

Minutes
Board meeting
WM Civic Association
May 14, 2013

Present: Allan Carlson, president; Allan Joseph, treasurer; Dedra Salitrik, secretary; at large members: Carol Goldstein, Helen Maiwald, Bill Levin.

Absent: Dick Menzer, vice president

Meeting called to order at 7:05 PM

1. The agenda was approved for this meeting.
2. Allan Carlson provided data on the website: there were 4,618 first page hits and 1,642 second page hits. Emails increased by 8 for the month to 387.
3. Allan Joseph stated that there is \$2,000 in our budget.
4. The Board discussed whether there was a connection between the sign-ups for the dinner-with-the-Youngs and the 17 combination email notices and reminders sent to members. Helen did not see a direct connection, but she talked the dinner up at a recent Social Club dinner and found that people were interested in attending. Allan Carlson felt that the 17 total email reminders may have been overkill.
5. Allan C. suggested sending a reminder email about the new traffic pattern to get to Homewood prior to the dinner. This was agreed upon as a great idea. Allan C. will send this out ASAP.
6. The Board discussed changes to the pattern of daily emails sent to members. Carol wrote the text of an email to be sent to members regarding this change. Allan C. will send this message stating that as of June 1, only one email will be sent per week, on Monday, identifying the titles of up to 10 news articles of local interest from the past week and providing color links for further reading. Allan C. will continue to identify the news articles of interest. He will also send instructions for opening the links. This new pattern will be used for 4 weeks. In early July, a survey will be sent to members asking for feedback.
7. Allan J. reported on his follow-up with Diane Derr, a real estate agent and resident of WM. Diane is willing to forward sales information on homes in WM. This information will be forwarded to Allan C. to email to members. This email will be separate from the email of news articles.
8. The Board established the protocol for the dinner meeting with the Youngs. The Youngs will each sit at a different table and have dinner with our members. Their seats will be marked RESERVED. At 5:30, the meet and greet will occur. Dinner will begin at

5:45 and last for an hour. The meeting will begin at 6:45. Each of the 4 speakers: Ron, Karen, Blaine and Brad, will have 10 minutes to respond to 4 topics: what have they accomplished, what problems do they see in the future, how will they address these challenges, and what specifically have they done to address the needs of WM. These presentations will be followed by a question and answer session. Allan J. will introduce each of the Youngs and will time their presentations to hold them to the 10 minute time limit. Allan C. will bring a camera and take pictures.

9. Allan C. will include the pictures of the Youngs on the Civic Association website. The color flyer showing the scope of the 2013 programs is already on the website.

10. Carol summarized the convoluted traffic options presented at the NAC meeting for entering and exiting the new Walmart. She stressed that residents could help improve these options by lobbying/writing to their representatives. Allan J. and Bill Levin will research email addresses for our representatives, including each of the aldermen. Allan J. will check with the League of Women Voters. Bill will check with the City Board of Elections.

11. Allan J. suggested increasing the annual membership dues, but chose not to pursue an increase at this time.

Meeting adjourned at 7:20.

Actions:

A. Develop a smart looking, uncluttered Civic Association flyer for inclusion in the new resident packet.

B. Identify a date in late June to meet at Wegmans to develop a survey for feedback on the change in emailed news articles and to construct a prototype letter to send to representatives re: Walmart traffic issues.

C. Follow-up on writing to representatives to pressure them for better traffic patterns for entering and exiting Walmart: sending sample letter and email addresses to members.

D. Send Carol ideas for the Walmart letter.