



# Old Town Triangle Association Board Meeting Minutes

**Date & Time:** Tuesday, March 12, 2013 7:00 P.M.  
**Location:** 1763 N. North Park Avenue—OTTA North Room

**The March 12, 2013** regular meeting of the OTTA Board of Directors was called to order by President Vi Daley, at 7:05 P.M. A Quorum was present.

**Directors Present:** Vi Daley, Karen Pfendler, Claire Leaman, David Pfendler, Rick Hyer, John Knoche, Lance Hornaday, Robert Gibbs

**Directors Absent:** Alan Lougee, Anne Giffels, Jeff Smith

**Others Present:** Leslie Wolfe, Phil Graff, Alderman Fioretti

**1: Approval of Minutes:** Director Hornaday moved to approve the 2-12-13 Board minutes as redacted from the secretary's notes, a complete audio file of the meeting, and Board member corrections—Treasurer Leaman 2nded--- approved.

**2: Treasurer's Report:** Treasurer Leaman distributed a *Profit & Loss Budget Performance* spreadsheet for December, 2012 through January 31, 2013 and went over the specific details of the spreadsheet. She identified some items included in each sub category leading to the entries seen on the spreadsheet: **Income: \$15,164.65; Expenses: \$17,240.70; Net Income: -\$2,076.05.** The *Year-to-Date Totals* through February 28, 2013 are: **Total Income: \$96,324.87; Total Expenses: \$118,836.04; Total Net Income: -\$22,511.17.** Director Gibbs asked what revenues were included in the 250 Fund raising Events---answer—First Sight Friday Night. All other proceeds from other events will be put in the Program Revenue 019 line---the idea is to reserve line 250 exclusively for First Sight Friday Night. Secretary Pfendler moved to approve the treasurer's report...Director Gibbs 2nded...motion was approved.

	Feb '13	Aug '12 – Feb '13	Annual Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
001 · Association Revenue	457.35	6,981.76	9,400.00
019 · Program Revenue	3,629.93	40,671.96	60,300.00
250 · Fund Raising Events	0.00	580.00	37,125.00
330 · Art Fair Revenues (Art Fair Master Account)	11,077.37	48,091.15	364,922.00
<b>Total Income</b>	<b>15,164.65</b>	<b>96,324.87</b>	<b>471,747.00</b>
<b>Gross Profit</b>	<b>15,164.65</b>	<b>96,324.87</b>	<b>471,747.00</b>
<b>Expense</b>			
060 · Association Expenses	4,260.02	51,155.45	91,250.00
050 · Occupancy Expenses	5,223.31	16,099.98	43,800.00
040 · Program Expenses	7,181.31	30,473.49	77,450.00
230 · Neighborhood Improvements	576.06	8,428.87	50,850.00
270 · Fund Raising Event Expenses	0.00	2,398.00	24,325.00

300 · Art Fair Expenses	0.00	4,780.25	117,950.00
090 · Contributions Expenses (Grants given)	0.00	5,500.00	82,000.00
<b>Total Expense</b>	<b>17,240.70</b>	<b>118,836.04</b>	<b>487,625.00</b>
<b>Net Ordinary Income</b>	<b>-2,076.05</b>	<b>-22,511.17</b>	<b>-15,878.00</b>
<b>Net Income</b>	<b>-2,076.05</b>	<b>-22,511.17</b>	<b>-15,878.00</b>

Treasurer Leaman reminded the Board of the 6 month financial summary she emailed to all members. Since she didn't get any questions from the board, she has nothing further to report. She is pleased that we seem to be staying pretty much on budget. ..Of this we should be proud!

### 3: Committee Reports:

➤ **Art Fair:** Chair John Knoche reported the following in an email to the Board:

#### Food:

I am away in Playa del Carmen, Mexico. I did get a chance to discuss the Art Fair here with Jacques Pépin, especially our food efforts. I was encouraged by his responses.

Sara Bosaw and Neal Bader, our Menomonee partners, have signed up the restaurants below in addition to the **Stefani** relationship. This gives us a nice mix and keeps our neighborhood partners involved.

**Anthony's Italian Ice**  
**1871 BBQ & Wood fired Pizza (fire truck)**  
**Adobo Grill**  
**Hash House a GoGo**  
**Stanley's**

Sara and Neal are also talking to *Robinson's Ribs* and *Spencer's Posh Foods* - an English fellow referred by Rob - and not unlike Rob, he is negotiating for better pricing.

#### First Site Friday Night

Debbie Day has firmly committed to help manage this event. I credit her with helping make it a *profitable and fun* event last year and expect she will do the same this year. Interestingly, the Menomonee Club folks sold tickets to our last year's event and many of their Board members were in attendance at Second City. Their Board so enjoyed it that they are holding their fall fund raiser at the UP Comedy this year.

#### Public Relations

This is the big push for the rest of March and April, and probably some late implementation in May. We are making a big effort to (a) get in listings, (b) differentiate ourselves from Wells Street, and (c) get some neighborhood merchant help to point people north to our Art Fair. Rob has spear-headed much of this and will hopefully step in here and discuss the work in more detail tonight.

- **By-Laws:** Chair David Pfindler reports that as of right now we have a complete electronic file of all the By-Laws we've ever had. The By-Law committee will resume their meeting schedule to discuss several items which they will ultimately bring to the Board for consideration.
- **Capital Improvements:** Chair Lougee (by email to the President) reported that 1: we will be removing the old window AC units, and will replace the window bars with bars stored in the south room; Director Lougee will have Fred, the fence doctor, make new window bars for the office window—we will need to alert condo board for approval; and 2: there is still a need to look into the plumbing leak for the 2 N condo.

- **Communications:** Chair Gibbs indicated that the web-site design is moving along; Director Gibbs reminded the board to visit the list of web sites he sent us to look at.

He has reached out to from 100-150 relevant publications specifically related to Chicago, tourism, art fairs, magazines, newspapers, etc. They are getting good results from their efforts. Director Gibbs feels this outreach will have a significant positive effect on the Art Fair's success. They are working hard at distinguishing us from the Wells Street Festival. There will be both station posters and digital information on the CTA el platforms at the Sedgwick and the Fullerton stops, as well as the train's interior cars...the cost will be somewhere between \$2,000-\$3,000...John is still deciding on just how much to spend. This price represents a big savings to us as agencies would normally be charged \$10,000 for the same ads. The digital information can be changed weekly leading up to the Art Fair. His committee continues to search for local buildings with wall space that could be used for hanging a banner. No banner has been designed yet, but is a work in progress. Director Hyer suggested using the NPR station's dollar-a-day members to donate their 2 on air announcements that might be used to mention OTAF. Rob's committee has invested time in both the jurors and the vendors with respect to what type of promotion they do with regards to our Art Fair with the idea being that these folks can reach out to their people/media to promote us as well. The plan is to use Stefani's marketing capabilities along with timed press releases to promote OTAF. Now that we have a growing list of media contacts, we need to be very sure of how/when we will want to use them.

An update to the board of what communications is doing: the committee decided they didn't want to make any drastic changes to the branding of OTTA—the current logo is recognizable, there is a strong attachment to it, and it symbolizes what we stand for and to change it would be unnecessary and costly. They do plan on refining it a bit (different background colors & a slight variation of the size of the triangle). Director Gibbs shared examples of the refined logo along with some examples of headers for EMMAS, newsletters, as well as a refreshed color palette with an eye on a Victorian/antique color schemes. They are now calling the earlier News Update EMMA the Triangle E-News. Director Gibbs referred again to his feeling of a need to reorder (reprioritize) our Association Goals.

Director Gibbs showed us what the new web site will look like. With some new additions, the new web site will still contain the content of our current drop down menus. The new site will have links to our social media sites as well as other appropriate links germane to OTTA. It will be a very flexible template in regards to both content & structure so that if a month or two down the road the committee wishes to make some changes to it, it will be a relatively simple task to do.

Lastly, Director Gibbs re-presented the original OTTA Mission and what his committee feels about how it should be revised or updated from the past mission statement including a reordering/reprioritizing OTTA's stated goals. He is sending the board specific information to reflect on and he asks that the members get back to him with their reactions and thoughts regarding his committee's ideas.

- **Continuing Education:** A & O Director Wolfe reported that the current gallery display is by artist Shelby Silvernell who works for the Chicago History Museum (a good resource for us to work with). Board members asked how patrons who come to our gallery exhibits are informed of the pricing schedule of the displayed work or even if they are for sale. A& O Director Wolfe explained that how the art work is marketed is up to the individual artist. Additionally, Jeff Weaver will be offering a new choral fine arts class to run for 8 weeks starting at the end of March.
- **Events:** Director Anne Giffels sent an email to the board announcing an Old Town History event on April 21, 2013 from 2:00-5:00 P.M. The event will include, tours led by Diane Gonzalez and Shirley Baugher, historic photos, a looped slide presentation, noteworthy information regarding the history of the OTTA, refreshments and the sharing of individuals' facts and interesting trivia about their properties/experiences living in the Triangle. Her hope is that a sizable number of people attend from current residents to others who don't live in the Triangle or folks who would just like

more information about our organization and our neighborhood. Director Giffels is also working on Movie Nights and Music in the Parks. President Daley has also asked Events to work on some special events surrounding our 65<sup>th</sup> Anniversary....the April 21<sup>st</sup> event will be our kick-off event.

- **Grants:** Chair Leaman reported there are now 5 members on the Grants Committee. The deadline for applications is April 1, 2013. At their last meeting, 3 groups made in person presentations to the committee and it worked very well. The committee is going to be very proactive with the personal presentation of the application process. The plan is to increase the number of presentations by one in each successive month. The Grants Committee is getting much stricter on insisting that the grantees submit a follow-up report to the committee regarding their award. So, if a group/individual received a Grant last year it is required that they must submit a follow-up report to the Grants Committee. Chair Leaman will begin informing the Board in April on what applications are in, what the committee's recommendations are looking like with their intent to make final decisions by the May 14<sup>th</sup>, 2013 board meeting. Again, the grant checks will be awarded at the Thank You Party for this year's Art Fair.
- **HD/PZ:** Chair Hornaday reported there was no February meeting. Tim Boudreau @ 347 W. Menomonee has made multiple presentations to HD/PZ. He wanted an addition in the back. The neighbors didn't like it...so he redid his plan and re-presented...neighbors still didn't like it. So he moved to redoing something on the front...but Landmarks didn't like it. So now, he's back to the rear addition and in spite of his neighbor's feelings, he will proceed with his plans. He will probably be back in front of HD/PZ in May.
- Marge's made another presentation the first week in March for their outdoor cafe. The Alderman had not yet made a determination, but the seating area has been reduced down to about 1/3 of the original request and they also cut back on the hours. Director Hornaday thinks it will be approved.
- **Membership:** Chair K. Pfendler reported that dues are coming in steadily. The treasurer remarked that dues revenues have shown growth. The three times during the year dues will be due are Mar 1, August 1 and October 1.
- **Neighborhood Improvements:** Chair Smith reported Care of Trees trimmed several more trees before spring arrived. NIC has received new proposals for this coming summer's tree maintenance. We have a continuing garbage problem in all areas of our neighborhood...contact 311 if you have issues with garbage or graffiti. NIC will try to communicate with residents about their needing to take ownership of their own property area...i.e. snow shoveling, debris pick-up, etc. NIC feels there is a general lack of engagement by a large number of owners/renters...the challenge is how to get them engaged. Even though the rat abatement program is on hold, we still need to keep our neighborhood free of garbage and dog detritus. Alderman Smith indicates she is ready to move forward with the rat abatement program once we give her the go ahead.
- **Neighborhood Relations:** Director Hyer informed the board of a new breakfast place on Wells and he has already approached them about becoming a member of our **iBOT** program and they are thinking about it. He also reported an incident with *Steppenwolf* where someone asked for the **iBOT** discount and they were told the discount was over. Reminder: OTTA doesn't guarantee discounts to anyone through this program. Discounts are left up to the merchants.

Secretary K. Pfendler also reported that she, President Daley, Treasurer Leaman, Alice Huff, Shannon Waterfield and members from the Alderman's office have made 4 court appearances as court advocates supporting one of our members who was attacked early in July right in front of her home. The case is about ready to go to trial.

- **Archivist:** Archivist David Pfendler reported that he has found the 31 names of the original founders who attended the first association meeting in 1948. He has developed a 60,000 item data base of names, places and businesses pertinent to the growth of the OTTA. It contains all of the information from the Art Fair booklets; information from all the minutes over time; and it will also include some financial information. He has been working on it for over a year and a half. It will be a great resource tool as well as a great research data base.

Archivist David Pfendler reminded us of the plan to have historic signs placed in front of some selected properties during the Art Fair. He used an example of the signs created for the garden walk as what he hoped the building signs would mimic. He provided the board with a sheet depicting the historically significant descriptions of our (the board members') properties that were listed on the nomination forms.

Archivist David Pfendler also gave answers to the 2 questions Director Gibbs had asked at the last Board meeting. 1. What was the exact date of the formation of our Association? Answer: On October 14, 1948 the founding members held their first meeting. On November 14, 1948 they invited the LaSalle PTA to their second meeting hoping to generate interest in joining their group. From 1948 through 1950 they became the Triangle Association (unincorporated). It came into being because of the North Side Planning Council's need for feet on the ground to help research a data study for the planning they were doing. On September 21, 1951, they changed their name from the Triangle Association to the Old Town Triangle Association (incorporated). 2. Why the Triangle? Answer: A large number of people who attended the 2<sup>nd</sup> meeting were folks who had worked for the Civil Defense Program. The triangle derivative was from the boundaries used during WWII for Civil Defense purposes. This civil defense triangle was a major segment of the Greater Chicago Defense Plan. It was a natural progression to use the same designated triangle boundaries to delineate the physical boundaries of the newly incorporated Old Town Triangle Association.

**4: Arts & Operations Director's Report:** A & O Director Leslie had nothing new to report.

**5: Old Business:** Carolin Vickery, Lincoln School parent who presented at our February Board meeting, called President Daley to ask that OTTA take a position on the Lincoln School issue. President Daley responded that she didn't believe 11 members of a neighborhood board could take a position on behalf of a neighborhood community. President Daley suggested contacting the Alderman and requesting a community meeting. Subsequently, the Alderman informed President Daley that a meeting would not be necessary since she had a solution to the problem that was being supported by the mayor, & CPS's Barbara Byrd-Bennett. This plan has yet to be announced!

**6: New Business:** Alderman Fioretti attended our meeting and introduced himself to the Board. He spent about an hour talking about the challenges he faces dealing with a 2<sup>nd</sup> Ward that is divided virtually across the city scape. We shared our concerns regarding a number of issues that overlap with the 43<sup>rd</sup> Ward issues and he agreed to work in unison with not only the OTTA but with the 43<sup>rd</sup> Ward in making sure our concerns/issues are dealt with.

Phil Graff proposed purchasing sound equipment that could be used at the Art Fair and subsequently owned and used by the Association in lieu of paying rental fees each year for the use of said equipment for 2 days at the Art Fair for the music stage. The music committee is working on an idea to have Stefani's cater a Jazz Brunch on Sunday morning for which there would be an admission charge. The cost to rent sound equipment would be around \$1500. To purchase that same equipment would run approximately twice that amount. One possibility would be to charge the Art Fair half the cost and consider the other half a capital improvement. There are lots of possibilities to consider. Joe Collins will work with Phil on pricing out the equipment. He'll bring more definite information to our next board meeting. Storage of the equipment might be an issue.

*Jimmy John's* contacted President Daley about working with OTTA for future events.

President Daley announced that she had asked Alderman Smith to introduce a resolution in city council congratulating us on our 65<sup>th</sup> Anniversary which we'll have for the Art Fair. Secretary Karen Pfendler & Director David Pfendler worked on drafting the information/wording to be used in the resolution.

**7: Announcements:** None

**8: Adjournment:** Secretary Pfendler moved to adjourn...Director Hornaday 2nded...the board meeting was adjourned @ 9:30 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 4/9/13.

Respectfully submitted,

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Karen Pfendler, Secretary OTTA