



**Old Town Triangle Association  
Board of Director's Meeting  
March 13, 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, Robert Gibbs, Lance Hornaday

**Directors Absent:** Alan Lougee,

**Others Present:** Dee McKinsey (Executive Dir.), Leslie Wolfe (Arts & Operations Dir.), Phil Graff, John Knoche, Tom Leibig, Stefani Turken

**1: Approval of Minutes:** Secretary Karen Pfendler moved to approve the 2-16-12 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 distributed 3 separate financial handouts; # 1---OTTA P&L Budget Performance showing Revenue & Expenses for the month of February for fiscal YTD, and the total Annual Budget; # 2---The OTTA Approved Budget for both the current fiscal year (Aug2011-July2012) and the previous fiscal year (Aug 2010-July 2011). Report # 1 shows YTD net income as -86,431.62. This number will change once the Art Fair revenues/expenses are added into the books and they won't come in simultaneously. The same is true for the art class's income/expenses, which also do not occur simultaneously. The financials as presented will be attached to the official minutes for the records. They will not be re-typed for these minutes. Total current assets as of Feb 29, 2012 are \$553,556.86. We are already 7 months into this fiscal year's budget.

Treasurer Leaman then displayed a 10-year graph showing the fluctuation of total current assets as at fiscal year end for the last 10 years. She also can supply Committee Chairs with a print out of their line-by-line YTD revenues & expenditures with details if they request it.

Her last document provided the board with a summary *by Committee* of fiscal YTD revenues and YTD expenses vs. full year Approved Budget for each. Kim Hitchcock moved to approve the Treasurer's report...Karen Pfendler 2nded; vote was 10-0; motion passed.

**3: Committee Reports:**

- **Art Fair:** VP Debbie Day reported that the AF committee had a good meeting on March 6, 2012 with 40 chairs/co-chairs attending. The final meeting of this group will be May 10, 2012. On Friday, April 20, 2012, 4:00-8:00 p.m., a volunteer kick-off party is scheduled. Purposes are to engage in some volunteer training, hand out the 2 forms of publicity posters, sell @ a discount price this year's AF T-shirts and perhaps some other merchandise, work on writing up an AF newsletter announcing 25% new artists and the 10 new changes to this year's fair, and generally have fun. Artists will receive their artist's packets by May 1, 2012. First Nite is 6/8/12- no paper invitations will be sent this year (cost saving measure since most attendees are already OTTA members). All information will be transmitted electronically. Ticket price is \$80—entrance to the First Nite event and admission to the HOT site and one or two other events to be held during the weekend.

Chair Day unveiled a proto-type of this year's Art Fair Directory, which reverts back to a booklet rather than the previous fold out tourist map design.

LaSalle, Lincoln, Lincoln Park High, Franklin schools & the Menomonee Club will participate in this year's Adopt-A-Gate program. These schools will also donate an art item which, when sold, will return 70% of its sale price to the school/Club. Menomonee Club continues to be responsible for the beer & food concessions. At this point in time, the AF committee has no beer or wine vendors. Some discussion was had pertaining to us pouring our own beer & wine. This would involve dram shop liability insurance and would necessitate a permit to be able to serve alcohol in the HOT site. The AF committee chairs will keep the board updated regarding the alcohol beverage situation. Over all the Art Fair is well in hand.

- **Capital Improvements:** No report.
- **Communications:** Chair Robert Gibbs reported that his committee had a great first meeting. They will work on clarifying the name of the committee, marketing communications, taking committee suggestions and ideas from the LRP, discussing the logo, re-branding, and prioritizing all of the areas pertinent to the Communications Committee. Chair Gibbs reports his committee is very hands on with a great deal of marketing experience. They will be having a lengthy meeting on Sunday, 3/18/2012. All aspects of communications, not just the web, will be addressed. After this meeting, Chair Gibbs will follow up with the other Committee Chairs to solicit input and/or questions they may have with regard to their possible needs from Communications. They'll match these up with the outcomes of the Sunday meeting and see how they can integrate all items into a cohesive plan.
- **Continuing Education:** Chair Karen Pfindler will work closely with Events, Executive Director and Arts & Operations Director to investigate expanding our educational offerings.
- **Contributions (Grants):** Chair Claire Leaman asked to change the Committee name from *Contributions* to **Grants** without objection. She now has a 4-member committee, but would like 1 more member. Her committee is reverting back to a once a year application submission process which deadline of April 15, 2012 she may change to May 15, 2012 just for this year. There was no Board objection. The pay-out of the grants needs to be completed by fiscal year's end. Chair Leaman wants to hold a community event when the Grants (checks) are presented in order to publicly acknowledge the worthy recipients and have them each present on how the OTTA's grant will be used. She then asked the Board to consider adding \$15,000 more to her budgeted \$25,000 allotment raising her committee's total to \$40,000 (it had been \$45,000 for the last two years then cut to \$25,000 by the previous Treasurer with Board approval). This led to a lengthy discussion without resolution of her request. A discussion of this request will be on the agenda for the April Board meeting. VP Debbie Day suggested the board take a 'global view' of this matter and consider revisiting the approved budget as it stands right now.
- **Events/Gallery:** Chair Hitchcock reported that the Dr. Eric Klinenberg event went well. There were approximately 40 attendees. His books sold out very quickly. He was a most dynamic lecturer. The Bunny Hop is scheduled for March 31, 2012. Other possible event ideas: Japanese flower arranging, container gardening, cuttings/perennials swap, a Spring Cleanse (colonic), and create a May Pole (kids decorate the pole). Perhaps institute a Lilly of the Valley program where small packets of flowers could be delivered to Seniors; in July continue with the Art Fair music theme--- consider featuring Ella Jenkins, a long time Old Town resident and noted children's musical artist, some blues/jazz and perhaps additional artists from alternate musical genres; in August, perhaps a back-to-to-school clothes swap; maybe even a women's clothing swap---for each item one donated one would get a ticket entitling one to an item in exchange; and another shredding (with knife sharpening added) event. Kim needs more committee members. If you have any suggestions, please contact her directly.

- **HD/PZ:** Chair Lance Hornaday reported a good meeting. The owners of 1909 LPW presented to the committee. It was obvious they had reached out to their neighbors. A meeting of the committee with the Chicago Commission on Landmarks and the Alderman is set for March 27, 2012 @ 4:00

p.m. at the triangle for committee members only. Chair Hornaday will report back to the Board with the outcomes of that session. As of yet, no word about the outcome of the Marge's Outdoor Café request.

- **Membership:** Chair Karen Pfendler reported that she now has 5 members on her committee. She is working closely with Michael Warnick on the membership database. Renewal letters are being sent out. We anticipate working with Communications on multiple levels. We want to have a membership drive. We plan on having a membership table at all the events held at the Triangle. Certainly formatting a one-page document listing the benefits that come with an OTTA membership is a good idea and one which the committee will work up. A member suggested that if we have a drive to encourage each OTTA member to bring in 1 new member it would significantly increase our membership count. Chair Karen Pfendler will also investigate acquiring a not-for-profit bulk-mail postal rate.
- **Neighborhood Improvements:** Chair Jeff Smith held an NIC meeting on 2/27/12. The city pledged to underwrite and provide treatment for the EAB (Emerald Ash Borer) problem afflicting our area Ash trees saving the OTTA significant dollars (over \$10,000). The treatment program will begin in early May 2012, (once the leaves are visible) and should be concluded by the end of May 2012. There will be a neighborhood infrastructure walk through Sat. 3/24/12 starting at 9:00 a.m. from the Triangle with the Alderman's office. Chair Smith provided the Board with a 3-page Menu Cost Comparison print out which outlined services the Alderman's office may choose to offer to various areas through-out the ward. President Daley remarked that we should look carefully at the faded signage and work at getting the Alderman to help replace them. Chair Smith and President Daley attended a breakfast with members from other ward neighborhood organizations providing him a chance to meet and interact with folks from these other groups. Rick Hyer inquired about the possibility of putting speed bumps on some of our streets. President Daley explained that many times these bumps become a hindrance rather than help and shared some reasons with the committee as to why this is the case. Alex Shibicky, once again, agreed to Chair the annual Spring Clean-up & Spring planting. It might possibly be on the first weekend in May 2012. Next year the NIC will consider having two separate events...one for just the clean up and the other just for planting. Chicago's Citywide Clean & Green will be on Saturday, April 21, 2012. The proposed rat abatement program for our area has not yet been approved. Contained within that program would be a power wash in the alley's and the replacement of the city garbage cans with new ones. The next meeting is scheduled for March 19, 2012 @ 7:00 P.M.
- **Neighborhood Relations:** No report

**4: Executive Director's Report:** Dee McKinsey reported that she had received a request to list various crime incidences on our website...she respectfully declined the request. She has an idea of establishing a group akin to 'neighbor helping neighbor' because she has learned there are seniors/neighbors in our area who are failing miserably and who definitely need looking in on. She will work with several committees to try to set something up.

**5: Arts & Operations Director's Report:** Leslie Wolfe had nothing further to report. Let the minutes reflect a short recognition/celebration of Treasurer Claire Leaman's birthday. Thanks to Leslie Wolfe for providing the cup cakes.

**6: Old Business:** The Board held a brief discussion on the Long Range Plan (LRP). Several Board members shared comments, as did Tom Leibig and Phil Graff from the audience. Overall it was agreed that the LRP sets forth a list of committees, which the Board may or may not wish to establish. The By-laws committee was not included in said list. President Daley asked the board to permit her to add a By-laws committee to the already established committees. There were no Board objections. David Pfendler was

named By-laws Committee Chair. In addition, President Daley added the position of Archivist to the board. David Pfendler was designated the OTTA Archivist.

**7: New Business:** There was no new business.

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

**Adjournment:** Lance Hornaday moved to adjourn...Kim Hitchcock 2nded...the board meeting was adjourned @ 9:37 p.m.

Respectfully submitted:                      These minutes were approved on 4/10/12

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Karen Pfendler, Secretary