



Old Town Triangle Association Board Meeting Minutes

Date & Time: Tuesday, April 9, 2013 7:00 P.M.
Location: 1763 N. North Park Avenue—OTTA North Room

The April 9, 2013 regular meeting of the OTTA Board of Directors was called to order by President Vi Daley, at 7:03 P.M. A Quorum was present.

Directors Present: Vi Daley, Jeff Smith, Karen Pfendler, Claire Leaman, David Pfendler, Rick Hyer, John Knoche, Lance Hornaday, Robert Gibbs, Alan Lougee, Anne Giffels

Directors Absent:

Others Present: Leslie Wolfe, Phil Graff, Diane Fitzgerald

1: Approval of Minutes: Secretary K. Pfendler moved to approve the 3-12-13 Board minutes as redacted from the secretary's notes, a complete audio file of the meeting, and Board member corrections—Director Lougee 2nded--- approved.

2: Treasurer's Report: Treasurer Leaman distributed a *Profit & Loss Budget Performance* spreadsheet for August, 2012 through March, 2013. The treasurer's only comment was to explain that the negative Association Revenue for March was due to bank error—they reversed a credit for deposited funds we had been given erroneously: **Income: \$72,920.69; Expenses: \$21,374.37; Net Income: \$51,546.32.** The *Year-to-Date Totals* through March 31, 2013 are: **Total Income: \$171,812.53; Total Expenses: \$140,060.41; Total Net Income: \$31,752.12.** Secretary Pfendler moved to approve the treasurer's report...Director Giffels 2nded...motion carried.

	Mar '13	Aug '12 – Mar '13	Annual Budget
Ordinary Income/Expense			
Income			
001 · Association Revenue	-2,217.1	7,378.63	9,400.00
019 · Program Revenue	5,048.88	45,673.84	60,300.00
250 · Fund Raising Events	0.00	580.00	37,125.00
330 · Art Fair Revenues (Art Fair Master Account)	70,088.91	118,180.06	364,922.00
Total Income	72,920.69	171,812.53	471,747.00
Gross Profit	72,920.69	171,812.53	471,747.00
Expense			
060 · Association Expenses	4,624.59	55,780.04	91,250.00
050 · Occupancy Expenses	2,115.68	18,215.66	43,800.00
040 · Program Expenses	7,579.68	38,053.17	77,450.00
230 · Neighborhood Improvements	5,084.42	13,513.29	50,850.00
270 · Fund Raising Event Expenses	0.00	2,398.00	24,325.00
300 · Art Fair Expenses	1,970.00	6,600.25	117,950.00

090 - Contributions Expenses (Grants given)	0.00	5,500.00	82,000.00
Total Expense	21,374.37	140,060.41	487,625.00
Net Ordinary Income	51,546.32	31,752.12	-15,878.00
Net Income	51,546.32	31,752.12	-15,878.00

3: Committee Reports:

➤ **Art Fair:** Chair John Knoche reported the following:

1. Reminder that Thursday May 9 at 6:30 is the final formal meeting for committees and volunteers. All committee chairs and volunteers will be invited to attend, as well as any potential volunteers. Volunteer badges will be available to those already enrolled to help out with the Fair. As well, 2013 posters will be available. The meeting was previously announced to all committee chairs and published in the newsletter, but we are requesting an EMMA email to our “super” list of members, friends, and supporters.
2. “Friends of the Fair” mailing went out last week.
3. A First Sight “tickets available” EMMA (maybe combined with EMMA about May 9th meeting) to go out soon. Possibly followed up with postcard mailing, depending on response.
4. Note on artists/ZAPP/fees – (a) more new artists this year; (b) ZAPP income is tricky to track because it comes in “lumps”, not discrete transactions; (c) with different cohort of artists we are experiencing different payment/cancellation behavior (more artists than usual have paid their booth fee and then cancel, getting a full or partial refund). This causes fee income to be overstated and is offset by refund numbers that will be higher than projected.
5. Committee Updates/Comments/Issues :

Gates – still need volunteers;

Music – lots of community musicians signing up, will probably buy sound equipment (have to rent for First Sight and Fair at greater cost);

Artist Aid – Sold booth for \$2,000 to *Sparkling Ice* – they will provide product to artists – delivery mechanism still undecided;

Equipment – Jeff Weaver back involved which is a good thing;

PR – lots of cost effective activity by Communications Committee – more from Rob’s committee report;

First Sight – strong group of go-getters, art to go directly to Germania Club, – Board members should promote this event and sell tickets;

Booth Sitting – Chairs are Corrine Rohr and Monica Shibicky – may need more volunteers

Exhibitors – on track per usual;

Photography – two new volunteers;

Garden Walk – Claire and Fran enjoining and adjuring the community to sign up their gardens;

Artist Breakfast – Rick Hyer might need volunteers;

Merchandise - no new purchases, will sell 2012, 2013 posters, hats, shirts – does anyone know Barbara Zeff?

Program – ahead of schedule – will be 8 pages shorter, bigger general map, book style, not flip style

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) differentiating ourselves from Wells Street, and (c) getting 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 reported that his committee had their first meeting for the year. Besides the regular members, Larry Blust, Allen Smart and Scott Early have been added as new committee members. There are several weighty By-Laws issues that need addressing and subsequently brought before the Board. The committee plans to do just that.

- **Capital Improvements:** Chair Lougee reported that at least one of the women's lavatories is no longer flushing. Allan will be getting 4 new toilets to place in both the men's and women's bathrooms. The new ones will be 1 ½" taller than the current ones.
- **Communications:** Chair Gibbs reported that the majority of the committee's recent attention has been focused on getting the newsletter out. Treasurer Leaman attended their meeting to give the committee an update on how they are doing with their budget...so far so good! Majority of the meeting dealt with discussion of board feedback on Rob's homework assignment for the board. Diane Fitzgerald presented a recap of an initial discussion held with the Communications Committee regarding the Strategic plan presented in 2012 with the intent to reiterate some of the recommendations that were made. Her first announcement was to inform the board that she is taking a leave of absence as editor of the newsletter due to her current full time employment situation. She will continue to write 1 article for each edition and oversee the Community Corner section of the paper. She then reported the genesis of the committee's recommendations on mission statement, goals and core values. She made sure to clarify that the suggestion to rework the mission statement was all her idea...she had offered it as a suggestion to the Communications Committee which they agreed to pursue. Thus was born the Strategic Plan. Diane offered to lead a board brainstorming group to consider rewording our mission, reprioritizing our goals, and establishing some 'core values' if the board so desired. It was made clear that membership had to be involved in any attempt to change our mission. It also must be noted that to change our mission requires notifying the IRS which could ultimately affect our 501c3 not-for-profit status.

After Diane's remarks, Director Gibbs asked if he was required to come to the board to get specific approval for various items that were contained in the overall Strategic Plan. Below is an excerpt from the October 2012 Board minutes which addresses that question: "Extensive discussion was held regarding the Communications Committee's October 2012 version of their 'Strategic Plan'. After informing the board members that Chairman Gibbs had made some changes to certain target points within the plan as well as reminding board members that the examples cited in the plan were only examples, not final target points, the board asked Chairman Gibbs for assurances that no specific areas of the "Strategic Plan" would be put into place without coming back to the board for their approval of such a plan. The changing of the Mission Statement was of major concern for more than just a couple of members and would not be supported. Chairman Gibbs provided such assurance. Treasurer Leaman moved to accept the October, 2012 version of the 'Strategic Plan'...Alan Lougee 2nded... 7 yeses, 1 abstention. The motion was carried." Budget for web and newsletter have already been approved by the board.

Director Gibbs wished to have his committee's name changed to Marketing & Communications. Director Alan Lougee so moved...1st VP Jeff Smith 2nded...motion approved. We now officially have a Marketing & Communications Committee.

- **Continuing Education:** Chairperson Karen Pfendler reported that not enough people signed up for the new choral class being offered so we'll wait until the fall to offer it again and hope for more participants. We might also work harder at promoting the class. Director Gibbs is still interested in trying to set up different types of craft classes that could be offered to members & non-members.
- **Events:** Director Anne Giffels reported she has set up her tentative event schedule through the remainder of the year: 'A Walk through Old Town'---2 tours and a historic OTTA information gallery exhibit along with light refreshments provided by Jimmy John's for April 21, '13---the tours will be led by Diane Gonzalez and Shirley Baugher; the movie night folks (Mitch Cobey & Monica Betts) wish to continue offering movie nights; Director Giffels hasn't connected up with John Hobbs about Music in the Park yet, but Director Giffels does want to follow through with that event if the cost falls within her budget; a yard sale day is still a possibility, but the Shed & Shred cost \$1200 last year and Director Giffels feels this is too expensive for her budget unless some other entity could underwrite it (Director Lougee suggested Chase Bank might bear the cost); Director Giffels also wants to do a better job of publicizing these various events; She wants to take advantage of publicizing the yard sale during the time of the Air & Water show when lots of folks

will be in our area; events is looking into a possible wine tasting at the Center, perhaps even a progressive dinner; events would like to charge a small fee when appropriate as well as ask for donations during scheduled events; Director Giffels is also looking towards hosting a larger more formal architectural tour later in the fall that would have a ticket price attached.

- **Grants:** Chair Leaman reported that they Grants held their second meeting. Two thirds of all the applicants have presented in person. The remaining third will present in 3 weeks. All applications are in! The submissions are in a binder in the office. Chair Leaman will be asking the Board to approve the committee's recommendations at the next Board meeting. The data has also been placed online. The Board will be sent a link to these applications to review in advance of the next meeting. Their budget is \$38,000 and they had requests for just under twice that amount. They will adhere to their budget constraints. 18 organizations applied...3 were rejected at the outset. They then reduced the requests that were made to comply with their allotted budget.
- **HD/PZ:** Chair Hornaday reported that 1633 Hudson presented---it was a very simple presentation which the committee readily approved. They now need Landmarks' approval. Marge's was granted their 10 seat outdoor café area. Tim Boudreaux @ 347 Menomonee has reverted to the rear of his home for an improvement which has already received staff approval from Landmarks. Now he has to appear for a zoning variance which his neighbors to the east are unhappy about. The secretary asked Director Hornaday if he would be so kind as to include his committee's resolutions regarding any presentations made before his committee in the minutes he submits for the official records. He said that would be no problem.
- **Membership:** Chair Karen Pfendler reported 1 new lifetime business membership, *the Dog Joint*, at 350 W. Armitage Ave. who has also added his name to the **iBOT** merchant list. There is another possible new business to be added---a new Vision merchant on Wells who indicated to President Daley she wanted to become part of our **iBOT** program. No word from her yet. New memberships are steadily rolling in....we have 25 new members since January 1, 2013. All committee members are now current with their membership dues.
- **Neighborhood Improvements:** Chair Smith reported a group inspection was made of the Triangle Park (Wisconsin & Clark): it was discovered that one of the trellises is bent. The cost for the artist to fix the bend was prohibitive...looks fine the way it is. We have only paid half of the \$9,600 to Kinsella...still needs some attention--some issues not fixed. The brick problems occurring are due to the settling of the brick into the ground after a large amount of rain. They are no longer on a level plane. Down the road, we need to encourage Dan Baldwin to involve himself with NIC so we can work together to keep that park in good form. The NIC will work hard to come up with an event to help subsidize the maintenance of this park. Treasurer Leaman reported that the Buddhist Temple will be spending \$250,000 to upgrade their gardens. There is still the problem of overflowing garbage cans in our alleys....NIC needs to contact the Ward Superintendent for some help in this area. Signage regarding dogs needing to be leashed will be posted in our Ogden Park.
- **Neighborhood Relations:** Director Hyer is going to work with Nookies to assist them in getting more engaged with OTTA. He also wants to invite them to assist in the Artist's Breakfast for the Art Fair. Director Hyer also asked if there was any way to sweeten the pot for vendors he's soliciting to donate to the artist's Breakfast. No ideas were forthcoming.
- **Archivist:** Archivist David Pfendler reports that there is one more poster to be displayed for the history event...it will be a map of the triangle with the current street names coupled with their original names.

4: Arts & Operations Director's Report: A & O Director Wolfe pointed out the history event's display that is due to occur on April 21, 2013---*A Walk through the Triangle*. Credit and thanks are to be given to Archivist David Pfendler for all the time, research, and coordinating that was done in preparation for this display. It will be well worth the Board's time to examine the documents and peruse the photos. There is much factual data worth reading about.

5: Old Business: Open spaces sent President Daley PDF copies of what will be installed as their project for our Lincoln Mall area. The installation will occur after the Art Fair.

6: New Business: St Michael's is having their Beer Fest from June 21st to the 23rd. On Thursday, the 20th, they would like to have an employee party for Groupon from between 4:00-8:00 p.m. at which point they will be bussing in 1,000 attendees. There were problems with this event last year... this year's music will be in placed in a different location. Board member questions were: where will the buses park?...where exactly will the music be? The alderman's office wants to know how OTTA feels about this event. President Daley will send her our questions and email us regarding what she learns from Smith's office. Director Hornaday moved to support the event...1st VP Smith 2nded...motion carried.

7: Announcements: None

8: Adjournment: Director David Pfendler moved to adjourn...Director Hornaday 2nded...the board meeting was adjourned @ 8:54 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 5/14/13.

Respectfully submitted,

Karen Pfendler, Secretary OTTA