

Stockade Association Board Meeting

June 2, 2015

First Reformed Church, Poling Conference Room

Present: Carol DeLaMarter, President; Steve Boese, Vice President; Robert Lemmerman, Treasurer; Suzanne Unger, Recording Secretary; Directors Beverley Elander, Diane Demeo, Colleen Mccauley, Keith St. John, Sean Philpott-Jones (via telephone), Evan Euripidou (arrived at 7:32).

Not Present: Robert Stern, Corresponding Secretary

Meeting was called to order at 7:05 pm by Carol DeLaMarter.

Minutes: Suzy Unger read the minutes of the May 5, 2015 meeting which Robert Stern had circulated by email earlier in the day. Keith St. John moved to accept the minutes as presented. The motion was passed unanimously.

Treasurer's Report: The president and treasurer changed authorized signatures for the Stockade Association accounts on June 1, 2015. There were four accounts: general checking (\$3,608.08), a money market account (\$21,626.88), an account for the Spy (\$57.43) and one for the soiree (\$4.04). The soiree account was closed and the funds transferred to the general checking account.

There are some missing checks which Bob Lemmerman expects to clarify once he has gained access to the electronic bank records. Robert Stern has paid for web hosting services. There is no record of a payment to Robert Stern since August 16, 2014 in the amount of \$160.55 for web hosting. All financial records have been turned over to the treasurer by former treasurer Karen Malia.

President's Report: After a welcome and introductions, the president invited each board member to identify priorities and short and long term objectives which could lead to a work plan for the summer. She distributed a list of volunteers who are members of various committees and noted that more volunteers are needed with specific interests, especially on the Membership Committee and the Preservation Committee.

Standing Committee Reports-Action Items

Spy: During extensive discussion, it was noted that the Spy in its present format is not reaching many in the neighborhood, younger residents in particular. Newcomers are not learning about the SA and how to become involved in the neighborhood. Now is a good time to review the content that could be published in the Spy and use the Spy as one part of a comprehensive communication strategy that would include the website, and Face Book as well. All media should have content of interest and of use to all neighbors.

Greg Sauer and Tom Hodgkins are meeting with Sylvie Briber next week to discuss the future of the Spy. Timing is important since ads are sold over the summer. They will discuss changing the format and would welcome additional input. Concerns include: Spy should not be a financial burden, and there should be substantive content, including letters to the editor. All present agreed that repetitive information can be better posted online.

Historic Preservation and Zoning: This committee currently has one member. More volunteers are needed to carry the objectives of this committee. The president reminded members that the Historic District Commission is meeting on Monday, June 8, 2015 to consider an application to raise 4 Washington Avenue two feet above the flood plain. This is one of three properties receiving NY Rising funding and could set important precedents for future flood mitigation projects.

Infrastructure Maintenance: The ad hoc Traffic Committee has been rolled into the Infrastructure/Maintenance Committee. This committee will continue to work on long and short term goals involving traffic and safety for pedestrians. It will take on the responsibility of working with the city to explore funding and develop a plan to improve sidewalks in the neighborhood. Evan Euripidou agreed to work with Chair Rich Unger to identify someone from the Millennial Council to serve on this committee.

Membership: There was considerable debate about the dues structure of the SA. Concern was expressed about what people receive for their membership other than the right to vote at the general meetings. Offering levels of membership was discussed. There was an objection to raising dues without offering more in return. Beverly Elander proposed a motion that was passed after debate: "to table discussion on dues to later in the year for possible changes to the dues structure next year." All voted in favor except Suzy Unger who voted no.

Events: Eleven people have now signed up to participate in the **Sidewalk Sale** on June 13. (Rain date is June 14.) The SA is hosting a spot in front of 111 and 113 Front Street. Members are invited to donate items the day of the event. A letter from the SA Treasurer acknowledging receipt of donation items can serve as a receipt for tax purposes.

Expenses for the sale are \$250 for an ad in the Gazette on the Thursday and Saturday of the week of the sale and a \$100 fee for the city license. \$50 has been collected so far. Colleen Macaulay is posting a notice on Craig's List.

The **Walkabout** Committee is working on getting sponsorships and has settled on the houses that will be included this year. The Walkabout is on September 26.

Nominating Committee: No new information was presented.

Committee of Safety: No new information was presented.

Ad Hoc Committee Reports

By Laws: The president reaffirmed Keith St. John's position as chair of the Ad Hoc By Laws Committee. The chair may appoint members to this committee at his discretion. The chair intends to have revisions ready for presentation to the September General Meeting so they can be voted on at the November General Meeting.

Old Business

Historic Stockade Website: There was extensive discussion about the different ways the SA could communicate with neighbors beyond the Spy and the website. Key points were: The website needs to be freshened up. There are three Facebook pages when there should only be one. This is the primary

way younger neighbors get their information. The SA needs to increase awareness of its brand and establish more two-way communication between the SA and the neighborhood.

The board agreed to take the following actions:

- Create an Ad Hoc Marketing/Membership committee to put together an SA marketing plan and flesh out SA's connectivity to the neighborhood and wider world.
- Keith St. John will chair the committee and ask a neighbor, Curt Eye, to help with the technical details.
- Bob Lemmerman, Evan Euripidou, and Colleen Macaulay offered to serve on this committee.

Fundraising: A variety of fundraising ideas were discussed.

- Solicit donations for specific events such as the tree lighting and the picnic.
- Seek out public and private grants. Sean Philpott-Jones offered to prepare a list of potential funding sources.
- Crowd funding for a specific purpose
- Offer several levels of membership.
- Offer a special membership for pets to offset the cost of waste bags in the park.

New Business

Millennial Council: The Millennial Council will be meeting next week to determine how the council can best work with existing organizations such as neighborhood associations. Evan Euripidou will report back to the board with more information next month.

Neighborhood Survey: Sean Philpott-Jones and Carol DeLaMarter will be meeting soon to set up a neighborhood survey using Survey Monkey. Sean has experience using the program and offered his expertise.

Action Points

Board Members agreed to complete the following actions and report back to the full board at the next meeting:

Bob Lemmerman: Establish electronic banking connection with First Niagara
Clarify location of missing checks
Pay annual website fee
Draft letter to acknowledge receipt of SA donations to sidewalk sale

Suzy Unger: Report to board results of Spy meeting

Keith St. John: Appoint members to Ad Hoc By Laws Committee

Keith St. John & Evan Euripidou: Meet with the Ad Hoc Marketing Committee to begin developing a marketing strategy for the Stockade Association

Carol DeLaMarter and Sean Philpot-Jones: Meet to set up neighborhood survey.

Colleen Macaulay: Post Sidewalk Sale ad on Craig's List

Diane DeMeo: Continue to organize SA Sidewalk Sale

Beverley Elander: Identify benefits of membership in the Stockade Association

Evan Euripidou: Report back on activities of the Millennial Council as they relate to neighborhoods

The next meeting will be on July 7, 2015 at 7 p.m.

The meeting adjourned at 9:10 p.m.

Suzanne Unger
Secretary