

minutes for April 9, 2013 Civic Association planning meeting

Meeting convened at 7 pm

Present: Dick Menzer, vice president; Carol Goldstein, at large; Allan Joseph, treasurer; Helen Maiwald, at large, Bill Levin, at large, Dedra Salitrik, secretary

Absent: Allan Carlson, president

1. This evening's agenda was approved.
2. Minutes from the March 12, 2013 meeting were amended and approved.
3. Feedback regarding the Civic Association's coordination of the April 1 Board of Trustees candidate forum was positive. Dick was commended for his role as mediator. A discussion regarding the phrasing of question #3 ensued to elicit a more personal response from the candidates. The question, "What would be your priorities in establishing a budget for the Conservancy?" would now read, "What priorities would you set in developing the 2014 (and beyond) budget so that the needs of the community will be met." This re-phrasing may create more reflective responses than ones which simply restate the current budget categories.
4. Treasurer's report-Allan Joseph provided copies of the current financial report which shows an excess of \$2,000.00 in the account. Helen stated that we now have over 46 members.
5. Publicity discussion. All were pleased with the appearance of the flyer. We agreed that it should be on the website. Allan J. would like to see the photographs in color in the website version. He will get new photographs of the Youngs for this purpose. Additional emails in the form of "flyers" using color pictures need to be sent to our members and placed on our website. These flyers will NOT be attachments. A sub-committee was formed to create the flyers. This sub-committee will include Dick, Carol, Allan J., and Dedra, will meet next Thursday 4/18 at Wegmans. At the subcommittee meeting, the structure of the Young's evening will be formalized as well.
6. Additional forms of publicity were explored. Does Worman's Mill still give out a packet of info to all new residents that includes Civic Association info? Bill stated that personal delivery of the packet ended over a year ago. It was no longer supported by WM, Carol believes that info on the CA is distributed by Worman's Mill to new residents. She provided a copy of the printed information. Allan J. felt that the visual impact of this copy could be improved. Helen stated that once the new resident social is over, all future new residents won't get the benefit of this personalized introduction to the community and may need more than a piece of paper. Carol noted that Allan C. always writes an update on Civic Assoc. happenings for the Mill Monitor.

7. Allan J. suggested presenting our holiday entertainers, A Cappella State of Mind, with \$250.00 as our “tip” for their performance in Dec. All agreed that this was appropriate.

8. Carol stated that at our June meeting, we will discuss presenters for our 2014 meetings. We will also discuss the format for our post-primary mayoral forum.

9. Carol suggested creating a survey to determine our members’ interest in receiving a daily email. The group agreed that a daily email was too many. Bill suggested a bulleted email listing up to 10 news items sent once per week. Each of the bulleted items would have a link for further info. Dick noted that many residents in his building don’t receive any newspapers so the emails may not be “repeats” for them. Carol listed the parameters she uses to gauge articles from the Washington Post, Frederick News Post and Gazette for possible inclusion to our members. These include legislative items, city council issues, budget and tax concerns, continued growth, development, approval of plans from real estate/developers, candidates for local politics, and anything that directly involves Worman’s Mill. She does not research articles about local crime, social events or schools for inclusion. Carol suggested a structured survey to determine the interest in the daily news emails. This could be given out at a dinner meeting. Allan J. suggested periodic articles about real estate sales in Worman’s Mill.

10. All participated in a lengthy discussion about whether to continue to have all, some or no dinner meetings next year at Homewood. Concerns were raised about members not wanting to drive there. Whether to have food catered or provided at the clubhouse was also discussed. The topic will be continued at our next meeting.

Meeting adjourned at 8:35 pm.

Follow-up actions:

A. Dedra will contact Richelle from A Cappella State of Mind to identify titles of songs that they will perform. This will help us advertise their performance at our holiday dinner meeting.

B. The sub-committee will meet to develop additional emailed flyers.

C. The cost of printing a full color, glossy flyer will be researched.

D. Dedra will add both items from #8 above to our June agenda, She will also add a continued discussion on the daily news email, review of the current Civic Assoc. handout, and continued dinner meetings at Homewood as items on our May 14 agenda

E. Allan J. will take photographs of the Youngs for the new emailed flyer.

F. Carol and others will design structured surveys to determine interest in and a format for daily news emails, suggestions for 2014 guest speakers, and member interest in continuing dinner meetings at Homeland.

G. Allan J. will contact Diane Derr, a WM real estate agent regarding a periodic article about home sales in WM.

H. Carol will write an email to members notifying them that a change in the daily news email will be coming, once the new format is determined.

I. A meeting at Wegmans is planned.