

HDNA Monthly Board Meeting
Meeting of April 2, 2014

Present: Jay Douds, Erik Siegel, Pam Forsee Hogue, Muriel Handmaker, Theresa Clark, Josh White, Malinda Durbin, Ed Flynn, Valarie DeSalvo, D.G. Mawn, Sherry Cornell, Jordan Davis

Absent: Meghan Greenwell, Cory Zimmerman, Barbara Dorf

Guests: Councilman Tom Owens, Officer Mumphrey, Scott Osborne, Ed Fallon

President Jay Douds thanked everyone for coming.

Vice President Malinda Durbin suggested we all introduce ourselves as there were new members present. The Board did introduce themselves, and the guest introduced himself as Scott Osborne on Village Drive. Mr. Osborne then formally joined the HDNA and payed his dues.

Fifth District Police Liasion Report:

Officer Mumphrey stated that, like last month, he had mostly good news. No burglaries, no vandalism, no thefts. The bad news was that there had been one person had been robbed at the bus stop at Bardstown and Douglass.

Treasurer Josh White asked if the assailant was armed, and Officer Mumphrey stated that he was not.

Membership Chair Muriel Handmaker reported that if you cross the street at Bardstown and Douglass you risk your life because people do not stop at the stop light. She suggested putting an unmarked car at the intersection.

Officer Mumphrey confirmed this and stated that the LMPD is aware of the problem at that and other intersections in the area, but that he would pass it on to the traffic patrol.

Josh White stated that these were not "rolling stops" but incidences of people going through the intersection at no less than 10mph.

Officer Mumphrey reported that often when they watch an intersection the problem abates for awhile, but when they stop the incidences increase again.

President Doubs shared his similar experiences at other intersections, and asked if there was a line on the road indicating where people should stop.

Josh White said that there was not a line, and **Muriel Handmaker** added that such a line would be helpful. She added that it was worse coming from Bardstown Road.

Officer Mumphrey affirmed his understanding.

Josh White had recently spoken to other officers who were called to assist an intoxicated neighbor about the graffiti on the viaduct at the border of the Phoenix Hill neighborhood. Also, concrete ramps have been built under there and the brick walls there had been damaged. He has noticed a line of graffiti from this area to the Highlands.

Officer Mumphrey asked Councilman Tom Owens if this was something he knew about, but he stated that it was out of his district which stops at Eastern Cemetery.

Josh White reiterated that you can follow the line of tags from that point identifying "Monk" and "Duck" as offenders.

Councilman Owens stated that he and Terra Long, using discretionary funds as long as that is allowed, participate in a program now shared with the 9th district and in partnership the Highlands Commerce Guild which employs a truck with ladders and cover paint to address graffiti.

Josh White stated that the concrete ramps are also a problem.

Councilman Owens asked, "Where?" to which **Mr. White** restated that the problem is under the railroad tracks. Mr. Owens stated that this was outside his district.

Josh White stated that the problem only starts there, and that there is a similar starting point behind Bader's.

Councilman Owen confirmed that location to be in his district, and advised **Mr. White** to call quickly for removal. **Mr. White** stated that he did call, and the graffiti was removed, but that the kids responsible were still

hanging out back there as evidenced by skateboard parts and beer bottles.

President Douds suggested **Mr. White** send an email to Officer Mumphrey. **Mr. White** stated that, "If you want to catch them, that's where they're hanging out."

Officer Mumphrey stated that they would address the problem by driving by and assessing the situation at that time.

Josh White stressed that the last three times that he has identified graffiti it started in these areas.

President Douds called for Councilman Owen's report.

Eighth District Metro Council Report:

Councilman Tom Owen joked that his report was done because of the lengthy discussion about graffiti, however he added that they take the problem seriously. (**Jay Douds** confirmed this through his own experiences.) He added that NuLu has asked about the program, and it is considered a successful venture. Mr. Owen's only concern is that when discretionary funds are discussed in council meetings there are always questions about this use of funds. He restated that he does intend to participate as long as it is allowable.

Josh White asked why they would cut the program if it is so successful?

Jay Douds stated that because the Courier Journal has a distaste for the program, and Councilman Owen added that they do not ask about success, they ask about why it is being given to a business organization and they want a minute by minute accounting.

Josh White asked if there would be any merit in turning it into a city program.

Councilman Owen answered that the Mayor would have to put it in the budget, and **President Douds** added that you would probably get about 20% of the area covered for the same money.

Councilman Owen stated that his talk with Tom would be the 26th and the site will be relocated because the Heine Bros at that location had been closed. He is meeting with Major Fox in about three weeks, and he will mention the problem intersections on Dorothy and Douglass. He also reminded everyone present to sign up for the Bugle eblast in addition to the Bugle newsletter which comes out every other month.

The Derby Marathon was mentioned as a traffic problem, and people were warned to find other routes. He then opened the floor to questions.

President Douds reported a section of Park Boundary Road from Valetta to Cherokee having severe erosion problems causing a safety issue.

Councilman Owen will ask for it to be evaluated.

Josh White confirmed that there were also problems at the small bridge over the gully in that area.

Councilman Owen reported that extensive restoration work had been done to the wall between Valetta and the left hand turn to Cherokee Road ten years ago.

President Douds stated that he had used the 311 app to report several safety issues to Public Works, and they had responded within a week to the potholes reported. He added that he had taken pictures and sent them with the reports.

Councilman Owen noted that he had seen several potholes on his way to the meeting and had taken pictures of them to report. **President Douds** urged him to go ahead and send them in.

Safety Chair Theresa Clark stated that she had already reported them as well as the potholes on Valetta and others.

President Douds mentioned that he had called Councilman Owen's office to report the lights on Millvale being on at all hours of the day including mid-

morning on a sunny day.

Communications Chair Pam Forsee Hogue stated that she a neighbor had complained to her as well.

Councilman Owen acknowledged the problem, and reported that a light fixture at Douglass Community Center had been knocked down. He stated that the good news was that after two and a half years it had been replaced.

Josh White asked for a follow up on the smoke shops and hookah lounges. Councilman Owen reported discussing it with Major Fox and he said that there had not been any problems reported. At one point the LMPD had sent someone in undercover, but had not found anything.

Josh White commented that that was strange and that the economics of the situation were baffling. He could not believe that there was enough business in the Highlands to support three of them. To which several people commented that there were more than three.

President Douds wondered if there were any other issues such as money laundering going on, but noted, "That's probably not a police issue."

Councilman Owen did get a noise complaint about the hookah lounge at Beechwood and Bardstown which was surprising given the lack of live music .

Josh White asked about drug paraphernalia, and **Theresa Clark** noted that that was beyond our scope.

President Douds asked if everyone had reviewed the minutes and asked if there were any questions.

Secretary Sherry Cornell asked where the minutes were filed and maintained. **Malinda Durbin** replied that they were kept in a binder from year to year. That binder is not immediately available, but **President Douds** said that he and **Ms. Durbin** would review their own records to see what could be compiled.

Malinda Durbin moved that the March minutes be approved, and **Theresa Clark** seconded. The minutes were approved with no opposition or

abstentions.

Treasurer Report:

Josh White reported that his computer has been out since the last meeting, but the balance is about \$30,000 - \$31,000. We haven't spent any money.

President Doubs stated that some of us have to which **Mr. White** said that we haven't paid out any money except to Communications.

President Doubs added that there were payments due to Highlands Douglass Community Center for meeting space.

Josh White commented again that his computer had been under service since the previous meeting, and he had not wanted to transact business without being able to enter it. The problem is since resolved, and **President Doubs** asked that quarterlies be available at the next meeting. Mr. White said this would be done.

President Doubs called for committee reports and then made sure everyone had copies of the by-laws. After confirming that everyone did indeed have copies, he called for the Beautification report.

Beautification Committee Report:

Chair - Erik Siegel

Approximately 3/4 of the roses along Bardstown Road have been pruned back. The bed has been raked out. Fertilization is the next step, and further trimming will take place after the first blooms. The resident rose expert told Erik Siegal that the roses were diseased and that pruning them may not help. So we will just watch and see.

Half of the Douglass Community Center garden has been mulched, and more mulch has been ordered. **Erik Siegal** and **Josh White** will be spreading mulch at 1:00p on Saturday with Sunday being the rain date. Help is welcomed.

The Beautification Committee budget was distributed. Most expenses are routine mulch, bags, coffee and doughnuts. The big item is \$3,000 for reforestation.

Josh White reports developing a three-year plan with **Erik Siegel** as they are both serving three-year terms. The first year the primary goal is branding. They plan to spend \$25-50 per tree. Half the trees will go to members, and half the trees will go where there are a lot of pedestrians. The trees will have a tag stating type of tree and an HDNA tag so that everyone knows the tree was put into the ground by their neighborhood association.

Sherry Cornell asked about the nature of the tag whether permanent or not. Josh White indicated that these would be small temporary tags, laminated 3x5".

Josh White said that summed up year one, and restated that to be the goal for year one. The \$3000 should buy 60-120 trees, but they are also pursuing several grants.

Scott Osborn identified himself as a Jefferson County Master Gardener intern. He shared information about an upcoming tree giveaway, however it was determined that this is the tree giveaway that we already help sponsor. He is also involved with Love Louisville Trees which is part of the Louisville Grows group. They recently planted 125 total trees in the Paristown neighborhood and did the same last fall in the Portland neighborhood. Valerie Magnuson is heading up the effort.

Josh White told Mr. Osborn that he would love to have him on his subcommittee. **Mr. White** said that he would get more information from him after the meeting.

D.G. Mawn expressed support for the budget, but wanted to be sure that the full plan was communicated well to the neighborhood so that people were not confused about where the trees were being planted and why. He stressed that the plan should be approved before the budget. There was a general discussion about the cost of trees purchased relative to size and success rate. **Jay Doubs** asked Scott Osborne his opinion given his recent experience.

Mr. Osborne reported that Valerie Magnuson applied for and received a grant from MSD, and several present noted that this was the same grant as covered in the presentation at the annual meeting. Mr. Osborne said that

MSD reimbursed Louisville Grows \$125 for every tree planted.

Josh White noted that there are also Operation Brightside, LG&E, and ACS grants for reforestation. **Mr. White** asked for assistance in writing the grant proposal, and several present suggested **Meghan Greenwell**.

A general discussion about the Arbor Day Tree Giveaway ensued with most noting the poor success rate of those trees. However, **Josh White** noted that even a small success is worth the financial investment.

Scott Osborn added that the size of the trees is because they are obtained from forestry who will not give bigger trees.

D.G. Mawn asked about the status of the signs noting that work on the rose gardens is being done and money spent without the recognition of the neighborhood.

Chair Erik Siegel reported that there would be two types of signage. A small temporary type sign saying "HDNA at Work" to be posted while maintenance is being performed with a more permanent sign to be placed noting that the gardens were planted and maintained by the HDNA. The second type of sign will be a neighborhood identifier. Here **Mr. Siegel** asked **Josh White** to present further information.

Josh White noted the prevalence of signs in other neighborhoods such as Deer Park and Seneca Gardens. The Highlands Douglass has only the stone pillars as markers, and his experience has been that most people he meets have no idea what neighborhood they live in.

President Douds said that a few years ago they posted banners.

Mr. White stated that more banners and signs are in the plan. **President Douds** reiterated the cost of the banners.

Chairperson Siegel reported looking into the banners however given the expense and limited lifetime of the banners, the committee decided to invest in metal signs. **Mr. White** added that both would be included with some along corridors in the neighborhood and others at entrances to the neighborhood. He referred to plates in the sidewalk as used in the Bonnycastle neighborhood and said that they were going to consider all

options and make a full report.

D.G. Mawn suggested approving a smaller amount of \$200 to get the ball rolling on the signs, so that they need not come back for approval for the temporary signs. This was generally agreed upon, and **Mr. Mawn** asked for a vote to approve.

Malinda Durbin noted that the requested amount of \$3000 had been changed to \$4000, and **President Douds** added that the plan was to be approved before the full budget passed.

A motion was made to approve the amended budget with the larger amount to be voted on after a full plan is presented.

The motion was passed with no opposition or abstention.

D.G. Mawn commented on the thoroughness of the budget proposal, and **President Douds** offered it is a good example.

Malinda Durbin noted that Louise Renaudin had resigned as Events Committee chair.

Jay Douds stated that he was going to take that up under new business as there were three vacancies.

Communications Committee Report:

Chairperson - Pam Forsee Hogue

Chairperson Hogue noted that she had not received the new budget forms, but that the nature of Communications is such that some things are known expenses of operating from year to year. She added that she could provide goals and other requested information for the next meeting. The main thing is the spring newsletter, but the newsletter makes money so it covers its own cost and then some. She also has other recommendations. The Communications Committee met and agreed to two issues this year. The cost of the Fall/Winter issue is slightly higher so that the printer would insert envelopes for membership dues.

Josh White asked about the difference in cost which **Pam Forsee Hogue** reported to be approximately \$200 which included bundling. She cites a lack of volunteers as the reason for this expenditure, and **Mr. White**

suggested using boy scouts.

Chairperson Hogue reported that volunteers used to do it but there has been decreased interest over the years.

Mr. White replied that he was not suggesting volunteers do it, but that we pay someone a smaller amount.

Theresa Clark noted that the convenience of having the printer do the job at the time of printing saved **Chairperson Hogue** time as she is self employed and already donating a significant amount of her professional time to the newsletter.

Mr. White acknowledged this.

Chairperson Hogue stated that she always compares cost and chose this printer because of cost and turn around time concerns. She appreciated **Mr. Whites** comments and also values frugality. She noted that other options could be weighed for the fall issue.

Josh White restated his interest in having a different organization perform and profit from the work.

Ms. Clark reiterated the convenience of having the printer do insert envelopes and bundle at the time of printing.

Chairperson Hogue added that previous volunteers preferred to simply place the envelopes in the center fold whereas the printer was able to insert them through the binding which kept them from falling out and getting lost. She prefers this method to save envelopes which is both a cost issue and a communications issue as people may not renew their membership if the envelopes are lost. She would like to include it in the budget so that it is covered if needed, but research less expensive options in the interim.

Malinda Durbin raised a question about business cards listed in the budget.

Chairperson Hogue recommended them for those approaching business for money or ads, officers, and committee chairs. She states that the current cost effectiveness of printing makes this a reasonable option.

Josh White offered his support of this idea.

President Douds suggested a business card with only HDNA information printed on the front with individuals writing in their own information on the back.

Josh White noted that with printing costs being so low these days it is not too expensive to get personalized cards.

Chairperson Hogue referred to her budget to illustrate the low cost, then went on to the next line item which was letterhead/envelopes. She suggested these for fundraising efforts and again reiterated the low cost of printing referring to a coupon she had recently received which would further reduce cost.

Theresa Clark noted that these items do not expire, and that we could have them to use for years.

Malinda Durbin suggested plastic name tags with paper inserts which could be changed out.

Pam Forsee Hogue stated that she intended engraved plastic name tags which are also very reasonably priced.

Josh White asked what the budget for Communications had been last year, specifically how much money they had brought in. **Chairperson Hogue** did not have this information immediately available, however she stated that advertising had raised approximately \$300 per newsletter. **Josh White** noted that this was about \$900, and **Chairperson Hogue** agreed give or take. Therefore the cost of the Committee is covered and has not been questioned in times past.

Chairperson Hogue has purchased a year of web hosting which cost \$125.

Josh White asked **Jordan Davis** about the cost based on her experience.

Ms. Davis noted that you can get web hosting for \$20/year.

Chairperson Hogue stated that she had evaluated several sites comparing cost to user ratings and professional critiques. Her findings supported her purchase. Less expensive options may have more inherent problems, but she is amenable to evaluating cheaper options for next year.

Josh White expressed concern over the expense. **Theresa Clark** felt this to be micromanaging. **Chairperson Hogue** asked if anyone else would like to be in charge and move the web hosting and give her a refund.

Mr. White stated that as we go through the budget process he would like more information.

D.G. Mawn offered support for this adding that he could not approve the budget because the proper forms which include: function, resources needed and outcome, had not been completed. He stated that this was not micromanaging.

Malinda Durbin revisited that name tags stating that engraved tags may not be good because of the turnover from year to year.

Chairperson Hogue stated that although her budget may not look like much it had taken hours of her time. She also stated that she holds committee meetings to which no one shows, and these are the topics that should be discussed in committee meetings. At some point she has to make the decisions and present them. She chose the name tags based on ones used by the Jazz Society. The ones she found were quite a bit cheaper, and will look more professional than paper inserts.

Josh White stated that he is comfortable wearing a sticker.

Chairperson Hogue said that we could take that line item off to which **Ms. Durbin** replied that we could just adjust it.

Chairperson Hogue reported holding two meetings which were poorly attended to go over the budget. She suggested that if the board did not want to approve her entire budget, just approve the newsletter so that she could go ahead and do the spring issue. She challenged anyone who had major issues with the other line items to come to a communications committee meeting to do the work with her.

Jay Douds agreed that this is not the place to do this work.

D.G. Mawn noted that the point of reviewing budgets now is that if one is not on that committee, there is an opportunity to ask questions then approve

the budget so that the committee can do its work.

Josh White furthered that once the budget is approved the committee can use the money as needed toward the defined goal.

Theresa Clark asked **D.G. Mawn** why he couldn't accept her budget as it is.

D.G. Mawn replied that the budget as presented is one that an accountant would see not the one a policy setting board would make its decision on.

Theresa Clark asked if this was the first time the form has been used to which **Mr. Mawn** replied no although he acknowledged that it had not been used the previous year. Both **Ms. Clark** and **Ms. Hogue** did not remember seeing it before. **Mr. Mawn** reported sending it out, but understands that they may not remember seeing it.

Theresa Clark asked again why **Chairperson Hogue's** budget form was not acceptable.

D.G. Mawn stated that he would like to know the purpose for the money and when it is coming out of the budget so that there is a rhythm to the process.

Josh White added that not knowing how much was spent before and how much is expected to come in this year . . . **D.G. Mawn** interjected that it wasn't required last year so we in fact do not know other than what was shown by the treasurer which was great. He did great reports and we could track what we spend. Any time money was spent we had to have a board meeting to go over it because there was no pre-approved budget. The point of this meeting is to approve the budget so that the committees can do their work.

Theresa Clark stated that Communications budget is built around the newsletter and we know when they're coming out.

Josh White reported that the line item for the newsletters look exactly like the amount for last year.

Chairperson Hogue confirmed that she used her invoices to come up with this year's budget and other things were estimated based on what she

thought was needed.

Mr. White reiterated that the top half of the budget looks like what he's already seen in the records. All the stuff that's related to the newsletter looks like last year. The second half is new stuff and it seems like more than we want to spend on the whole.

Chairperson Hogue asked what **Mr. White** thought was too expensive.

Mr. White replied that he supports business cards he doesn't think we need name badges.

D.G. Mawn noted that every year people question whether or not we should have a newsletter, and while he supports the newsletter, this illustrates his point about the budget form. The point to the form is that it lays out here's why we're doing it, here's what we hope to accomplish, so we don't have to deal with those questions again.

Josh White stated his three questions are the volunteer recognition, the name badges, and the web hosting.

Chairperson Hogue replied that the volunteer recognition came from the last meeting. Rich Campbell wanted to acknowledge those who had delivered the newsletter for years. This consumed most of the first committee meeting. The second meeting revolved around whether or not the board even wants to have a newsletter because she is doing more and more and more. Based on her personal rate the newsletter would be running at a deficit. People cannot expect this without coming to meetings or doing the work. She also has a problem with people saying they will write an article but not doing so.

Josh White stated that it sounds like a recruiting problem as well.

Chairperson Hogue stated that right now the newsletter is the only thing that identifies the HDNA. She asked if we still even want to have a newsletter.

Muriel Handmaker said that it was extremely important to have the newsletter because everybody gets the newsletter. If we do it online, people won't look at it. People read a hard copy. She expressed sympathy to **Ms.**

Hogue for the difficulty in putting it together, but she thought it would be a huge mistake to stop doing the newsletter.

General agreement was expressed.

Sherry Cornell shared a suggestion **Theresa Clark** had stated at committee meeting that each chair write an article about what was going on in their committee. She asked for opinions from those present, and there was general affirmation of the idea. **Ms. Cornell** also offered to put together an article if the chair(s) were only able to provide raw data.

D.G. Mawn asked if we were voting on the Communications and Membership budgets together, and **Pam Forsee Hogue** stated that to be her understanding of the by laws.

Sub-committee Chair Muriel Handmaker asked to speak to that. The Membership Sub-committee put together a budget in meeting which is slightly different from that portion of the Communications budget.

D.G. Mawn asked for her to go over the changes.

Muriel Handmaker noted the differences to be \$42 more for envelopes, \$11 less for the tent/canopy.

Erik Siegel offered that he has a tent, but **Muriel Handmaker** felt that the HDNA needs its own tent. **Jay Doubs** asked about a tent the HDNA had previously owned, but several others present remembered it being broken.

Muriel Handmaker resumed with a \$65 increase in the amount allotted for a table. This was met with some discussion to which **Ms. Handmaker** asserted that this had been discussed in committee.

Muriel Handmaker continued by adding a \$100 for miscellaneous, coming to a total of \$1,550.

Josh White asked if she had the expenses from last year, but she did not have that information. There was some discussion about last years expenses, but no final number was reached.

Muriel Handmaker motioned to pass the subcommittee budget.

D.G. Mawn asked about the Member Mixer, and several people described last year's mixer to him. The budget passed with two abstaining but no opposition. **D.G. Mawn** abstained due to the lack of proper documentation. **Josh White** abstained due to a lack of financial history therefore insufficient data.

Theresa Clark asked about advertising for the newsletter as Rich Campbell was not longer going to be doing that. **President Douds** said that would be addressed later, and called for a vote to approve the Communications Committee budget of \$4,100.

Sherry Cornell confirmed **Josh White's** reason for abstaining. He addressed the lack of financial records available. **Mr. White** is concerned about making decisions about budgets without knowing how much the HDNA has brought in each year or how much is expected this year.

President Douds clarified that these are not final budgets, but part of a process that will include organizing data from years past before proceeding with future plans.

Josh White asked whether or not we were ratifying the budget.

D.G. Mawn stated that we are however if the executive committee states that \$40,000 is budgeted, but right now we're only bringing in \$20,000, then every committee has to take a budget cut or reduction.

President Douds stated that we don't know how much we need to raise until we know what is requested.

Josh White accepted these explanations.

President Douds called for a vote. The budget passed with two abstaining and no opposition. The two in abstention were **Josh White** and **D.G. Mawn** for the reasons stated in the Membership Subcommittee vote.

President Douds identified the need for a chair for the Events Committee. **Malinda Durbin** motioned to nominate **Jordan Davis**. **Valarie De Salvo** seconded the motion. **Ms. Davis** accepted the nomination and was named Chair to the Events Committee.

Sherry Cornell motioned to remove Stu Schrenger and Shannon Jones from the board due to non attendance. The motion was passed with no opposition or abstention.

President Douds asked that everyone who could attend the Events Committee this month please do so.

Safety Committee Report:

Chair - Theresa Clark

Chairperson Clark distributed a complete list of houses in the Highlands-Douglass neighborhood asking for any corrections. She then submitted her budget for \$100.

Chairperson Clark has driven every street and reported all potholes to MSD. They have responded to every report.

D.G. Mawn reported seeing crews on Valetta and Park Boundary.

The Safety Committee budget was approved without opposition.

The meeting was adjourned. The next meeting will be held on May 7.