



# Old Town Triangle Association

## Board Meeting Minutes

**Date & Time:** Tuesday, September 10, 2013 7:00 P.M.  
**Location:** 1763 N. North Park Avenue—OTTA North Room

The **September 10, 2013** regular meeting of the OTTA Board of Directors was called to order by President Vi Daley, at 7:04 P.M. A Quorum was present.

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

**Directors Absent:** Lance Hornaday

**Others Present:** Leslie Wolfe

**1: Approval of Minutes:** Director D. Pfendler moved to approve the 8-22-13 Board minutes as redacted from the secretary's notes, a complete audio file of the meeting, and Board member corrections--2nd VP Knoche 2nded--- approved.

**2: Treasurer's Report:** Treasurer Leaman presented the *Profit & Loss Budget Performance* for the month of *August, 2013*; as follows: **Income: \$3,397.51; Expenses: \$12,284.64; Net Income: \$-8,887.13.** Treasurer Leaman will discuss the upcoming budget process at the October board meeting.

|   | Aug '13          | Aug '13          | Annual Budget |
|---|------------------|------------------|---------------|
| <b>Ordinary Income/Expense</b>              |                  |                  |               |
| <b>Income</b>                               |                  |                  |               |
| 001 · Association Revenue                   | 1,621.79         | 1,621.79         |               |
| 019 · Program Revenue                       | 1,075.72         | 1,075.72         |               |
| 250 – Fund Raising Events                   | 700.00           | 700.00           |               |
| <b>Total Income</b>                         | <b>3,397.51</b>  | <b>3,397.51</b>  |               |
| <b>Gross Profit</b>                         | <b>3,397.51</b>  | <b>3,397.51</b>  |               |
| <b>Expenses</b>                             |                  |                  |               |
| 060 · Association Expenses                  | 4,662.59         | 4,662.59         |               |
| 050 · Occupancy Expenses                    | 4,401.29         | 4,401.29         |               |
| 040 · Program Expenses                      | 2,242.24         | 2,242.24         |               |
| 230 · Neighborhood Improvements             | 978.52           | 978.52           |               |
| 270 · Fund Raising Event Expenses           |                  |                  |               |
| 300 · Art Fair Expenses                     |                  |                  |               |
| 090 · Contributions Expenses (Grants given) |                  |                  |               |
| <b>Total Expense</b>                        | <b>12,284.64</b> | <b>12,284.64</b> |               |
| <b>Net Ordinary Income</b>                  | <b>-8,887.13</b> | <b>-8,887.13</b> |               |

Net Income

-8,887.13

-8,887.13

Treasurer Leaman reported that we have \$200,000 dollars in a Vanguard money market account which is earning less than a savings account. We also have other accounts which are under the FDIC limit and by moving some monies into these accounts we'll have the FDIC insurance protection which we don't have in the Vanguard account and earn a bit more interest. Treasurer Leaman proposed that for the next meeting, NIC, Events and Communications be prepared to make budget request presentations to the board. She had already emailed the board with her suggestions for this year's budget process and received positive feedback. Her suggestion was that since OTTA had achieved a balanced budget last year, that we only have detailed presentations from (1) committees who had approved one-time strategic spends last year (i.e. NIC \$9,600 and Communications \$8,000), and (2) any committees that would be changing their revenue or expense profile from last year (Events). Treasurer Leaman asked again if there were any questions and if there was general agreement. There was agreement so she confirmed that at the next meeting (October), only those 3 committees would be required to present in detail. And that over course the board as a whole would have plenty of time to review the entire budget in detail once all data has been provided to the Treasurer. Treasurer Leaman reported that several weeks earlier she, John Knoche and Vi Daley met with Menomonee Club's Executive Director, Neal Bader, their board president and their board vice president regarding our current Art Fair agreement with Menomonee Club. It was a very cooperative meeting. The proposed new agreement of 80% of the net proceeds of the Art Fair going to OTTA & 20% of the net Art Fair proceeds going to Menomonee Club (MC) was agreed to and signed by both organizations. It was also agreed that this new Agreement would be reviewed by both organizations every 5 years with the understanding that changes might need to be made. Director Giffels moved to approve the new agreement and authorize signature. Director Lougee seconded...carried. Treasurer Leaman then distributed a worst case scenario Fixed Income & Expense sheet if the Art Fair were to be completely rained out. We'd still net \$43,476 after all OTTA income and expenses were calculated.

**OTTA FIXED INCOME AND EXPENSES**

**Today's Date: 10-Sep-13**

|                                |                       |  |
|--------------------------------|-----------------------|--|
| <b>FIXED INCOME</b>            | 137,500               | OTAF income even if rained out                   |
| Booth Fees                     | 28,000                | "  |
| Artists Applications           | 50,000                | "  |
| Stefani's & Sponsorships       | 10,000                | "  |
| First Site Friday Night        | 15,000                | "  |
|                                | <u><b>240,500</b></u> |  |
| Less: OTAF Expenses            | 90,000                | * excludes FSFN                                  |
| Less: 20% to Men.Club          | 27,100                | even if weekend completely rained out & no gates |
|                                | <u><b>123,400</b></u> |  |
| <b>Art School Fixed Income</b> | 10,000                | Last year was 12,000                             |
| <b>OTTA Fixed Income</b>       | <u><b>133,400</b></u> |  |

**EXPENSES:**

|                            |               |  |
|----------------------------|---------------|--|
| Salaries & Payroll Taxes   | 50,000        |  |
| Insurance                  | 13,844        | Gen. Liability, Property, WKMN's Comp, D&O |
| Electricity                | 2,220         |  |
| Phone/Internet             | 2,820         |  |
| Condo Assessments          | 9,240         |  |
| Facility Maintenance       | 6,300         |  |
| Annual Audit/Tax Return    | 5,500         |  |
| <b>OTTA Fixed Expenses</b> | <b>89,924</b> |  |

|                         |               |
|-------------------------|---------------|
| <b>Net Fixed Income</b> | <b>43,476</b> |
|-------------------------|---------------|

\* Conservative. Total OTAF Expense=90,000. If rained out, expenses would be less

**3: Committee Reports:**

- **Art Fair:** Chair Knoche reported on the Art Fair Calendar web-site which asks the surfer to vote on which is the best art fair in the country. He feels very disconcerted about this because he feels this is a sleazy way of getting people's email addresses and to get the best art fair designation from this site is meaningless. Dan Baldwin suggested OTTA purchase a defibrillator. On December 15<sup>th</sup> we begin accepting applications for next year's fair. His committee is getting closer to defining a People's Choice award. Second City will oversee this award during the fair. Chair Knoche might decide to have an artists' poster contest. He is still deciding whether to combine the poster with an artist's painting or not. A design team is used to make the poster from a selected work of art.
- **By-Laws:** Chair D. Pfendler had nothing to report from By-Laws. Chair Pfendler asked for feedback regarding his presentation on establishing standing committees. Director Giffels presented a tentative organizational diagram of possible OTTA Standing committees. The organizational chart was positively received by the board. Discussion ensued and President Daley asked Chair D. Pfendler to hold a meeting of all board members interested in clarifying a possible organizational chart. Director Giffels and Secretary K. Pfendler agreed to meet with Chair D. Pfendler to formulate a more precise chart with mission statements for all the suggested new standing committees. Chair D. Pfendler will report back to the board at the October meeting on the committee's recommendations. Chair D. Pfendler presented the list of instructions for voting in contested OTTA elections that need to be reinserted into our by-laws.
- **Capital Improvements:** Chair Lougee reported most of our general maintenance has been taken care of. The missing window in the south room will be replaced soon as will the TV be mounted in the north room in October.
- **Continuing Education:** Chairperson Karen Pfendler reported a new exhibit was now up and the new one for October will be a group exhibit and will go up on October 4.
- **Events:** Director Anne Giffels had a successful yard sale recently...there were over 50 participants. She sent out a survey to participants....8 respondents thus far...most liked it in August...several agreed to help out in the future in preparation for the event the same day...set the hours to earlier times...get already inflated balloons...more signage would help. Will be doing an Oktoberfest event...we'll be having an Old Town Players installation and presentation on September 29, 2013. Chair Giffels will be having a committee meeting to plan events for the rest of the year.
- **Grants:** Chair Leaman had no updates to report for her Grants Committee.

- **HD/PZ:** Chair Hornaday was not present to give a report.
- **Marketing & Communications:** Chair Gibbs thanked the secretary for shuffling the agenda. Chair Gibbs requested content from us if we had any. Also he would like feedback on the newsletter in general. He and co-editor Diane Fitzgerald are looking for new addition to the newsletter. The timeline deadline for content is approximately 2 weeks before the letter goes to print. Everything outside the newsletter is focusing on the new website. Didn't spend all the funds budgeted for the new web last year. Chair Gibbs is soliciting new members for his committee. Work has already begun on securing advertising for our next art fair including securing the CTA ads as we had last year. Chair Gibbs asked us to think about core dates/events related to OTTA that we can shout out about in our newsletter. Chair Gibbs also suggested a small group meeting to review our iBOT program and discuss creative ways of promoting/acknowledging the vendor participation.
- **Membership:** Chair Karen Pfendler reported over 500 voting members, 700 members. The last cycle for membership renewals were sent out so the membership numbers will vary as membership subscriptions expire. Chair Knoche requested a list of new members going back 2 years. It was agreed that such a list would be provided to him.
- **Neighborhood Improvements:** Chair Smith reported \$18,000 was spent to buy & subsequently plant 30 new trees in the triangle (includes tree, stumping, planting, water bags and a 2 year guarantee). We'll be starting an ash tree removal program in the fall. The NIC committee will be working with Chair Smith to help set a new budget request. Still waiting to hear from the city regarding the rat abatement program...brick program is going forward. And at our next meeting we'll begin the process of evaluating the performance of the vendors we use.
- **Neighborhood Relations:** Director Hyer had nothing to report.
- **Archivist:** Archivist D. Pfendler reported on the Old Town Players.

**4: Arts & Operations Director's Report:** A & O Director Wolfe reported on a possible solution to the need for a curtain for privacy for the sketch class on Monday afternoons.

**5: Old Business:** Architect for Humanity informed President Daley there is no money for the project this year. The city has put out a request for interest in private management for city plazas and ours is on the list. Organizations which would be interested in setting up some kind of programs from which the city can derive revenue would be applying. President Daley was told that before any decisions would be made, neighborhood organizations would have to be on board with the plan. The city is searching for folks who would pay to take over those spaces for several years.

**6: New Business:** None

**7: Announcements:** None

**8: Adjournment:** Director Lougee moved to adjourn...Treasurer Leaman 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 10/8/13.

Respectfully submitted,

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Karen Pfendler, Secretary OTTA