

Westmorland Neighborhood Board Meeting

April 13, 2020

Online Zoom meeting

Present: Emily, Cami, Chris G, Chris T, Erica, Jesse

Guest: Beth Erlandson

The Courier ~ Guest - Beth Erlandson

- She proposes the Board consider making it a quarterly publication
 - Currently 75% ad content (heavy) because content is low
 - Quarterly would be 20 pages instead of 16- more ads and content
 - Proposed schedule and info [here](#)
 - Advertising revenue is greater than cost of printing so we need to keep it that way
 - Advertisers prefer to pay online- PayPal acct is set up as a business acct so perhaps can invoice through it.
 - Ad rates haven't been raised in years and could likely stay about the same if publication was quarterly. Rates would have to be raised if it stayed 6x/year. Adjust offerings, steer folks towards more desirable ad buys.
 - Suggested publication times: March, June, Sept, December
 - Motion to approve quarterly publication by Cami with Erica 2nd and all approve.
- Proposes we get a sponsor for the July 4th flier in The Courier
 - Could this help cover some July 4th fees? Beth would seek sponsor.
 - Getting more sponsors for July 4th has been under consideration for awhile so this would be great according to Cami
- Content
 - For next issue there is no content
 - Beth recommends a WNA Board update after the Annual Meeting
 - Push for neighbors to write articles
 - Kids Corner happened in the past but needs continual effort for writers
 - Some advertisers have asked for checks to be held during COVID and Beth is doing that. Hopefully ads will ramp up after it's over and businesses want people to know they're open.
- 80th year of Courier is next year. Consider binding history articles for Tom.

Board Elections

- Board roles- Chris G motion and Cami 2nd
 - Chris T- President
 - Jesse- VP
 - Chris G will remain Treasurer
 - Erica will remain Secretary
- Board will vote to fill open spots as needed then new members will be put up for election to a 1 year term at the next annual meeting. That way, rotation of openings will remain manageable.
- We will seek new members but should consider skill sets needed on the Board. Let's discuss skills needed at May meeting then publish in the next Courier.

Annual Meeting Recap

- Timing was a challenge and seems to be an issue annually. Let's try to block time next year.
- Making speakers wait through an extended business meeting that doesn't pertain to them should be limited.
- Library is a great location. Midvale Lutheran has a big room. Police station room is limited to 50 people.
- Consider having fewer snacks because few people eat them. Coffee seems popular.
- Weekday evening meetings often seem to be better attended and scheduling on March weekends can be challenging. Annual meeting must be in March.
- Consider asking speakers if they are agreeable to being recorded so we can put that online for neighbors
- Really try to get Arvina there- many issues she likely could have weighed in on

Courier WNA Board message to neighbors

- Chris T drafted a great message regarding COVID 19 and all board members support it

Treasurer's Report

- [Financial report](#)
- \$20,478 in bank. Revenues coming in and no expenditures since end of January.
- July 4th to be discussed- this always loses money

4th of July

- Now is the time Cami starts signing contracts
- Board will make a decision about the festival going forward by May 15th and communicate to neighborhood.
- Main request to City is in. No finances put in at this point.

- Band that did 75th anniv has offered to play. Rental requests from Bucky's (for porta-potties and tents) usually in soon.
 - Now is the time to get those things in but in light of COVID we need to be cautious
 - Cami is willing to approach companies and see if they are willing to put a clause in the contract that allows us to pull out if event must be canceled.
- Financials
 - Expect expenditures less than amount for the 75th event but higher than previous average, especially if we have a band on the 3rd.
 - Consider being more conservative to avoid as many cancellations, if needed. Per Chris G, if we need to pay small deposits that we may lose, we could handle that.
- Amount of work for Cami- adjusting contracts etc could become a lot of work. Cami will keep the board informed as things progress.
- Cami will do a write-up for The Courier with information about the event we hope to have but that it may be cancelled pending COVID.
- Discussed cutting out July 3rd events but from planning standpoint that evening is the least amount of work and the best opportunity for a socially distanced event. Cami prefers we leave that in place at this time and all members agree.

Westmorland Park Survey

- Jesse is wondering about sending out raw results vs organized summary or both.
- Agreement to send the summary to neighbors
- Jesse will send a message to Arvina to discuss survey results and park ideas. Dave is interested in working with Arvina and Jesse to help get the process started.

Toepfer Bus Stop benches

- After Toepfer road construction, the City will be eliminating 2 stops and adjusting placement. One new stop may be in front of the Wright house.
- A stop sign at the Birch intersection is also under consideration.
- What is the Board's role?
 - It was suggested that the Board own the bus stop benches. Or perhaps it donated money to install them? Dave might have more historical information
 - Do we have input on bus stop bench placement? Email Tim Subota to see if they need information or suggestions about bench locations- Chris T
 - Should we send an informational email to the neighborhood?- perhaps this will invite too much chaos. Or ask the neighbor who emailed us (Rae Sprague) to inform the neighbors? Toepfer residents are likely getting correspondence about the effort.

WNA History Pages Web Migration

- Ads pop up on the website history pages and Chris T will try to incorporate them into our own site.
- If anyone has knowledge about Wordpress, Chris T would appreciate assistance.
- Keep Chris T updated if we see anything that is outdated.