 - Website				
100 - New Website - Development				5,000
110 - Old Website - Maintenance	5,000	0	2,000	2,000
117 - Web Hosting	500	489	500	500
118 - Content Service (Email)	1,500	1,018	1,500	1,500
119 - IT (technology) - Other		50	-	-
Total 115 - IT (technology)	4,000	1,547	4,000	12,000
001 - NEWSLETTER				
002 - Mailing & Postage	1,000	1,567		1,000
001 - Design & Printing	10,000	8,173		10,000
Total 001 - Newsletter (Design/printing)	11,000	9,740	0	11,000
005 - OTHER				
100 - Purchase creative assets		150		100
100 - I/OOT (printing)				500
005 - Calendar	5,000	500		1500
Total 005 - Membership Publications	5,000	1,050	-	3,000
000 - Communications Expenses - Other		53		
Total 000 - Communications Expenses	18,000	12,337	4,000	26,000

EVENTS

Last Year (1 Aug 2011 - 31 July 2012)

Accomplishments

- Music in the Park x 2
- Bunny Hop
- Shed and Shred
- Movie Nights
- Annual Party
- Holiday Party
- Many others ...

Total

Expenses

- \$670 (average)
- \$808
- \$1,361
- \$173
- \$1,289
- \$790
- **\$14,948**

EVENTS (cont)

Next Year (1 Aug 2012 - 31 July 2013)

Maintaining community events that were successful while being cost effective

Budget Requested

- Summer Music in the park \$680 x 3=\$2,040
- Bunny Hop \$350
- Shed and Shred \$600
- Movie nights \$50 x 12=\$600
- Holiday Party \$700
- Annual Meeting Dinner \$1,290
- Total=\$5,580**

NEIGHBORHOOD IMPROVEMENTS

	Actual		Annual Budget	2012-13	
	Aug '11 - Jul '12			Base	Request
220- Neighborhood Improvements					
229- NC Maintenance (Parks, parkways)					
229 - Parkway Maintenance (tree spraying/trimming)	17,800	-			18,500
230 - Old Town Triangle Park (Clark & Wilcox) In Park	5,270	5,500		5,500	6,000
231 - Trash Can Maintenance (trash ram oval)	5,728	4,400		5,500	5,700
232 - Parks Maintenance (Uplakeap)	13,052	11,000		5,000	11,000
040 - Spring Clean Up (Spring Clean)	112	200			250
Total 229- NC Maintenance (Parks, parkways)	41,972	21,100		19,100	39,450
221- NC Programs					
240 - Parkway Tree Program (Share cost of tree)	77	4,000			1,000
241 - Brick Program (Share cost of new brick lot)	7,654	11,100			5,000
Total 221- NC Programs	7,731	15,100			6,000
226- NC Projects (targeted purchases)					
227 - Park Furniture (Bench/Trash cans)	-	5,000			-
228 - Planting	1,305	7,000			1,250
229 - Co-Sponsorship Projects	-	2,000			-
Total 226- NC Projects (targeted purchases)	1,305	14,000			1,250
242- NC community locations					
	-	500			-
Total 220- Neighborhood Improvements	51,027	50,700		19,100	45,700

NOT YET ACCOUNTED FOR: Triangle Park \$9,600 to fix, \$1,700 potential water bill, potential increased insurance premium = \$11,300+

ART FAIR

Last Year (1 Aug 2011 - 31 July 2012)

Accomplishments

- See: Debbie Day presentation from July Board Meeting

Expenses

- \$132,000 – included ~22k of itinerant merchant fees, HOT Site fees, design and ad costs which were recouped on revenue side, depreciable items like banners
- Revenues are “overstated” with pass through items

Next Year (1 Aug 2012 - 31 July 2013)

Goals (major ones)

- Raise booth fee to \$550
- Raise app fee to \$35
- Accept fewer artists
- Jury-in fewer artists
- Cut music budget
- Increase PR budget/effort
- Better food
- Trucks off of North Park
- More inviting “Gates”
- Sell beer?

Budget Request

- \$118,950.00 – expense
- \$364,922.51 – income
- Net \$15,000 on FSFN

ART FAIR (cont)

Sell Beer?

Pros

- Last year
 - earned \$25k from beer + wine + water + soda
 - Beer: 59 barrels (bbls) were sold
- Example bbl cost = \$65
- $\$65 \times 59 \text{ bbl} = \underline{\$3,835 \text{ rough cost}}$
- 165 twelve oz pours per bbl
- $165 \text{ pours} \times \$7 = \$1,115 \text{ per bbl}$
- $\$1,115 \times 59 \text{ bbl} = \underline{\$68,000 \text{ rough income}}$
- Plus: high margin income on wine, sangria, water, soda for which we have no data (but we attract a wine drinking crowd)

Cons (beer barrels)

- Can't count # of beers poured
- Spillage & Stealing (cash or giving product away)
- Have to set up & man our own booths. Manage \$. Keep beer cold.
- Pourers must each take online class \$25
- Booths need strong oversight
- Other?

3: Committee Reports:

- **Art Fair:** 2nd VP John Knoche reported that changes were going to be made to the music venue & the location of the First Sight party; there would be a continued effort to solicit new sponsorship (Art Institute was a great sponsor); add, if possible, valet parking & shuttle service for the artists; work more with emerging artists; and start early in October on the 16th with the Art Fair kickoff meeting. Thoughts about letting the artists set up on Friday were put forward. It was offered that the alderman's office would probably not have a problem with this....residents are another matter.
- **By-Laws:** The Next item to be addressed in the By-Law committee is committee restructuring. After having noticed membership more than 30 days before this board meeting, Secretary Karen Pfindler moved to approve the 4 requested changes to the By-Laws---John Knoche 2nded: **Article VI Sect. 5: President; Article VI Sect. 7: Treasurer; Article V Sect. 3 Regular Meetings; Article X11 Sect. 3: Default and Termination of Membership;** The Board voted 9-0 to approve **3** of the requested changes: the board voted 9-0 **not to** approve changes to the wording in **Article VI Sect. 7: Treasurer** mandating the bonding of the treasurer.
- **Capital Improvements:** Air Conditioning has been installed. A very good system. The system also has heat capabilities. It was not installed on the roof. There is a hot water plumbing issue. Perhaps installing a small separate hot water heater in the kitchen is a way to solve the problem. Director Lougee is addressing this situation along with the Condo Association Board.
- **Communications:** No report
- **Continuing Education:** Classes are moving along nicely. The calendar is filling up. A & O Director Leslie Wolfe & Chair Karen Pfindler are working on designing a new brochure for the Art Center as well as investigating several new class offerings that could be added to the schedule.

- **Events/Gallery:** Director Hitchcock suggested an idea for a possible new fitness class—a Feldenkrais class—similar to yoga and Pilates—aims to improve physical and mental functioning; events could perhaps work with NIC in organizing a fall clean up; she has other new ideas for events.
- **Grants:** Treasurer Leaman had nothing to report regarding Grants. Some folks have indicated a desire to reduce our ‘obligation’ to the Menomonee Club in order to free up funds for some other organization Grants. Some discussion followed. No position was established.
- **HD/PZ:** Only one issue...Director Lance Hornaday’s home project was the only item on the agenda. Chair Hornaday excused himself from the discussion of his project. He was pleased to inform the board that the committee approved his plans, so now his project is in the hands of the Landmark Commission.
- **Membership:** Chair Karen Pfendler reports that the membership data based is pretty much cleaned up and up to date. Membership is growing---just under 700 total members and almost 480 voting members. Membership will be sending out thank you letters to all the new folks who have joined since the Art Fair. Chair Karen Pfendler reminded the board that membership has established a 3 times a year renewal date schedule: March 1, August 1, and October 1 of each year. Chair Pfendler is pleased to report that the new brochures her committee designed are being used more and more. The renewal letter reminders are an essential element in keeping members apprised of their need to renew their memberships.
- **Neighborhood Improvements:** The Rat abatement program is on hold requiring further discussion by the NIC members. The tree pruning done by Care of Trees is almost completed (as of this meeting there were still 5 hours of time left to address any further pruning); the check to Charlie Miller is on hold until we get a full report outlining which trees were trimmed; plans to establish block captains are on the table. A fall clean-up day in early December is desired. President Daley asked the board to vote on repairing the damage from the wind storm to the park at Wisconsin & Clark Street. Secretary Karen Pfendler moved to approve the \$9,600 needed to repair ‘Dan’s’ Park...2nded Director Lougee, approved 9-0. This amount will be extracted from the association’s “pie” and will be so noted under the NIC budget but will not diminish the funds Chair Smith might be asking for regarding his committee.
- **Neighborhood Relations:** Rick Hyer agreed to undertake the *iBOT* program.
- **Archivist:** Director David Pfendler reported that he is digitizing some archive documents that Bill Hyer put together. They highlight 48 plus special homes in our historic district and potentially the info can be displayed during the Art Fair on signs posted in front of those architecturally significant homes. They can then be collected and re-used at each subsequent Art Fair. He is identifying certain archival documents that need to be professionally photographed before they disintegrate.

4: Arts & Operations Director’s Report: A & O director reported on the digital collage exhibit currently showing at the center. Chair persons need to see A & O Director Leslie Wolfe in advance when scheduling meetings in order to prevent any conflict/overlap of meeting times.

5: Old Business: President Daley discussed the charges that will now be in place for use of the triangle center; art groups, youth groups & condos who are current association members now \$25/meeting (no free meetings for condo boards); South room birthdays and other member celebrations \$150 for a 2 hour event (with a \$100 deposit, returned if Center is left as it was found); \$40 for Menomonee Club for their 3-hour daily use of the South room; LaSalle Language Academy \$40 an hour during the day; it was also determined that religious and political meetings are not appropriate for triangle use.

At the previous board meeting it was decided to eliminate the Executive Director's position due to financial constraints. Dee McKinsey was given a month's severance pay. Karen Pfendler, Claire Leaman, Vi Daley, & David Pfendler agreed to volunteer at the center assisting Leslie Wolfe while doing a needs assessment.

6: New Business: President Daley is working with Sheffield Neighborhood Association, Wrightwood Neighbors, Lincoln Park Chamber of Commerce and the Old Town Merchants and Residents Association regarding summer event gate donations.

A letter was sent to Commissioner Boone of Dept. of Cultural Affairs & Special Events stating reasons why the associations need to charge at the gates. The group is also working on a write up of suggestions that could be put in the form of an ordinance that would allow non-profits to charge admission. The group will ask Alderman Burnett, who is the chairman of the Special Events committee, or another Alderman, to meet with the group and then have the City of Chicago's Legal Dept. draft a proposed ordinance (using the groups' suggestions) for the Alderman to introduce.

The groups are hoping that the ordinance would be introduced at the October Board meeting. After it is introduced, it goes before the Special Events Committee and then back to City Council. The goal is to accomplish this by January, 2013.

7: Announcements: CAPS meeting is this coming Thursday September 13, 2012 with members of the OEM (Office of Emergency Management—911-311) there to speak to the group about how their department functions. A woman from St. Michaels asked President Daley to help promote volunteering to be part of a one-on-one reading tutoring program which she is setting up at Manierre School @ 1420 Hudson. The board agreed to have an article placed in our Newsletter to alert folks to this initiative. And lastly, as of September 17, 2012, our ward is officially on the garbage pick-up grid system. In our area the day of pick-up for alleys is Tuesday, once a week. The blue containers will also be picked up every other week with day uncertain. Folks with curbside pickup will be on Tuesday's and the week of their regular recycle pickup will also change to Tuesdays. Our current insurance policy covers the Art Fair, our Center and the Ogden play lot. The other two pocket parks are covered by the city---all OTTA does is oversee plant maintenance.

8: Adjournment: Secretary Karen Pfendler moved to adjourn...Treasurer Claire Leaman 2nded...the board meeting was adjourned @ 9:27 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 10/9/12.

Respectfully submitted,

Karen Pfendler, Secretary OTTA