



**Old Town Triangle Association
Monthly Meeting of the Board of Directors
July 12, 2011
1763 N. North Park Avenue**

**MINUTES OF THE MEETING
Call to Order**

The meeting was called to order at 7:10 p.m. by Phil Graff, President

Attendance:

Directors Present: Daniel Barson, by telephone, Tom Bracken, Phil Graff, Emily Rose, Jeffrey Smith, Jacqui Thams.

Absent: Debbie Day, Kelly Cooney

Executive Director, Arts and Operations Director: Dee McKinsey, Leslie Wolfe

Also in attendance: Vi and Vincent Daley, David Pfendler, Karen Pfendler, Stefani Turken

Suspension of the Agenda: After welcoming everyone, President Phil Graff suspended the agenda to allow for presentations by Rev. John Hobbs, Church of the Three Crosses; and Nahlah Daddino, Children's Memorial Hospital and Peter Lemmon, Children's Memorial Hospital's traffic consultant

Rev. Mr. Hobbs said he wanted to strengthen the partnership between the Church of the Three Crosses, and the Old Town Triangle organization. He outlined the history and evolution of the church to the present day with 110 members, and its role as a community center. He also outlined the various area groups that the church supports.

Rev. Hobbs said that the interface with this year's art fair was much better than it had been in the past because of the willingness of the association to move one of the vendors to another area in the art fair. He said that the money from their food sales during the art fair may not be a significant amount to the association but the revenue helps the church, and helps compensate for the lack of revenue due to cancelling of services during the art fair.

Graff suggested that next year, the Menomonee Club be included in the discussions as part of vendor placement.

Nahlah Daddino, Children's Memorial Hospital, discussed the movement of 200 critically and chronically ill children next year from their old facility on Fullerton to the new Streeterville location, which will occur on the Saturday of the Old Town Art Fair, June 9, and perhaps continue through to Sunday, June 10, 2012.

She said that the Old Town Art Fair had been taken into consideration, but that weekend seemed optimal for the move, which will begin around 5 or 6 a.m., and continue throughout the day.

Patients will be moved in ambulances down Fullerton to Lake Shore Drive to Chicago Avenue. Family members will move down Larrabee Street to Chicago Avenue and to the hospital. There will be policemen and traffic aides throughout the trip to facilitate the movement. Among the routes impacted will be Fullerton which will be closed to traffic other than the ambulances and transport system.

Peter Lemmon said that great detail and thought had gone into the system, and that this was the best option for the patients.

Daddino said that there was and will be a massive outreach to the community to allow for alternative transportation plans for those who want to travel in those areas.

Graff said that this might be an opportunity to discuss the possibility of moving the Old Town Art Fair, which was not supported by Joan Goldstein, co-chair of exhibitors, who warned that the tradition of the second weekend date, combined with other scheduled art fairs could spell disaster for the Old Town effort because of an erosion of visitors and artists. She checked with the Milwaukee Art fair, which occurs the following weekend, to see if they could move their date, and they could not.

Approval of Minutes: In the absence of Board Secretary Debbie Day, Graff moved the approval of minutes, seconded by John Knoche and affirmed by the rest of the board members attending.

Treasurer's Report: John Knoche said it was notable that the art fair is under budget for expenses. And he said that the only budgetary issue is that the association expenses reflect a salary line that was not anticipated, and therefore is over budget.

He also said that he moved away from bonds when he stepped down as treasurer a year ago, and now that he has returned, he will move back into that market for a high yield, but not until the Aug. 2 deadline for the U.S. debt ceiling to be raised, which has an impact on the bond market. Right now the funds are in a low-yield money market.

To facilitate office operations, Knoche said that he is in discussions with Chase Bank, which has a branch on Wells Street, and will talk with them further about moving the Association's account there.

Knoche also said that he is investigating replacing the current auditor, who had a relationship with an Association employee.

He also discussed changing the Association's fiscal year to match the election cycle of the Triangle, with the reasoning being that it is not fair to hand a new board a budget that has been decided by a previous board.

Art Fair Committee: Emily Rose, art fair chair, said that the recent Art Fair show significant increases at the gates this year, compared to last year, and attributed the increase to advertising, which she said was more aggressive this year as opposed to last. She said that the food court was flat, but surprisingly the Children's Corner did well, reflecting on who was attending the fair – young families with kids.

She said that the contributions from Friends of the Fair this year were down.

Upon questioning, Rose said that even with the change in gates, rules about exits and entrances and the collection of "contributions," rather than gate fees did not negatively impact income.

One of the noticeable trends that buyers were coming into the fair, and that she attributed to advertising, as well.

Helpful this year, she said, was the use of sign spinners at key corners to direct people to the Old Town Art Fair, instead of competing venues.

This year the Art Fair is seeking a new chair, and several other vacancies. Rose said that her deadline is Sept. 1 to have someone in place.

Contributions Committee: Jacqui Thams pointed to the new floors at the Triangle Center as one of the points of progress for the committee, with others to come. Included will be other improvements, a general cleanup, which continues, air conditioning, and new windows next year. Also included will be a reconfiguration of an office space.

Communications: Jeff Smith said that Communications, Membership, NIC shared a joint booth at the art fair, along with sales, which sold Triangle posters, hats, bags, wine carriers and books. Smith said that there would be a meeting of the communications committee July 21, and among the things the group will be looking at is the website redesign. Additionally, he would be exploring Knoche's suggestion that interns could be used to update and revamp the site, along with Sommersault, which maintains the site. Also looking at getting audio visual system, with projection vs. television to be considered.

No reports from Contributions and Events.

HD/PZ: Dan Barson by telephone says that he has met with Jeff Pines, outgoing chair, about the work of the committee. He said he has invited Neil Katz, an architect, to speak to the group. He also talked briefly about the recent discussion over the video sign at Second City on North Avenue, and said that the neighborhood reacted negatively to the sign.

Former Ald. Vi Daley, who attended, suggested that the association reach out to Second City to find out what is on their drawing board, and for better communication.

Membership: John Knoche said the association held a recent membership for the residents of the Crilly Court Condos with sparse response.

As an incentive to members, Knoche discussed the iBOT program, as a win-win for merchants and residents alike. Recruitment of both residents and merchants continues.

The board approved two new categories of membership for seniors, to match the other offerings for non-seniors but at the discounted rate. The three-year-individuals and family memberships for seniors as added, are \$25 and \$40 respectively, which is half of what non-seniors pay.

Neighborhood Improvements: Tom Bracken reported that there will be a committee meeting next Monday night.

President's Report: No report due to issues being discussed earlier.

Executive Director Report: Briefly touched on audio/visual equipment and report of activities, including brief recap of Scott Simon's appearance. Stuart Dybek will present. Oct. 2 Chi-Town Line Dancers will come and teach line-dancing to residents. In discussion, Tokyo Days/Tokyo Nights, 2nd or 3rd week of September as a fund-raiser for Japanese earthquake relief; area-wide yard sale and shredding day, now set for Sept. 24. Movie night with Facets, when audio/video equipment is purchased. Movie premiere with targeted audience for membership. Doggie calendar for membership. Newsletter to come out the last week of July, copy being solicited.

Arts & Operations Director Report: None

Old Business: By-laws committee. Board members have copies of revisions and will vote at the next board meeting.

Meeting adjourned.

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