



## Annual HPNA Planning Meeting Minutes - Jan 18, 2014

### **Mission**

The Highland Park Neighborhood Association is a community organization led by active volunteers who are elected by neighborhood residents to:

- Address concerns and issues that are important to residents
  - Plan activities and events that bring neighbors together
  - Represent the neighborhood in dealings with the City of Rochester and other institutions
  - Keep residents informed through direct and online communication
  - Undertake initiatives that preserve and improve the quality of life in our area and develop a positive sense of pride and community
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### **Agenda**

10:00 - 10:05: Agenda modifications  
10:05 - 10:30: Philosophy  
10:30 - 11:15: Major Projects  
11:15 - 11:55: Administrivia  
11:55 - 12:15: General Meetings  
12:15 - 12:30: Review agenda and actions

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### **I. Introductions**

Chair - Mike Mahoney  
Vice Chair - Lauren Schieck  
Treasurer - Lori Bryce  
Secretary - Rob Unckless  
Communication Coordinator - Michael Tomb  
Volunteer Coordinator - Marcia Zach  
Security Coordinator - Paul Urai

### **II. Philosophy**

1. Facilitate projects, not necessarily execute on them.
  2. Be a resource for residents that want to take action.
  3. Use mission statement as a filter for deciding on which projects to support.
  4. Foster positive image of HPNA. Remember that you represent our neighborhood when you talk to people or attend outside group meetings.
  5. Share our success with other groups
- ❖ Discussion about past year. What worked? What didn't?
- Discussion about participation in HPNA sponsored events
  - Website stats/comments on facebook



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- Board meetings after general meetings
- Comment space on website; forums in lieu of formal meetings
- Dealing with the city and other institutions – especially when interests are not in line with ours; hospital, zoning, traffic – advocacy in an official way; use of social media, etc.; resolutions?
- *Advocacy* and *Projects* as two major points on agendas and do advocacy first
- Utilization of Advisory Board? - Roger, Mary, ...
- Replace outreach with advocacy

### III. Major Projects

1. Major projects are actively worked on by board.
2. What do we want to achieve this year?
3. Continue to promote projects on website. Provide descriptions and list project leaders.
4. Ask that project teams share minutes or brief summary reports with the board (These can be one or two sentences emails such as: "Team did not meet this month". "Team discussions about some issue continued at Feb meeting...") – *more formalized feedback from teams; just tracking of events, attendance, etc. – form on website; sign in sheets should be logged by secretary*
5. Board must approve any team expenditures from general funds. Amounts > \$100 must be presented at Board Meeting for a vote.
  - *Review of best practices for spending/reporting with Lori.*
  - *How to spend money on meetings*
6. Ask Teams to work within HPNA communication structure and volunteer efforts to advertise their open meetings and recruitment.
  - a. Arts and Cultural - Michael
  - b. Children's and family events - Meghan
  - c. Highland Hospital Neighborhood Committee – Mike T.
  - d. PAC-TAC and Security Team – Paul U.
  - e. Traffic Calming – Marcia
  - f. 3-hour team – Marcia
  - g. Little Library – Rachel Larson
  - h. Welcome Bag – Elaine Heveron
  - i. School Involvement – Meghan
  - j. Neighborhood Gardens and Beautification –
  - k. Taste of the Neighborhood – Us
  - l. BoulevART –
  - m. Advisory board -



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7. Open invitation to team leaders for board meetings, suggest that leaders or others use these meeting to keep the board up to date on evolving "hot button" issues.
  - Always include Team Leaders on Call for Agenda Items prior to Board Meetings (haven't been doing this!)
8. Supply redirected email address to team leaders

### Possible Major Projects:

- Advocacy and relations with new city government
  - Nancy Johns-Price
- BoulevART touchup – *early June*
- Lilac Festival Gatehouse – *Yes, Lilac Festival*
- Art Show - *Yes*
- Tree Tours – *already set*
- Meet the Musicians series: Feb 15, Mar 15, Mar 29, May 3 – 4 *concerts at SW mission*
- Arts Team Fundraising - \$2500 goal
- TON – Suggesting September 7<sup>th</sup> (Clothesline Art show); on Sept 14<sup>th</sup>;
- VOC implementation.
  - *Can't spend funds until April; need to negotiate that*
  - *Trying to figure out how to plan things; conference February/March*
  - *Linden Street event*
  - *\$ for beautification for each neighborhood*
- Music in the Park – *continue one in July, one with National Night Out*
- National Night Out – *August 5<sup>th</sup>; combined with music in the park*
- Neighborhood spirit competition – *setup at 7:30 runs until 10am; water stop; sign identifying neighborhood. Mary; Sunday April 27<sup>th</sup>*
- School choice meeting – *next week!*
- Website resources – *links, etc.*
- School choice resource page on website – *we need someone to put together the content*
- Block Leaders – *meeting with the block leaders; 12 are signed up – Section leaders? Is there a better model for this? Ask for input on general meetings; continue to let them know about board meetings*
- Buzz – *discussion about how to keep it going; Biannual resource guide; a bit of a different structure; online advertising; 2-pager for March? Sponsorship options*
- *Distribution of posters, etc. – get students involved for community service*
- Survey – *Need to lay out goals;*



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- Bylaws – *Rob will revise and group will discuss before general vote*
- Broaden reach – seniors, pet owners (Pets team), gardeners (free seeds, tree plantings, more planters, need a director, Master Gardeners)

### IV. Administrivia

- Board Meetings - dates, times, places
  - *Second Wednesday of each month 7:00-9:00; 2/12/2014*
  - *At Crossroads*
- Board Meeting rules (did not discuss)
  - No off topic discussions. Submit items for agenda prior to meeting.
    - *New items at the end, time permitting*
  - Organize meetings around major projects.
  - Focus on what is blocking progress on projects.
  - We will try hard to stick to times. Mike may have to act like jerk.
  - Board meetings are open to HPNA members.
- Fiduciary
  - Neighborhood works?
- Email rules
  - We can use email for discussion of major projects and 'hot button' issues.
  - Use email to set agenda for board members
  - No arguments over email.
- Dropbox
  - Working for sharing certain documents (agendas, minutes, etc.)? *-Fine*
- Google Calendars
  - We have two calendars. One for HPNA and one for HPNA Friends.
  - Use these as definitive source of upcoming events.
  - *Share with entire board*
- Blog access/use
  - Who wants/needs access
  - Use to share public media/documents
- Facebook
  - Administration
  - Very active. Ways to improve?
  - *We should remove overly political posts because they are not in line with our mission*
- NBN 6, SWPC, SCMA
  - Important for HPNA to be involved – *need to get information out to group*
  - How can we best contribute moving forward? Thoughts? – *Mike will go next*



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*week and see what is going on*

- 7-11 – *interaction with group*

### V. General Meetings

- Placemaking and review - *March*
- Meeting in park again? – *June; pizza*
- Neighborhood Summit – *October; elections*
- December – Annual Meeting – *introduce new members*

### VI. Actions

- **For record keeping of events:** Name, date, time, organizer, # attended, # team members, estimated cost, revenue (if applicable), url, comments
- **Log sign in sheets from meetings;** sign in sheets with list of members
- **Get team leaders email list** – Michael
- **Reach out to advisory board, maybe recruit** – Mike
- **Include leaders of committees in emails about board meetings** – Mike
- **Look at website and make comments/corrections** – everyone
- **Agenda item for next meeting about advocacy and replacements** – email the mayor directly (mayor, Dell, parks and recs, Jim Farr, Marisol Lopez)
- **Email about Buzz to find a new organizer** – everyone
- **2-page buzz for March?** – Mike and Michael
- **Goals for survey** – satisfaction, what do we want to see done?; etc.
- **Bylaw revisions** - Rob