



Old Town Triangle Association

Board Meeting Minutes

Date & Time: Tuesday, May 8, 2012 7:00 P.M.
Location: 1763 N. North Park Avenue—OTTA North Room

The May 8, 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, Robert Gibbs

Directors Absent: Alan Lougee

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

1: Approval of Minutes: Secretary Karen Pfendler moved to approve the 4-10-12 Board minutes as redacted from her notes, a complete audio file of the meeting, and Board corrections— 2nded Claire Leaman...vote was 10-0 approved.

2: Treasurer's Report: Leslie reviewed the accounts with the board and things were pretty much normal for the month. Treasurer Leaman handed out 2 sets of documents...the first set consisted of a *Profit & Loss Budget Performance* through **April 30, 2012:** *Revenues* were **\$233,951.04** and *Expenses* were **-\$16,507.31**; the second document was the *Balance sheet* as of **May 8, 2012**...total *Liabilities & Equity* was **\$647,527.48**.

Treasurer Leaman remarked that the board needs to start thinking about next year's budget. After reviewing the budgeting process with A & O Dir. Wolfe, Treasurer Leaman outlined the process she wants the board to use in preparing next year's budget: Each committee chair will submit requests for funds. Treasurer Leaman will provide each committee chair with a template to fill in and submit to the treasurer. Then, Treasurer Leaman & A & O Dir. Wolfe will compile all the submitted data and present back to the board forecasted numbers (both revenue & expenses) in a spreadsheet format. It will then be the responsibility of Committee Chairs to come to the succeeding board meeting and make a presentation to the board summarizing prior year's accomplishments & expenses, followed by a list of next year's goals and associated costs, thereby backing-up the rationale for their requested funds. The board will then discuss, adjust, amend, and ultimately approve the 2012-13 budgets.

True end of year figures probably won't be available until the August meeting, but Treasurer Leaman & A & O Dir. Wolfe will do their best to give us as accurate a fiscal picture as is possible within the given time frame.

3: Committee Reports:

- **Art Fair:** VP Debbie Day & John Knoche handed out a 4 page report outlining the up-to-date Art Fair progress: see the inserted 4 page report for the specifics of their report. Two agreements were made with Stefani's: right of first refusal for next year's Art Fair alcohol line item and the non-exclusive right to manage the food/booths; upgrade the appearance, etc... Expectations are that

more beer will be sold this year than last. Stefani's is also allowing us to use their liquor license for the HOT tent sale of wine & beer.

Special shout out to Phil Graff for revamping the entire OTAF web site.

With regard to the Architectural tours, they have not worked in the past. So this year, only tours at St. Michaels & the Midwest Buddhist Temple will be offered. The hope is that this will be a building block to larger historic tours in future art fairs.

Leslie indicated her need for more counters....she can't advertise her need openly for obvious reasons. So if any board members wish to step up, now is a good time to let Leslie know you're available.

3 schools enthusiastically supported the OTAF committee's request for student art to be auctioned at First Sight plus were willing to Adopt a Gate: Lincoln Elementary, LaSalle Elementary, and Menomonee Club---2 declined...Payton HS, & Lincoln Park HS. One board member commented that due to their being recipients of our Grants program, there should be a quasi-quid-pro-quo regarding whether or not to support an OTTA initiative. Their unwillingness to participate should be kept in mind the next time these 2 schools make a request for Grants. The following is VP Day & John Knoche's printed Art Fair report:



DEBBIE DAY REPORT – General

1. April 20th kickoff event a big success

Please join us for our first-ever Neighbor & Volunteer Kick-off Event on April 20th !!

WHAT: 2012 Old Town Art Fair Kick-off Event

WHEN: Friday, April 20th, 4 – 8 pm

WHERE: OTTA, 1763 N. North Park

WHY:

- Pick up your free publicity posters and postcards the first day they're available
- Mix with other volunteers and neighbors while sipping beverages
- Sign up to volunteer (if you haven't already).
- Circulate through committee tables to gain further insight into new improvements, as well as see where we could use some more help
- Buy a First Sight ticket (we expect these to sell out)
- Purchase 2012 merchandise (it's cool) at a discount
- Get a sneak preview of some of the signage, publicity, and music we have planned

2. Publicity, Advertising, Sponsors etc. (John will report here, see next page)

3. Web site – special shout out to Phil Graff for all his hard work!

- a. We've spent the OTAF budget of \$1000 to update the website to better help our visitors
- b. Key improvements
 - i. OTTA home page focused on the Art Fair. Created recent events section.
 - ii. OTAF Maps pulled out in separate menu item
 - iii. OTAF Music stage revamped with hot spots on every band
 - iv. OTAF First Sight page looks and "acts" better
 - v. OTAF imagery consistently used within the site

4. Friends of the Fair – Approximately \$8000 received to date. Due by May 10th to be included in the Program.
5. First Sight – 120 of 275 (maximum) tickets sold.

Please join us for our 9th Annual First Sight Friday Night – June 8th, 2012 !!

Make plans to attend the First Sight Friday Night Celebration at the iconic Second City Comedy Club! Tickets are now available for the annual First Sight Friday Night celebration held on June 8, 2012.

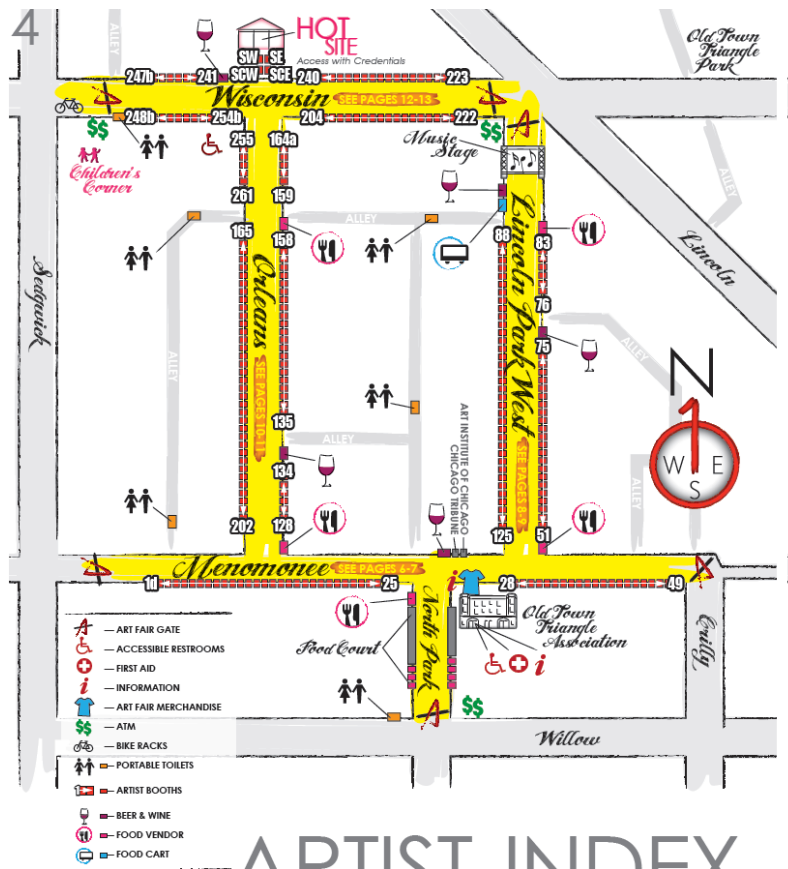
This popular event is expected to sell out, so rather than be disappointed, please secure your tickets now. Here's what you'll experience:

- Be one of the first to visit the highly anticipated newspaper, UP
- Mingle with renowned artists and patrons over drinks and Chicago-style cuisine
- Preview fabulous art before the weekend begins, donated by the exhibitors of the 63rd Old Town Art Fair
- Participate in bidding on silent and live auctions
- Laugh during a world-class comedic performance by Rob Riggle (as seen on the Daley Show, SNL, The Hangover, etc.)



- a. If you haven't bought your tickets yet, do so asap

6. Program – Approximately 80% complete and looks terrific. Redrawing the maps was a BIG job.



7. Exhibitors – artists mailing went this weekend (on Saturday)
8. Traffic, Towing, and Security – meeting with the 18th District 2 weeks ago
 - a. Headline – we can expect a “Squad Roll” on Saturday morning June 9th
 - b. All relevant committees just walked the fair together to prepare

9. HOT Sight – access with First Sight ticket, also available stand-alone at Fair (price tbd)

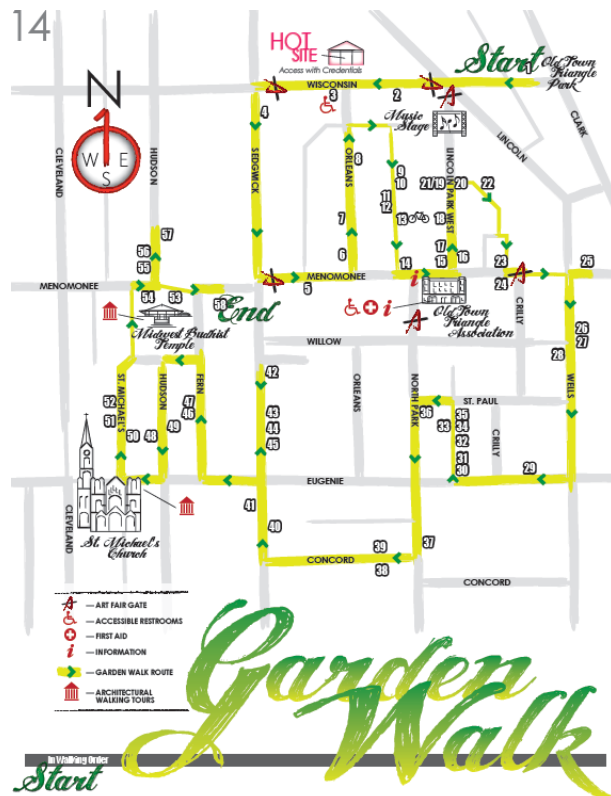
- a. Drink and food specials available in the tent
- b. Specialty music and demonstrations
- c. Adults only
- d. Building block for future years



10. Merchandise – Hats, Shirts, Tattoos

- a. Incorporating the lessons learned at Kickoff event into an improved rev of the Merchandise (notably the use of multi-color logos)

11. Garden Walk – 60 Gardens. Route and Historic Tours in flight.



12. Volunteers – we know we need Gates, Merchandise, and \$ Counting. Board all set with their contributions?

JOHN KNOCHE REPORT – Sponsors, Advertising, Publicity etc

SPONSORS

- Pacifico beer (Steve and Laurie)
- Art Institute
- XRT - reciprocal
- Tribune - reciprocal
- Artful Framer (Nancie King Mertz)
- River North
- Treasure Island
- Second City
- Stefani's
- River North
- Ommegang
- Duvel

Appears on posters:

PROUDLY SPONSORED BY:



Advertising Efforts

- XRT 12 spots (in kind)
- Chicago Magazine - listing
- Time-Out Chicago - listing
- Chicago Reader - listing
- Windy city podcast (pay)
- Windy city print ad (pay)
- Windy city Eblast (pay)
- Art Institute Magazine print ad (mostly in-kind)
- Redeye print ad (in kind)
- Tribune print Ad (in kind)
- Stefani social media (in kind)
- Steve Dahl podcast (in kind)
- Posters (pay)

Advertising -- Considering:

Metromix (pay)
Hoy (pay)
Onion (pay)
The Run Down (pay)
Banners – TBD

Advertising -- Dropped

Buses
Hemingway Sign

- **By-Laws:** No Report was given by Chair D. Pfendler but, as the Archivist, he did remark that he was thrilled that so much interest in the Archives has been generated!! Chair D. Pfendler also noted that a quorum of 6 board members responded positively to the secretary regarding subsequent by-law changes which now authorizes her to notice members of the Board's intent to make by-law revisions.
- **Capital Improvements:** Chairman Lougee would like the doors to be repaired by the time of the Art Fair; he would like to do the **AC** during this current budget, and has found someone who will do the work for **\$16,000** which is **\$7,000** less than the previous quote he received from a different vendor. The Board decided to wait until the August Board meeting to determine when to move ahead on the AC installation; OTTA purchased an Amana refrigerator for the kitchen for **\$600**—freezer on the bottom and enough room for party trays to fit in.

- **Communications** Chairman Gibbs presented 3 sets of documents: Branding initiative, Collateral Template “Committee” Tear-Sheet, and the OTTA Newsletter Editorial Plan (all of which will be attached to these minutes). Chairman Gibbs then gave a power-point presentation detailing what his committee has been working on since February. For the sake of accuracy, a copy of the text from this power point will be inserted into these minutes. The power point presentation represented the majority of the Communications Committee’s monthly report to the board.

Chairman Gibbs urged the board to digest and consider the content of his presentation and hold off with questions until the end of the presentation; he also indicated, when asked, that hard copies and digital copies of the power point presentation would be made available to all board members through Ex. Dir. McKinsey. Chairman Gibbs asked the board to identify any items within his presentation that may require a board vote. No such items were raised by the board at that time. The Board will need time to digest this lengthy committee report. The next steps to be taken regarding this strategic plan will be determined at the next Board meeting at which time, if the committee Chair wishes to make any motions, they can be made then.

Diane Fitzgerald has offered to help any committee chair create a power-point presentation to present to the board. What follows is the text contained in Chairman Gibb’s committee report:

Communications Committee

Strategic Plan 2012

PRESENTED BY ROBERT GIBBS, COMMITTEE CHAIR 5-08-12

TABLE OF CONTENTS

- OTTA: Past, Present & Future of our mission, values, and goals
- Communications Committee: Past, Present & Future of our mission, values, and goals
- Strategic Plan & Recommendations
- Communications Next Steps

We have been in Full Swing!

This strategic plan and recommendations is the outcome of MANY hours of research and on-site work sessions performed by the Communications Committee.

- OTTA ORGANIZATION CHART: 1963 (see diagram)

- **OTTA MISSION STATEMENT: 1963**

The Old Town Triangle Association was formed in 1948 by a group of neighbors to “improve conditions of life, work, recreation, health and safety; to foster and develop a neighborhood plan; and to aid, assist and sponsor neighborhood activities in the area of the City of Chicago bounded by Ogden Avenue, North Avenue and Clark Street.”

NOTE: This is technically a Statement of Purpose and not the Mission Statement

- **OTTA MISSION STATEMENT: Online/Today**

The Old Town Triangle Association is a community-based, not-for-profit organization dedicated to enhancing the quality of life for residents who live in an area of the City of Chicago bounded by North Avenue, Clark Street, and the ghost of Ogden Avenue (“the Triangle”).

NOTE: Published on www.oldtowntriangle.com (2012); I have not found the 501©3 documents where the “official” mission statement would be found.

- **OTTA MISSION STATEMENT: Word-smithed**

*The Old Town Triangle Association (OTTA) is a community-run, not-for-profit organization, dedicated to enhancing the quality of life of all who live or work in the **Old Town Triangle**.*

OTTA relies on volunteers and fundraising to provide programs, services and activities. “The Triangle” is a City of Chicago neighborhood formed by North Avenue, Clark Street, and the former Ogden Avenue.

- BRAND OBSERVATIONS (research)
- OTTA tends to take on the organizational inclinations of the current President of the Board
- OTTA branding has changed often, depending on who was in charge, but always included some form of triangle (slogans and tag lines were used occasionally)
- OTTA “issues” are largely unchanged since 1948:
 - Urban Renewal & Neighborhood Improvement
 - Citizenship & Civic Pride
 - Social Services, Activities and Events (Holiday Fair)
 - Peaceful living and pride-of-ownership
- OTTA TAG LINES
- Village living in the City. (1950s)
- Good neighbors make a good neighborhood. (1960s)

What does this tell us?

- It’s about belonging here, not just living here.
- OTTA VISION STATEMENT (placeholder slide; changes every year; aspirational) Task for Board?

OTTA CORE VALUES: Suggested

- **ADVOCACY** – of Old Town, organized with considerable commitment, hard work and talent
- **INNOVATION** with vision and energy in serving the neighborhood
- **DEDICATION** – to the cultural and social well-being of residents of The Triangle
- **INCLUSION** – welcoming and respectful of members and non-members, residents and visitors
- **STEWARDSHIP** – of a National and Local landmark, with a sense of pride.
- **RESPONSIVE** – to the needs of all who live and work in The Triangle
- **COLLABORATIVE** – with other neighborhood associations and City agencies

OTTA GOALS: Past

From the 1964 archives:

OTTA’s goal is to make the area a **better place to live**, to enable all residents to join in determining local needs and the participate in cooperative projects which will **create and maintain an attractive neighborhood** for urban living. OTTA will maintain **effective communications** so it is aware of and responds to neighborhood needs. To make the OTTA a better place to live and, thereby, attract people (and keep them) who are interested in **urban living with many of the advantages of a small community**.

This generalized “**better**” implies many things: personal safety, facilities for pursuing avocational activities, good growing conditions for children, cultural development, stable residents, etc. We should further strive for a balance between young and old, married and single, wealthy and middle class, and the various ethnic groups. Encourage the arts so as to give a distinctive air to the neighborhood.

OTTA GOALS: Present

The goals of OTTA are to:

- Preserve the architectural and historical integrity of buildings in the Triangle
- Develop and maintain the physical environment of the Triangle, including improvement of open spaces, green areas, sidewalks, and parkways
- Promote cultural enrichment in the Triangle
- Improve educational opportunities for the children of the Triangle and surrounding neighborhoods
- Encourage social interaction among neighbors and involvement in the Triangle

- Ensure that city services are kept to the highest standards
- Ensure the safety of residents of the Triangle
- Provide assistance to organizations and groups that serve the needs and interest of the Triangle residents
- Maintain a record of OTTA activities, decisions, and events to serve as a history of the Triangle for future generations and a reference for current residents

NOTE: Published on www.OLDTOWNTRIANGLE.COM (2012)

OTTA GOALS: Re-ordered

A suggested reordering of the goals of OTTA:

- Encourage social interaction among neighbors and involvement in the Triangle
- Ensure that city services are kept to the highest standards
- Ensure the safety of residents of the Triangle
- Develop and maintain the physical environment of the Triangle, including improvement of open spaces, green areas, sidewalks, and parkways
- Promote cultural enrichment in the Triangle
- Preserve the architectural and historical integrity of buildings in the Triangle
- Improve educational opportunities for the children of the Triangle and surrounding neighborhoods
- Provide assistance to organizations and groups that serve the needs and interest of the Triangle residents
- Maintain a record of OTTA activities, decisions, and events to serve as a history of the Triangle for future generations and a reference for current residents

NOTE: None of the goals have been altered in any way except the order of appearance.

COMMUNICATIONS COMMITTEE: Overview

- Was originally started as the “Newsletter Committee”
- 2010 Long Range Planning Committee recommended the creation of a Communications Committee, which would be:
 - Responsible for development of an overarching communications strategy for OTTA and its committees along with the development of common formats for communications that would stretch across committees to deliver relevant news and updates to the membership, non-membership and residents.
- In 2010, the Long Range Planning Committee mandated the following for the newly created Communications Committee:
 1. Meeting Updates – available on OTTA website
 2. Newsletter – frequency, hardcopies, content-generating
 3. Electric Updates – on OTTA’s website, expanding to social media (blog)
 4. External Communications – communications standards, templates, messaging
 5. OTTA Blog – replaces newsletter editorial, timely, current

COMMUNICATIONS: Suggested Mandate

- Leading and supporting marketing and communications efforts
- Internal and external communications
- Practical (collaterals, newsletter, standards, technology, ~~history~~) and conceptual (branding, branding strategy, messaging)
- Might be named “Marketing & Communications Committee”

COMMUNICATIONS: VISION STATEMENT

It is our hope that we can get and stay organized as a committee, enabling us to achieve our goals. Further, it would be ideal if the current “committee of 6” can work together as the Communications Committee for at least three years, for the sake of continuity and consistency.

OUR GOALS & OBJECTIVES

GOALS

1. To understand what we have, what we're doing today and how we're doing it
 2. To use our in-house technology to create, produce and archive all marketing & communications materials
 3. To identify and use resources as efficient and effective support services, perhaps even in-kind
 4. To organize the marketing & communications function so it can lead and support OTTA and all its committees
 5. To increase membership and participation in the OTTA
1. To welcome new residents and businesses to The Triangle

OBJECTIVES

1. Gather all historic and current OTTA/OTAF branded materials for review and determine what works and what needs improvement, including distribution channels
2. Review current hardware/equipment and software applications, storage space, backups and general tech functionality and make recommendations for updating the tech environment, if needed
3. Build list of resources who can support the Comm.Comm. with technology, marketing initiatives
4. Identify marketing & communications strategies and tactics and present to OTTA's Board of Directors
5. Identify audiences, write messages to the specific audiences and develop a communications schedule
6. Create a plan to welcome new residents and businesses to The Triangle and execute it

OUR STRATEGIES & TACTICS

STRATEGIES

1. Reflect on and use the rich history of the OTTA to plan and develop marketing & communications for the immediate and long-term futures
2. Revive successful past events and activities and recycle content from the past
3. Consider future generations when developing marketing & communications plans and materials
4. Collaborate with other OTTA committees
5. Fill the pipeline with an inventory of content that is flexible and useful for the various marketing & communications vehicles
6. Build awareness about the OTTA in The Triangle, Lincoln Park and the City of Chicago
7. Shift to proactive from reactive when it comes to branding and logo use

TACTICS

1. Visit the Archive Room to discover commonalities, differences, unique programs and places; consider using some of the discoveries as content for the website and/or newsletter; definitely add histories to website
2. Such as The Brotherhood Dinners of the 1950s and 1960s, historic newsletter articles
3. Create practical standards for branding, file naming, file dating, content dating, emailing and storing; communicate and implement those standards. Initiate the writing of an official ANNUAL REPORT (summary of the year, highlights/lowlights) by OTTA's president; digitize all historic materials for preservation
4. Work closely with the Executive Director, Membership Committee and Archives Committee to piggyback with their initiatives and support their efforts
5. Identify co-editors to develop an OTTA content strategy and implement it
6. Identify audiences (resident members, resident non-members, businesses, interested non-Triangle Chicagoans) and create core messages and specific messages and embed the messages in all marketing & communications materials (website, newsletter, other collaterals); better market member benefits; get membership renewal on calendar year to be parallel with the end of the OTTA business year
7. Analyze the historic use of branding and logos to develop and publish a standard for branding

CURRENT VEHICLES

VEHICLES

1. Website
2. Newsletters
3. Individual Email blasts
4. Access Database
5. Other Collaterals
 - a) Letterhead, envelopes, business cards
 - b) Membership tear sheet
 - c) iBOT materials
 - d) Programs tear sheet
 - e) OTAF program & map
 - f) Books (3 by Shirley Baugher, 1 by Diane Gonzales)

NOTATIONS

1. Website: new host, CMS (content management software), domain management, WordPress, page templates, links (CPS, CPD, EveryBlock, Facebook, LinkedIn, Twitter), newsletter content, interactive features (discussion board vs. blog)
2. Newsletter: 4-6x/year, hardcopies, .pdf at website, content strategy, content/design template, editorial & production, photo library, content pipeline, historic newsletter content
3. Email: alerts (programs & events) and non-alerts (newsletter), collecting current email addresses, email writing standards & deployment protocols, ESP
4. Access Database: membership & resource contact information, linked to Word for mailings & labels, just-in-time printing & production
5. Other Collaterals: Use entire inventory of letterhead until gone; new logo on business cards and newly created collaterals

PLANNED VEHICLES (*no particular order*)

VEHICLES

1. Website & Newsletter
2. Collaterals
 - a) Informational Tear-Sheets
 - OTTA Overview
 - All 13 committees
 - OTAF Overview
 - Membership
 - iBOT Program & Members
 - iBOT Member opportunities
 - OTTA Books
 - Fundraising opportunities
 - Writing articles for the newsletter
 - b) OTTA tri-fold brochure (overview & membership)
 - c) Welcome Kits
3. Exhibits
4. Mobile
5. Content Management/Harvest
6. Emails & Social Media

NOTATIONS

1. Website & Newsletter: upgrade both; Man On The Street interviews, House Histories, Meeting Minutes; publication calendar
2. More Collaterals:
 - a) 1-page/2-sided branded with photos
 - b) Digitized for just-in-time production (small quantities)
 - c) For new residents and businesses; Glossy folder (Office Depot-type) with OTTA sticker, Executive Director's business card and various tear sheets, copy of the newsletter, etc.
3. Exhibits: Art Gallery, History of OTTA at OTTA, Chicago History Museum collaboration
4. Mobile – Deliberate mobile strategy, including neighborhood tour apps, mobile website.
5. Content: Photos-words/historic/current, create strategy then implement, sources: committees, residents, businesses, alderman, etc.

6. Consolidated weekly email updates. Emergency email alerts when appropriate.
Consolidated, simple social media strategy via Facebook, Everyblock – providing an off-the-shelf discussion forum.

WHY ALL THIS IS NEEDED?

For examples:

- A voice to match our values
- Planning ahead (no more last-minute rush)
- CANN SPAM Act (compliance)
- Efficiency (of time & costs)
- COMMUNICATIONS: Suggested Mandate
- Leading and supporting marketing and communications efforts
- Internal and external communications
- Practical (collaterals, newsletter, standards, technology) and conceptual (branding, branding strategy, messaging)
- Might be named “Marketing & Communications Committee”

SUGGESTED 3-STEP PROCESS

- 1) Send your communication requests, as early as possible, to Communications Committee:

CommunicationsCommittee@oldtowntriangle.com

- 2) Include the following information:

- Communication type (i.e. for newsletter, email, collateral or website)
- Level of urgency/deadline to communicate
- Information and details of your message, include images if available – (we can help you create text/content if needed).
- When final, we will integrate your content into a layout.

- 3) Communications committee will communicate your info to the appropriate audience, via the appropriate vehicle/s.

- NEXT STEPS
- Continue with priority initiatives/vehicles
- Creating the 3 year plan – TO-DO LIST
- Incorporate any Board feedback/requests
- Publish & execute this plan
- Disseminate deliverables as they are completed.

- **Continuing Education:** Chairperson K. Pfendler asked Leslie & Dee when the next regular changes in the Art class offerings occur and was told new classes will begin June 19, 2012. Perhaps adding evening presentations relating to Historic/Archival themes could be considered. Continuing Education doesn't have to be restricted only to Art classes...nor should its offerings be confused with Event planning.
- **Events/Gallery:** Chair Hitchcock reported that the Spring Cleanse went well...nothing is being planned for May allowing all combined efforts to be directed towards the Art Fair event. On June 30th, the Hollow Whiskey Band (who performs blue grass) has been contracted for the Music in the Park event next to Church of the Three Crosses. Then on July 14, 2012 the Shred & Shed event will be held along with a yard sale. The cost of the truck is \$1,000 for 5 hours. The second of the Music in the Park series will be held on July 21, 2012 featuring Fred Simon, a jazz musician. The children's music event has yet to be scheduled. There will also be a clothing collection on the day of the Shred & Shed. Balloons will be placed wherever someone is having a yard sale. The shredder truck is only scheduled for one day....there will be no rain date. Chairperson Hitchcock will check with the 18th District about disposing of prescription/non-prescription drugs.

- **Grants:** Chair Leaman presented the Committee's final request for **\$40,000**(total applications were **\$94,700**, the Grant's Committee's original recommendation was for **\$51,200**) to be awarded to various schools and community organizations. A delay of funding in the amount of **\$2,500** was made regarding the Sculpture in the Park program until the onset of the fiscal year budget for 2012-2013, thereby reducing the 2011-12 Grants request to **\$37,500**). Lincoln Park HS requested \$ for the performing arts and also for the basketball team. VP Smith voiced his concern regarding the Board's postponement of needed work regarding our infrastructure due to budget overspending & the need to tighten our belts, but then increasing the amount of money given to various outside organizations through Grants. Chairperson Leaman will provide the secretary with the specific recipients and the amounts received at the July Board meeting. There was significant discussion regarding the dollar amount requested. Following discussion, Director Hitchcock moved to approve **\$37,500** for Grants... VP Day 2nded---passed 9 Yeas—1 Nay (so the record is clear, VP Smith voted Nay). In summary, the Board approved an increase of **\$12,500** to the 2011-12 budgeted amount of **\$25,000** thus approving **\$37,500** for grants. This total of **\$37,500** is approximately **20%** below the prior two years' expenditures of \$45,000 reflecting the times and the current Board's views.
- **HD/PZ:** Chair Hornaday reported that at their last meeting there were 2 items on the agenda: the first was a presentation by Robert Gibbs regarding an addition to his coach house. He'll be back next week to finish up the details. An owner stopped by from 1645 Sedgwick St. to let the committee know she was planning to do some work on her building. The committee discussed the addition of a Rooftop deck on the Lincoln Hotel and the committee was in favor of that request. The 43rd ward asked the committee's opinion on enclosed walkways (breezeways) connecting garages to houses. The committee felt these decisions would be better made by someone at Zoning & Planning.

Twin Anchors is talking about replacing their windows.

Lastly, 405-407 Eugenie is currently being used as a vacation rental. The owners are requesting a special use permit. The question is how does the HD view this request? Several community members have already voiced their objections. This came up before when President Daley was Alderman and Robin Cecola strongly objected to this special use permit. His objections were basically that, in his opinion, the owners were not good neighbors....their property is not well cared for and is always littered with garbage. Fitzgerald and Richmond are also opposed to a permit being issued. President Daley's opinion on this matter was that it should be left up to the Alderman to make that decision. Other residents further down the block on Fern Ct didn't feel this issue affected them. The owners have sent letters to adjacent neighbors asking for their approval and also would be willing to present to HD/PZ. President Daley's suggestion was to ask the Alderman's office to address this issue and if she wants to have a community meeting about it, OTTA would open its doors for said meeting.

- **Membership:** Chairperson Karen Pfendler presented Membership's new brochure to the board. Many commented that it is beautifully designed and executed. Michael Warnick did the majority of the layout & design. Sherri Kramer, a realtor living in Kennelly Square, is going to work with us on setting up welcome kits for new home owners/renters in our community. The committee will continue to pursue new vendors for the **iBot** program. We are considering expanding the program to vendors in other areas not just Wells St. & Old town.
- **Neighborhood Improvements:** Chair Jeff Smith reported that updates on the Rat abatement program would have to wait until the next board meeting since Chasse Rehwinkle was unable to attend the last NIC meeting and the program has not yet been approved by the NIC. The spring clean-up was held and Chair Smith was disappointed with the turnout. There weren't very many people working on the clean-up of the major streets used during the Art Fair. There were some folks in the Ogden parks and a few just outside the triangle area. Chair Smith feels there needs to be a higher level of engagement by this Board in the activities and events sponsored by the OTTA. Chair Smith still needs to reach out to the Alderman's office with regards to the infrastructure walk-thru. NIC also approved **\$300** (**\$300** was additionally given by the Buddhist Temple) for some shrub

replacements on Fern Ct. Dan Burdick had purchased them with his own money, but NIC felt it was a reimbursable item. NIC also approved the painting of at least 40 lamp posts to spruce them up before the fair. Director Hyer commented that he has seen an increased level of graffiti/tagging in the area. We were told to call 311 and they would respond appropriately. An address is to be supplied...if not an exact one, make one up!

- **Neighborhood Relations:** Chairman Hyer reports that Church of the Three Crosses plans to volunteer to help out at the Art Fair. The Buddhist Temple is having its annual Book sale so used books are gratefully requested. St. Michael's will not hold the event it usually sponsors during the Art Fair. The cost to run it is prohibitive.

4: Executive Director's Report: Ex. Dir. McKinsey distributed a 2 page list of '**Policies for Use of the Triangle Center**'. Ex. Dir. McKinsey asks that the board review the document and be ready to discuss/amend/edit the purposed plan for subsequent adoption. The board asked Dee to provide benchmarking data (what are some comparative alternatives and what do they charge?) prior to July Board meeting review.

5: Arts & Operations Director's Report: No further reports from A & O Dir. Wolfe.

6: Old Business: See By-laws committee report.

7: New Business: The By-laws committee plans to research what exactly is on file with the State regarding our Articles of Incorporation and our By-laws. There is a supposed fee of \$50 to secure this information which the committee plans to pursue and report back to the Board.

8: Announcements: There were no announcements.

Adjournment: Karen Pfendler moved to adjourn...Debbie Day 2nded...the board meeting was adjourned @ 9:20 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 7/10/12.

Respectfully submitted,

Karen Pfendler, Secretary