



Old Town Triangle Association Board Meeting Minutes

Date & Time: Tuesday, May 14, 2013 7:00 P.M.
Location: 1763 N. North Park Avenue—OTTA North Room

The May 14, 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, Alan Lougee, Anne Giffels

Directors Absent: Robert Gibbs

Others Present: Leslie Wolfe, Hollis Hanover

1: Approval of Minutes: Director D. Pfendler moved to approve the 4-9-13 Board minutes as redacted from the secretary's notes, a complete audio file of the meeting, and Board member corrections—Director Hyer 2nded--- approved.

2: Treasurer's Report: A & O Director Leslie Wolfe distributed a *Profit & Loss Budget Performance* spreadsheet for August, 2012 through April, 2013. **Income: \$77,479.57; Expenses: \$31,560.34; Net Income: \$45,919.23.** The *Year-to-Date Totals* through April 30, 2013 are: **Total Income: \$249,232.10; Total Expenses: \$171,620.75; Total Net Income: \$77,611.35.** Director Giffels moved to approve the treasurer's report...Secretary Pfendler 2nded...motion carried.

	April '13	Aug '12 – Mar '13	Annual Budget
Ordinary Income/Expense			
Income			
001 · Association Revenue	2,441.95	9,760.58	9,400.00
019 · Program Revenue	9,354.30	55,028.14	60,300.00
250 · Fund Raising Events	5,145.80	5,725.80	37,125.00
330 · Art Fair Revenues (Art Fair Master Account)	60,537.52	178,717.58	364,922.00
Total Income	77,479.57	249,232.10	471,747.00
Gross Profit	77,479.57	249,232.10	471,747.00
Expense			
060 · Association Expenses	5,555.05	61,335.09	91,250.00
050 · Occupancy Expenses	2,163.90	20,379.56	43,800.00
040 · Program Expenses	5,353.36	43,406.53	77,450.00
230 · Neighborhood Improvements	1,425.32	14,938.61	50,850.00
270 · Fund Raising Event Expenses	100.00	2,498.00	24,325.00
300 · Art Fair Expenses	16,962.71	23,562.96	117,950.00
090 · Contributions Expenses (Grants given)	0.00	5,500.00	82,000.00
Total Expense	31,560.34	171,620.75	487,625.00

Net Ordinary Income	45,919.23	77,611.35	-15,878.00
Net Income	<u>45,919.23</u>	<u>77,611.35</u>	<u>-15,878.00</u>

3: Committee Reports:

- **Art Fair:** Chair John Knoche reported the following:
 1. Program well in hand, almost ready to print (20 pages, vs. 24 last year and plan of 16 for 2013 – net gain is we sold more ad space)
 2. Advertising in program: Second City (\$\$), Shannon – back cover (\$\$), Milwaukee Festival (\$\$), Raino-Ogden Architects (\$\$), Art Institute (\$\$)
 3. Sponsors: Modelo Negra – Thank You party beer, WXRT – 40 spots, Mertz Artful Framing – 8 pictures, Treasure Island (\$\$), Midwest Bamboo 100 12’ poles, Second City (\$\$) – posters placement and post cards, Stefani’s – P.R. on web, emails, Sparkling Ice (\$\$), Island Squeeze (\$\$) and “tiki lounge”
 4. Advertising at Sedgwick Stop – print banners; and Fullerton Stop – Electronic banners
 5. Will be installing “Art Fair This Way” signs at Sedgwick and North, and maybe T.I.
 6. Gates taking steps toward more inviting look –
 - a. 5 gates will have 2 tall white sail banners and white booth tents as their entrance
 - b. North Park will have the “citrus orange pot installation with bamboo poles” and 2 blue umbrellas
 - c. All 6 gates will have 2 metal panel display units a with large map and information/promotion attached
 7. FSFN – party within a party – perfect neighborhood venue
 8. Phone answering during the Fair—Leslie has already secured at least 1 person to man the phone which will be placed right outside the office.
- **By-Laws:** Chair David reported that his committee has identified 3 issues within the By-Laws that need to be addressed. The first issue is that of proxies: a better description is needed to clarify the genesis of a proxy related to voting practices and how it is used. Currently there is some ambiguity which needs to be eliminated. The second issue is that of establishing ‘Standing Committees’ which would remain in force from one board to the next. Presently, the By-Laws require each committee to have 2 board members in their active membership. By reducing the number of committees and forming on-going Standing Committees, it would reduce the number of committee positions that need to be filled by each board team. The president can always set forth a resolution to create more regular committees, but they would only require 1 board member to chair that committee. These regular committees would dissolve at the end of that current board’s tenure. This would ultimately relieve the pressure on board members to have to actively participate in more monthly meetings than would otherwise be necessary. The third issue is that of the 2nd VP having voting rights since that position is an appointed one and not elected by the membership. Originally, the 2nd VP was an elected position until such time as the board required that the Art Fair chair attend all board meetings. It was then decided to make the Art Fair Chair the 2nd VP. As an elected officer, that position was entitled to vote on board matters. Once it became an appointed office, there is a legal question as to whether, according to our by-laws, that position can vote on board matters. The members of the By-Laws committee pretty much agree that it should be stipulated in the By-Laws that the 2nd VP is a non-voting member of the Board.
- **Capital Improvements:** Chair Lougee had nothing new to report other than 2 new toilets still need to be installed in the men’s lavatory. He again remarked that he needs to determine the source of the leak in our north room ceiling and have it repaired.
- **Continuing Education:** Chairperson Karen Pfendler had nothing new to report.
- **Events:** Director Anne Giffels reported the April 21, 2013 *Tour* event was very successful...both scheduled tours with Diane Gonzalez & Shirley Baugher were filled to the overflowing—Events wants to do this again in the fall, but charge for the tour this time---too much food was ordered, but Chair Giffels will have a better handle on the food needs for the next event.

Feedback was extremely positive on this event. Chair Giffels set August 24th as the date of the OTTA Yard Sale which is the weekend after the air show. With all the traffic that will be in the area for the air show, lots of advertising for the yard sale event could prove to be very helpful in generating attendance. There will not be a shredder at this event.

- **Grants:** Chair Leaman reported that the Grants Committee completed their application review process and the following applicants were selected and the recommended awards are as follows:

OTTA GRANTS COMMITTEE - 2012-13

Award Request Recommendations

2012-2013 GRANT APPLICANTS:

Lincoln Park HS - Performing Arts -----	\$7,500
Lincoln Park HS – Basketball -----	1,000
Lincoln Park HS (Friends of) - Chemistry Lab Equipment ---	1,000
Abraham Lincoln Elementary -----	9,168
LaSalle Elementary - Arts Residency -----	5,652
LaSalle Elementary - Academic Scholarships-----	3,000
Franklin Elementary -----	1,000
Buddhist Temple---2012 grant still in progress, so no new award	
Deborah's Place-----	1,000
Lincoln Park Village-----	1,500
Facets Multi-media Inc. - geographical impact not as compelling--	0
Green City Market -Children's programs -----	1,500
Lakefront Sculpture – (deferred from last fiscal yr.)-----	2,500
St Michaels---OTTA art school certificate-----	180
Boy Scouts ----3,000 paid already as lump sum-----	3,000
Lincoln Park Community Shelter- rejected-----	0
Chicago Children's' Circus 1,000 rejected-----	0
Friends of the Parks - general funding- rejected-----	0
Lincoln Park HS - Teacher Training n/a-----	0
Subtotal -----	\$38,000
Budget: -----	\$38,000

There wasn't much discussion regarding the award amounts proposed. The board had been given an opportunity prior to this meeting to go online and review all the data. Hollis Hanover, member of the Grants committee, attended the board meeting and remarked what a pleasure and privilege it was for her to work with Chair Leaman on this project. The Board thanked Chair Leaman for all her diligence and Secretary Pfendler then moved to approve the Grants Committee's recommendations for 2012-2013—Director Giffels 2nded---motion was carried.

- **HD/PZ:** Chair Hornaday reported the committee had a revisit on Tim Boudreaux's project @ 347 W. Menomonee. Tim has his zoning meeting scheduled for this Friday at which time both Phil Graff & Adam Schwerner will be opposing the requested variance. The Alderman's office doesn't oppose the variance. Director Hornaday is not sure if the variance will be approved. Neither Graff nor Schwerner will have attorneys present to object to the project. Phil Graff will try to get in touch with the Alderman to attempt to get this hearing postponed...but the Alderman isn't inclined to do that. There is a meeting scheduled for the week of May 19, 2013, but nothing specific is on the docket. The Secretary informed Chair Hornaday that two of his committee members have brought their membership up to date and have been reinstated to the official committee roster which Chair Hornaday approved.
- **Marketing & Communications:** Chair Gibbs reported by email to President Daley. He wrote as follows: "The marketing committee has been traveling a lot recently, so we've been largely out of the pocket. But we're continuing to work on the website – trying to keep costs as low as possible so it's going "slow and steady". The emails have been going smoothly (when the website is complete, we will start redesigning the email templates). We recently ran an ad campaign on Facebook to

target local residents...it was a very small campaign (only about \$40-\$50) and over the course of a couple months we almost doubled the size of our Facebook audience (we now have over 200 fans!!). The art fair promotions are moving along but we are still in desperate need for more volunteers. We are now in the phase of contacting the weekly/daily media (the monthly media and listings have already been contacted to meet their earlier deadlines). There are still a lot of media contacts to get through and they each require a personal approach, so if anyone has time to help that would be great. Otherwise we're chugging along right up until the weekend itself.

After the Art Fair, John has asked us to keep track of the overall impact and all the places we eventually get listed/mentioned as a result of our promotional efforts. In addition to this, I'd like to ask everyone to save any press clippings and website links whenever they see the art fair mentioned."

- **Membership:** Chair Karen Pfendler reported the addition of 35 new members since January---2 new Lifetime members---Chair K. Pfendler sent out 91 reminder letters regarding lapsed memberships going back to November 2011...in 3 days 5 folks had responded. Total members are just under 700 and voting members are 480.
- **Neighborhood Improvements:** Chair Smith reported that the rat abatement program is underway; there is currently committee discussion regarding how to handle NIC's recent acquisition of more than 3,100 bricks from Moody's sidewalk project. At present, a majority of NIC wishes to sell the bricks and make a slight profit to put back into the brick program. There was also some discussion regarding brick replacement work at the Triangle Park (Wisconsin/Clark). NIC is trying to figure out ways to encourage property owners who have really damaged brick walkways and parkways to redo their own areas. NIC has determined that if someone is not a member of OTTA, they will not be eligible for the 20% OTTA brick replacement program discount or tree replacement discount program. NIC sprayed the crabapple trees throughout the entire triangle, not just on two or three streets. Spring Clean is scheduled for Saturday, May 18, 2013 9:00 A.M.-12:00 P.M.
- **Neighborhood Relations:** Director Hyer reported that he had talked with almost every food purveyor in the neighborhood. Most all of them have reached out to help provide food and beverages for the Artists' Breakfast on both days of the Art Fair: to cite just a few, Potash, Catering Chocolate (Jay Shindler), Treasure Island, Walgreens, Einstein Bagels, and Starbucks. Chair Hyer asked that if there were any volunteers who wanted to arise at 4:30 A.M. Saturday June 8, 2013 to help set up the Artists' Breakfast and if so, their help would be greatly welcomed!
- **Archivist:** Archivist David Pfendler reports there is a new article up: "Old Town: The Pickle and the WOBS"(referring to the international workers of the world)---it details how Old Town became known as an art community & traces the movements of radical, liberal artists as they migrated to this area from a little bit farther south in the city. Also, Annie McGill, a 7th grader from Lincoln Elementary and daughter of an OTTA member, put together an Old Town Triangle History exhibit for her school's History Fair and subsequently won recognition in the city's History fair which then moved her on to the state History fair. She just missed being selected to go to the national History fair. She graciously donated her exhibit to OTTA and pictures of it will be featured in a subsequent newsletter.

4: Arts & Operations Director's Report: A & O Director Wolfe reports multiple projects have been done to improve our physical plant: Director David Pfendler has installed additional shelving for use by the artists when classes end and a place is needed to store their work; there will be an air conditioner installed in the back room especially to help keep the counting room cool during the fair.

5: Old Business: The Alderman did approve a beer fest for Thursday, June 20, 2013. Also, after some discussion between Vi, David & Karen regarding how we might get the word out to the folks in the city to let them know that OTTA is celebrating its 65th anniversary as well as its 64th Art Fair, President Daley suggested that we ask the Alderman to propose a resolution to present to the city council for passage honoring our organization's anniversary and Art Fair. Secretary Karen Pfendler and Director David

Pfendler wrote an outline for said resolution; President Daley submitted it to Alderman Smith; her office used the outline to lay out the proper wording for said Resolution; Alderman Smith brought it before the city council, and on March 13, 2013, the resolution was passed honoring OTTA for its 65 years of dedicated service to its community and declaring Saturday, June 8 & Sunday, June 9 2013 as “Old Town Triangle Art Fair Weekend” throughout Chicago. The entire Resolution will be published in the up-coming newsletter.

6: New Business: Just an FYI---the Wendella boat will now be stopping by North Avenue and the Bridge on the river to pick up riders to be taxied downtown to work.

7: Announcements: None

8: Adjournment: Secretary Karen Pfendler moved to adjourn...Director Hornaday 2nded...the board meeting was adjourned @ 9:00 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 7/9/13.

Respectfully submitted,

Karen Pfendler, Secretary OTTA