

SPRING HARBOR NEIGHBORHOOD ASSOCIATION

BOARD MEETING

6:30 P.M. Thursday, January 28, 2021

via Zoom

Approved Minutes

Board members in attendance:

Mary Beth Dunning, Aaron Crandall, Liz Freitick, Sally Miley, Giovanna Mlceli-Jeffries, Joan Martin, Mark Williams, Jussi Snellman, Stan Fuka, Barb Schultz-Becker

Others in attendance: None.

Outreach to new neighbors and to those who expressed interest in helping at events

Aaron led a discussion about ways to welcome new people to the neighbor, to increase participation in the neighborhood association and how to follow up with people who indicated on membership forms that they would like to volunteer.

How to Increase Participation

*Tapping people already involved to get more involved, for example area director could talk to those who distribute newsletters

*Print and distribute informational postcard, separate distribution from newsletter

*Mark—informational magnet to put on mailbox, then fridge; Mark will check on pricing

*Joan sent out spreadsheets with volunteers listed by category

- Sally will follow up with people in her part of the neighborhood
- Joan will follow up with people on her street
- Mary Beth will follow up with people on 4th of July list

*Joan suggested breaking down neighborhood into smaller areas. Related to this, Sally gave the example of the Dungeon Monroe neighborhood, which has, in addition to area representatives, block captains who deliver newsletters

*Liz—reluctant to ask people to take on new tasks now, maybe a better effort for the fall

*Barb—doesn't think this is the time given pandemic and related financial issues

Wasy to greet new neighbors

- Aaron, Barb-- examples plate of cookies from neighbors
- Keep track of new people
- Update welcome letter, distribute more routinely

Newsletter

Jussi—distribution of paper copy door to door is a unique way to reach all neighbors

Liz—distribution of digital copy is also important

Aaron—likes a combination of digital and print and he likes Sally's idea of block captains

There was general agreement that person to person contact is important. No action was taken on block captains.

Treasurer's Report

2020 budget highlights

- No expenditures for in person events this year due to COVID-19
- Two \$500 donations to Lussier Education Center
- Newsletter printing costs a little over budget, may want to increase for 2021
 - There was a short discussion about having advertising in the newsletter to cover printing costs. Giovanna volunteered to visit businesses; Joan suggested getting someone to partner with in this effort
 - Liz will work on ad prices; Mary Beth will send Liz draft from earlier effort
- \$300 to Friends of Merrill Spring towards name plaque
- Renewals using Cheddar Up are steady

2021 Budget Approval

- Joan will send out the proposed 2021 budget for review
- Discussion and approval at the February meeting

Spring All-neighborhood Meeting Ideas

Guest speaker ideas—

- Mary Beth suggested Fred Risser and will contact him about availability
- Sally suggested inviting someone from the City

Spring Meeting date—Tuesday, 4/20, then 4/13

April newsletter distribution depends on meeting date

Articles will be discussed at the February meeting

Approval of December Meeting Minutes

Liz made a motion to approve, Joan seconded. Approved.

SHNA By-laws

Need to be updated. Will start review process at February board meeting.

Other

- Sally said that Faith had wanted to talk to board about ideas for maintaining public areas using volunteers.
- Mark had a question about sand level at Spring Harbor Beach. Sally agreed looks bad, need DNR approval to have sand delivered. Sally will follow up with Nancy Ellison, Clean Lakes lake monitor for that beach. Giovanna said she had checked with someone last summer, needs to follow up.
- Joan will follow up with Faith about goats who eat weeds, garlic mustard pull, neighborhood cleanup

Meeting adjourned at 7:45pm

Minutes submitted by Mary Beth Dunning