



Old Town Triangle Association

Board Meeting Minutes

Date & Time: Tuesday, October 8, 2013 7:00 P.M.
Location: 1763 N. North Park Avenue—OTTA North Room

The October 8, 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, Rick Hyer

Directors Absent: Lance Hornaday, Rob Gibbs

Others Present: Leslie Wolfe, Adam Schwerner, Stephanie Diffler

1: Approval of Minutes: Director Lougee moved to approve the 9-10-13 Board minutes as redacted from the secretary's notes, a complete audio file of the meeting, and Board member corrections—Director Giffels 2nded--- approved.

2: Treasurer's Report: A & O Director Wolfe presented the *Profit & Loss Budget Performance* for the month of *September, 2013* as follows: **Income: \$14,510.11; Expenses: \$4,983.83; Net Income: \$9,526.28.** Director Giffels moved to approve the September financial report....Director Lougee 2nded....carried.

	Sep '13	Aug-Sep '13	Annual Budget
Ordinary Income/Expense			
Income			
001 · Association Revenue	671.82	2,295.71	
019 · Program Revenue	13,638.29	15,644.01	
250 – Fund Raising Events	200.00	900.00	
Total Income	14,510.11	18,839.72	
Gross Profit	14,510.11	18,839.72	
Expenses			
060 · Association Expenses	2,092.23	6,754.82	
050 · Occupancy Expenses	1,175.00	5,576.29	
040 · Program Expenses	358.13	2,600.37	
230 · Neighborhood Improvements	967.62	1,946.14	
270 · Fund Raising Event Expenses			
300 · Art Fair Expenses	390.85	390.85	
090 · Contributions Expenses (Grants given)			
Total Expense	4,983.83	17,268.47	
Net Ordinary Income	9,526.28	1,571.25	

Net Income

9,526.28

1,571.25

Treasurer Leaman once again reminded the Board that since the OTTA had achieved a balanced budget last year, she would only ask for 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). There was Board agreement to this strategy, so Treasurer Leaman confirmed that at this meeting (October, 2013), only 3 committees would be asked to present their budget requests in detail: Events, NIC, and Communications. Art Fair also requested to present their budget at this meeting. And, finally, the board will have plenty of time to review the entire budget in detail once all presentations have been given and all data has been provided to the Treasurer. The treasurer will send out a first pass before the November Board meeting.

Old Town Players Set Diorama



3: Committee Reports:

- **Art Fair:** Chair Knoche made his Art Fair Budget presentation. His OTAF budget request is similar to last year's request with the exception of an increase in sponsorship money of \$12,500 both on the revenue and expense side – a wash. The 'new' sponsor money is earmarked for the Patrons' Choice Barcelona Prize.

ART FAIR BUDGET PRESENTATION

2014 ART FAIR PROPOSED BUDGET	2013-14	2012-13
	PROPOSE D	BUDGET
Income		
250 · Fund Raising Events		
251 · First Sight-Friday Night (Pre-Party)		
256 · Tickets for First Sight (tickets to benefit party)	22,000.00	19,125.00
257 · Art at First Sight (art sold at auction)	18,000.00	18,000.00
Total 251 · First Sight-Friday Night (Pre-Party)	40,000.00	37,125.00
Total 250 · Fund Raising Events	40,000.00	37,125.00
330 · Art Fair Revenues (Art Fair Master Account)		
331 · Gates (AF Gates)	130,000.00	125,000.00
333 · Vendors (AF Food Vendors)	46,000.00	45,000.00
334 · Merchandise (AF Art Store)	3,000.00	4,000.00
335 · Exhibitors (AF Exhibitors)	22,000.00	23,572.00
336 · Children's Corner (AF Children's Activities)	4,000.00	4,000.00
337 · Program Book Ads (AF Advertisers)	0.00	
337 · Program Book Ads (AF Advertisers) - Other	2,000.00	3,000.00
Total 337 · Program Book Ads (AF Advertisers)	2,000.00	3,000.00
338 · Friends of the Art Fair (AF Patrons)	9,500.00	9,500.00
341 · Sponsorships - BCN	12,500.00	0.00
341 · Sponsorships	4,500.00	6,000.00
342 · Booth Fee (Rental fee)	139,000.00	137,300.00
345 · ATM Revenues (Percent of ATM transactions)	600.00	550.00
Total 330 · Art Fair Revenues (Art Fair Master Account)	373,100.00	357,922.00
270 · Fund Raising Event Expenses		
271 · First Sight-Friday Night (Pre-Party)		
273 · First Sight Party (costs of party)	12,000.00	12,625.00
274 · Silent Auction Art (70% to artist)	11,700.00	11,700.00
Total 271 · First Sight-Friday Night (Pre-Party)	23,700.00	24,325.00
Total 270 · Fund Raising Event Expenses	23,700.00	24,325.00
300 · Art Fair Expenses		
301 · Gates (AF Gates)	4,500.00	4,500.00
303 · Food/ Beverage (AF Food Court)	3,000.00	3,000.00
304 · Merchandise (AF Art Store)	3,000.00	3,000.00
305 · Exhibitors (AF Exhibitors)	16,550.00	16,550.00
306 · Children's Corner (AF Children's activities)	2,500.00	2,000.00
307 · Program Book (AF Program Bk)	5,000.00	5,000.00
309 · BCN Trip	12,500.00	0.00
309 · Publicity (AF Promotion)	12,000.00	12,000.00
310 · Signs & Banners (AF Signs & Banners)	3,000.00	3,000.00
311 · Design (AF Graphic Design)	7,500.00	7,500.00
313 · General Operating (AF General Operations)	8,500.00	8,500.00
314 · Grounds, Maintenance (AF Maintenance)	17,500.00	18,500.00
315 · Friends of the Fair (Printing & postage, etc)	450.00	400.00
316 · Sales Tax (AF Sales Tax)	500.00	500.00
318 · Security (AF Security)	12,750.00	12,000.00
320 · Thank You Party (AF Thank You Party)	4,750.00	4,500.00
321 · Booth Fee (refunds)	3,200.00	2,500.00
324 · Entertainment (Music for Art Fair)	7,000.00	8,000.00
325 · Website (Setup & maint of AF website)	2,000.00	2,000.00
Total 300 · Art Fair Expenses	126,200.00	113,450.00

ART FAIR NET	246,900.00	244,472.00
FSFN NET	<u>16,300.00</u>	<u>12,800.00</u>
	263,200.00	257,272.00

- **By-Laws:** Chair D. Pfindler had nothing new to report from By-Laws.
- **Capital Improvements:** Chair Lougee reported repairs are needed to fix light fixture in North room.
- **Continuing Education:** Chairperson Karen Pfindler reported the new exhibit *Caffeine VII* will be up from October 8-31, 2013.
- **Events:** Director Anne Giffels presented her Events Budget request for 2013-14. **She is asking for \$8,000.**

EVENTS BUDGET PRESENTATION

Last Year (1 Aug 2012 - 31 July 2013)

Accomplishments

- ◆ Annual Meeting
 - Big Turnout
 - Great Food
- ◆ Walk Through Old Town
 - Tours Oversubscribed
- ◆ Yard Sale
 - Lots of Visitors to Old Town
 - Strong Participation
 - Positive Feedback
- ◆ Oktoberfest
 - Generating Buzz
 - Using Local Talent

Expenses

- ◆ Annual Meeting
 - ~ \$1,500
- ◆ Walk through Old Town
 - ~ \$725
- ◆ Music in the Park
 - ~ \$85
- ◆ Potluck Dinners
 - ~ \$250

Next Year (1 Aug 2013 - 31 July 2014)

Goals

- ◆ Mix of pay and free events
- ◆ Build Community
- ◆ Celebrate the beauty and history of Old Town
- ◆ New approach to attract new members
- ◆ Different events to match the diversity of Old Town

Budget Request

- ◆ Old Town Players - \$400
- ◆ Oktoberfest – net \$2,200
- ◆ Christmas Event - \$800
- ◆ Annual Meeting - \$1,800
- ◆ Re-Collections - \$700
- ◆ Spring Old Town Tours - \$1,200 (includes CAFÉ donation of \$500)
- ◆ Summer Scavenger Hunt – \$800
- ◆ Yard Sale - \$100

Total \$8,000

Director Giffels reported Oktoberfest is scheduled for 10/19/13. There will be live entertainment. Also, Director Giffels reported that the event featuring the ‘Old Town Players’ was well received & well attended. President Daley has suggested getting a commemorative plaque to be installed at 1718 N. North Park which was the original theater for the OTP theatrical group (John Hall’s current residence). The Gallery Committee will be looking forward to scheduling a month’s exhibit for The Old Town Players group.

- **Grants:** Chair Leaman had no updates from her committee.
- **HD/PZ:** Chair Hornaday was not present to give a report.

- **Marketing & Communications:** Chair Gibbs asked Treasurer Leaman to make his 2013-14 Marketing & Communications Budget request for him as he was unable to attend the meeting.

He is requesting \$16,500.

**MARKETING & COMMUNICATIONS BUDGET
PRESENTATION**

	NEXT YEAR	THIS YEAR	
	2013-14	2012-13	2012-13
	PROPOSED	ACTUAL	BUDGET
Ordinary Income/Expense			
Income			
021 · Communications			
034 Merchandise (clanedars etc)	1,500.00	0.00	1,500.00
Total 021 · Communications	1,500.00	0.00	1,500.00
Expense			
080 · Communications Expenses			
115 · IT (Digital)			
119 · Website_New Development (new website)	0.00	6,260.00	8,000.00
116 · Website_Maintenance (current website)	2,000.00	250.00	2,000.00
117 · Web Hosting	0.00	0.00	500.00
118 · E-blast Service (Emma)	1,000.00	759.29	1,500.00
Total 115 · IT (Digital)	3,000.00	7,269.29	12,000.00
081 · Newsletter (Print)			
083 · Newsletter Design (graphic design fees)	3,000.00	3,126.50	3,000.00
088 · Newsletter Printing (printing costs)	6,500.00	5,900.00	7,000.00
082 · Newsletter Mailing (mailing & postage)	1,500.00	1,275.02	1,000.00
Total 081 · Newsletter (Print)	11,000.00	10,301.52	11,000.00
085 · Calendar			
085 · Calendar - Other	1,500.00	0.00	1,500.00
Total 085 · Calendar	1,500.00	0.00	1,500.00
120 · Purchase Creative Assets (i.e. historic photo collectio	1,000.00	426.25	1,000.00
Total 080 · Communications Expenses		17,997.06	25,500.00

* \$8,000 approved for one time investment in a new website

- **Membership:** Chair Karen Pfendler had nothing new to report from Membership.

- **Neighborhood Improvements:** Chair Smith gave his NIC Budget presentation request. **NIC is requesting \$56,200.** Other than NIC's budget presentation, VP Smith had nothing else to report from NIC.

NIC BUDGET PRESENTATION

Beautifying the Hood 1 Brick, 1 Tree and 1 plant at a Time

- The purpose of NIC is to improve and beautify the neighborhood.
- Every dollar is purposefully spent to improve our beautiful and quaint neighborhood surroundings and preserve our infrastructure.
- This helps:
 - Improve our quality of life
 - Decrease crime
 - Increase and preserve our investments in real estate.

Overview of Key Accomplishments

- Historic “Moody” bricks saved and sold to new member on Eugenie
- Ash Trees treated for Ash Borer by city saved OTTA \$18k
- Came in \$18k under budget – which allowed for tree plantings for 2013
- Planting 30 new trees
- Rat abatement program planned
- Old Town Triangle Park repaired

Last Year Expenses (1 Aug 2012 - 31 July 2013)

Accomplishments	Expenses
• Parkway tree spraying/trimming	\$5,567
• OTTA Triangle Park	\$14,979
• Trash Removal	\$4,634
• Parks maintenance	\$2,900
• Spring Cleanup	\$122
• Planting new trees in parkway	\$18,000
• Brick Program	\$2,560
• Plantings	\$625

NIC's Piece of the OTTA Pie

Membership	795	0.1673%
Communications	17,997	3.7881%
Events	2,546	0.5359%
Continuing Education	42,397	8.9238%
Neighborhood Improvements -NIC	49,389	10.3956%
Fund Raising (1st Sight Friday Night)	28,997	6.1033%
Art Fair	100,687	21.1928%
Menomonee Club Share	76,700	16.1440%
Association & Occupancy	112,013	23.5767%
Capital Improvements	2,436	0.5126%
Neighborhood Relations	-	0.0000%
Historic District	220	0.0463%
Archives	103	0.0216%
By-Laws	-	0.0000%
Contributions (Grants)	40,820	8.5919%

NIC Proposed Budget 2014

•OTTA Triangle Park	\$6,000
•Parkway tree spraying/trimming	\$12,400
•Trash Removal	\$5,800
•Parks maintenance	\$8,000
•Spring Cleanup	\$1,000
•Parkway Trees	\$3,000
•Bricks	\$10,000
•Ash Trees	\$10,000
•Total Requested	\$56,200

- **Neighborhood Relations:** Director Hyer reported two new *iBOT* merchants added to our vendor list: Judy Maxwell Home (10% discount) and Greenheart (10% discount).

4: Archivist Report: Archivist D. Pfendler is preparing a new archive bulletin board exhibit.

5: Arts & Operations Director's Report: A & O Director Wolfe had no additional reports to make.

6: Old Business: Director Lougee moved to approve the new Standing Committees' structure and their mission statements. A change is to be made regarding the placement of the Marketing & Communications Chair. It was agreed that the Marketing & Communications Chair should be moved out of the Art Fair Committee and placed within the Member Relations Committee... VP Knoche 2nded....carried with unanimous approval. The chart as printed would not fit this format so I have typed in the 5 Standing Committees and their member Subcommittee chairs. Following that, I inserted the approved mission statements for the 5 Standing Committees.

OTTA BOARD

Standing Committees

Art Fair: Members: Art Fair Chair, Board President, and Board Treasurer

Member Relations: Members: Membership Chair, Grants Chair, Neighbor Relations Chair, Marketing & Communications Chair

Education & Programs: Members: Events Chair, Continuing Education Chair, A and O Director

Infrastructure Resources: Members: HD/PZ Chair, Neighborhood Improvement Chair

Governance: Members: Board Vice President, Bylaws Chair, and Capital Improvements Chair

Mission statements for the new Standing Committees:

GOVERNANCE COMMITTEE: The mission of the Governance Committee is two-fold: to ensure compliance with all applicable state and federal laws and Old Town Triangle Association Bylaw requirements. The Governance Committee also maintains and improves the Old Town Triangle Association's physical facility and makes needed repairs or upgrades as necessary.

EDUCATION AND PROGRAMS COMMITTEE: The mission of the Education and Programs Committee is ensure that current class offerings and gallery exhibits are of the highest quality and that they continue to serve the needs of the community. The Committee oversees the Art School, the Fitness Programs, and any other specialized classes that may be offered. The goal of this committee is to promote cultural, affordable, enrichment and educational opportunities for the community. The Education and Programs Committee also plans, organizes and executes all non-Art Fair events for the Old Town community.

INFRASTRUCTURE RESOURCES: The mission of the Infrastructure Resources Committee is to preserve the architectural and historic character of the designated city, state and federal historic districts within the boundaries of the Old Town Triangle as well as advocate for strict zoning adherence. In addition, the Infrastructure Resources Committee collaborates with the City of Chicago to help maintain the physical environment of the Old Town Triangle including improvement of open spaces, green areas, sidewalks, and parkways. The Infrastructure

Resources Committee is committed to addressing the ongoing and changing needs of our community as is consistent with the Old Town Triangle Association's organizational goals.

On September 28, 1977, members of the Historic District Committee succeeded in having most of the Old Town Triangle area designated a Chicago Landmark by the City Council of Chicago. Today, the Infrastructure Resources Committee acts as a liaison between the Old Town Community and the Chicago Landmarks Commission, reporting the Committee's recommendations and working cooperatively with the Commission to preserve the historic character of the neighborhood.

MEMBER RELATIONS: The mission of the Member Relations Committee is to serve Old Town Triangle Association members and the broader community of Old Town. The Member Relations Committee maintains the existing membership rolls and encourages other neighbors (Old Town Art Fair volunteers, local businesses, Condo Associations, etc.) who are not currently members of the organization to join. The Member Relations Committee is responsible for all community outreach through on-going communications. The Member Relations Committee oversees and administers the Grant program that the Old Town Triangle Association offers to qualified organizations that serve our community and to support the stated mission and goals of the Old Town Triangle Association.

ART FAIR COMMITTEE: The mission of the Art Fair Committee is to organize and execute successful and profitable art fairs. According to our Bylaws, the Art Fair Committee is chaired by the appointed 2nd Vice President.

During the second weekend of June, five charming, tree-lined streets within the Old Town Triangle set the stage for 250 nationally-acclaimed artists and an estimated 40,000 art lovers to come together during The Old Town Art Fair. The artists featured in our fair are chosen by an independent jury of professional artists, gallery owners and museum curators. The Old Town Art Fair features a wide range of art mediums, including 2D- and 3D-mixed media, drawing, painting, photography, printmaking, ceramics, fiber, glass, jewelry, and works in metal, stone and wood.

The Old Town Art Fair is the Old Town Triangle Association's primary fundraising event. Proceeds from the fair serve to benefit neighborhood improvement projects, youth groups, local schools, and other 501c3 organizations.

Old Town Triangle Association members, Old Town Triangle residents as well as other interested patrons are encouraged to volunteer at the Old Town Art Fair. The 65th Annual Old Town Art Fair will be held on June 14th and 15th, 2013. For more information, email volunteer@oldtownartfair.org.

7: New Business: President Daley named the Nominating Committee: Chairperson, Martha Connolly, Kim Penning, Sue Apey, Patti Danos, and John Burcher. Director Giffels moved to approve the committee, Treasurer Leaman 2nded....motion carried.

Diane Fitzgerald offered, again, to present a workshop for the board on possible new visions/structure for the OTTA. The board declined her offer due to pressing Board obligations between now and the New Year.

8: Announcements: None

9: Adjournment: Director Lougee moved to adjourn...Secretary Pfendler 2nded...the board meeting was adjourned @ 9:05 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,

Karen Pfendler, Secretary OTTA