

Highland Park Neighborhood Association

Board Meeting – February 3, 2021

In Attendance	Absent
Roxanne Townsend, Chair Bob Thompson, Vice Chair Roger Ramsay, Treasurer Kiersten Shinrock, Secretary Stacey Bershod, North Section Leader Mike Thompson, South Section Leader & Highland Hospital Liaison Hank Wedow, At Large & Business Liaison Dan Barnak, East Section Leader Larry O’Heron, At Large	

Agenda

1. Administrative Items:
 - a. Deb Quinn has resigned from the HPNA Board due to increased family commitments.
 - b. Treasurer’s report
 - i. Net Profit of \$197.10 in January
 - ii. Balance Sheet \$11,996.81 between paypal and bank accounts
 - c. HPNA Google Drive Folder
 - i. Will give current board members access to the account via their emails. This will allow uploading docs and editing with topics sorted by folders.
 - ii. Extraction of 2020 financial data as a backup and upload it into the google drive. In the event QuickBooks didn't transfer over.
 - iii. Mike has a check outstanding and Roxanne has receipts to scan in that need to be given to Roger
 - d. Voting for 2021/2022 HPNA Board
 - i. Email went out and two people clicked on it. It will be open until February 15th.
 - e. Update from ZBA January meeting re: 117-125 Highland Parkway Variance
 - i. At the zoning board of appeals Maison properties said they went to all neighbors and came to HPNA again and felt they had lots of neighbor input. They went to NBN6 but not the others and Bob asked them to come back through our process with regard to getting a letter of support. Mainson told the zoning board of appeals a mistruth about that. They also held their application again until an unknown time in the future due to uproar from neighbors.
 - f. Verify HPNA board member attendance at various meetings
 - i. City Meeting Attendance
 1. Presidents Meetings – Roxanne (Bob as backup)
 2. City Council (Larry)
 - a. Do we need to be there? What is the criteria?
 - i. Does it apply to HPNA?
 - ii. Is there an initiative that is city wide that we should go?
 - b. Bob and Mike often attend meetings. If anyone plans to attend share that with the board so we know it is covered.
 3. City Boards, e.g., Zoning Board of Appeals, Preservation Board (Larry has offered to attend these if a HPN topic is on the agenda.)
 - a. We need contact points for the boards with Kelvin
 - ii. Other Monthly Meetings Attendance
 1. NBN6 – Stacey

- a. Will include overview of construction on South & Elmwood at the upcoming meeting.
- 2. MNBN – Bob
- 3. PCIC - Larry
- 4. Business Organization meetings - Hank

2. Actions from January Meeting

- a. Create an online form for zoning support requests. (Bob) - **complete**
- b. Create an online voting option for HPNA Board elections this year. (Roxanne) - **complete**
- c. Send follow-up email closing out GaGa Pit questions. (Roxanne)
- d. Create lessons learned documentation for the calendar project. (Mike)
 - i. Complete and Mike is working to extract the simple lessons from it.
 - ii. Goal is to have information if/when HPNA decides to do a calendar again
- e. Contact Fleet Feet for status of race and Spirit Contest in 2021. (Stacey)
 - i. Nothing as of today listed on the race site from Yellow Jacket.
 - ii. Will be emailing the owners to confirm whether the race is happening this spring or its being postponed.
- f. Schedule Zoom meeting with Hank, Roxanne, and Jen Topa regarding the discount card project. (Hank)
 - i. Will follow up right after this meeting
 - ii. See 3. B with more details
- g. Create an initial action plan for how HPNA will address and interact with the city regarding the zoning re-write. (Bob, lead – Hank and Dan)
 - i. Not sure what is going on. Bob has not heard anything despite his outreach.
 - ii. Roxanne will call Jill to ask for a more concrete schedule. Bob had an original schedule but it is outdated and we are not on that timeline with covid19 impacts.
- h. Invite people to sign up for HPNA emails using Nextdoor. (Mike)
 - i. Mike will take care of that this month.
 - ii. Emails are once a month unless a very specific thing we needed to email about.
 - iii. Send them to the website and URL “Go to the website and on the right hand sidebar you can sign up for the neighborhood emails” It is also our primary means of communication. The email list is not shared with anyone else.
 - iv. There are interfaces between wordpress and mailchimp. There needs to be more messaging for clarity on the email signup. Bob will look into the widget for this sign up.

3. Fundraisers/HPNA Membership:

- a. Calendar – there are a few calendars left, maybe 25 or so
 - i. Sold one more via email and Mike sold a couple more to a former neighbor.
 - ii. Roxanne has 15 and Mike has 18.
 - iii. Since it is 18 months it is still good.
 - iv. Mike solicited statements on the winners and a 1 sentence from each for the Facebook page.
 - v. Rough calculation - we have delivered 170 calendars. We have given away about 20. So that's about \$2,250 that came in with the calendars with Highlands contribution \$3,200 roughly and then with those joining the neighborhood association we got more funds.
 - vi. We just about broke even with a local printer on the \$15 calendar but included it with membership and with that we brought in money. Then we also had a generous donation from Highland. If we can cover our costs and roll it in with membership seems worthwhile.
 - vii. The 200 calendars was a good idea and we would have run out.

- viii. Roger shared breakout in sales and revenue and we can run a list of who bought calendars and what they paid. Paypal expenses were also tagged to the sale of the calendar or the membership as well.
- ix. Bob uploaded all the email addresses to mailchimp of those who bought memberships because we could determine they were interested in becoming an email list member.
- b. Local business discount card (Hank)
 - i. Send a list to the board to see if we know anyone or an owner of the businesses first.
 - ii. Then come up with a strategy for the rest of the businesses with direct contact
- c. Neighbor Good Grant (Hank)
 - i. Questionnaire seems more like its focused at 1 project for the \$2,500
 - 1. What could we do for the street art project? Seems not a good idea for COVID19
 - 2. Neighborhood Boundary Signs?
 - a. Scope and get some ideas and that takes some money to get it off the ground. Just the scoping and artwork would require some capitol.
 - b. This could also be rolled into the History Trail. Overarching project of street signs with boundaries in the neighborhood, markers for the history of each street. So the grant could outline the strategic outlook as a whole and then little by little the hardscape signs and features could be built out.
 - c. Kiersten and Mike to collaborate with Hank.
 - d. Folks have asked for updated history of the neighborhood and we are in the process of getting the areas registered with the Historic Database.
 - ii. Deadline in 10 days for the grant
- d. Spirit Contest (Stacey)

4. Active Projects:

- a. 501c3 (Bob, Roger)
 - i. Bob waiting on receipt from NY State but they have confirmed we are all set with an incorporation.
 - ii. Bob will send the 501c3 when we get the incorporation form to just confirm they have everything they need to maintain our status.
 - iii. There are tax implications and reporting related to this status and Roger is up to date on our tax filings.
 - iv. Roger asked Bob for copies of what was submitted to the IRS
 - v. Our 501c3 status is important for donations for the Historic Projects. If someone wants to claim it as a tax deduction to a charitable organization what can we say? We will have to send them a statement and log everyone that donates and it goes into a report to NYS. Are we in a position to do that or do we need to wait for the paperwork to process? Bob said we should wait for the paperwork. Roger will run it by the accountant when he files the 2020 tax return and the 990. Maybe we are ok but we need to get more information.
 - 1. If we start a campaign for corporate donations would we need to work with SEAC
 - 2. This also impacts our NeighborGood Grant and there is a box for 501c3 and whether we are or not. It isn't a requirement for the grant. The EIN is a not-for-profit EIN and in project description we can add the note below.
 - 3. We do have a tax ID number for a not-for-profit and a fiduciary on the board but being incorporated as a 501c3 is in process.
- b. Historic Districts (Roxanne, Stacey)
 - i. Gregory Tract: Update from Bero. Katie Eggers Comeau is our primary contact at Bero. She wrote: *"Gina DiBella, who is an independent preservation consultant is assisting me with this project, and I have divvied up the building descriptions, and we are each working on our own*

timelines in accordance with our other workloads. For my part I've worked out how many I need to write per week and have stuck to that timeline. Gina has her own process and tells me she is also on track. We don't anticipate any problem finishing in time for either the September (our preference) or December State Review Board meeting as planned. We've encountered a few curious but very friendly neighbors who are happy to hear about the project."

- ii. Held a fundraising meeting with Roxanne, Stacey, and Monica McCullough from Azalea neighborhood last week of January.
 1. Preserve NY grant has not been released yet for 2021.
 - a. Roger, can you ask the accountant about applying for the grant in this place. We had been moving forward as if we could apply ourselves for this but SEAC had to secure the Gregory Tract project. The application opens up in March to know if we need to go through SEAC or apply directly.
 - b. Fundraising goal is \$25,000 for this project so a grant would help significantly
 2. Sponsorships on HPNA website, including corporate donors?
 - a. We had talked about sponsorship levels and putting a sponsorship list on our page, thoughts? Bob noted as long as it isn't political so we cannot have any political endorsements. Is putting it on our website an endorsement?
 - b. Names of corporations and individuals are shared. Corporate logos are okay but political campaigns wouldn't be. But if it is an organization that is controversial (like Chick-fil-A) then it would pull the neighborhood association into it.
 - c. In general it seems it will be okay. We need to be definitive because if we are in support that will be part of Monica's note, asking for donations.
 - d. Proposal by Roxanne for a vote: List business donors on the historic project website for their donation. Roger seconds. Unanimous vote in support.
 3. Need to update the historic district page on the website to remove donations going to SEAC and have HPNA as the single point of receipt for donations.
- c. Local Business Archive (Hank)
 - i. No updates
- d. Zoning Re-write (Bob, Hank, Dan)

5. E-newsletter

- a. February topics
 - i. HPNA Election Results
 - ii. Historic Districts Updates
 - iii. Highland Hospital Construction – promote sign up for HH Facilities Blog
 1. Add food pantry information in front of the Mission
 2. South Wedge food program on Averill
 3. Location near 490 garden across from Meigs
- b. Could we solicit ideas for the newsletter from neighbors? Yes
- c. Newsletter Archive on the website?
 - i. Can we add them to the website? Could we measure the traffic to these?
 - ii. We will work to get them up on the website

6. New Projects

- a. Update HPNA Bylaws to accommodate changes to a corporation, add online options, and any other items that need updating.
 - i. Dan and Bob to start looking at the Bylaws
- b. Increase email list Section leaders will tackle this question in early 2021. (Stacey, Mike, Dan)
- c. Website updates

- i. Updates to neighborhood history on website from Facebook Group discussion
- ii. Safety page – add PDF info documents from RPD
- iii. Membership page – update to include option for using PayPal for membership payments
- iv. COVID page updates – is all info up-to-date
- v. Local business page – can start by adding the S. Clinton food map to the site
 - 1. Hank to produce initial list
 - 2. Then we can highlight a local business in the newsletter each month
- vi. Create volunteer page – need copy and how to archive volunteer information
- d. “History Trail” – contact Michael Tomb for archive of street histories
- e. Revive PacTac

7. Other topics?

8. Updates from other groups

- a. MNBN
- b. NBN6
- c. PCIC – 1/13/2021
 - i. Attendees: RPD: Lt Wilson (SE NSC), , RPD Belliard, Capt Elwood (Goodman Section), NSC: Kelvin Knight (SE NSC), NAs: OHeron (HPNA), Lindberg (Lilac NA), Pastecki
 - ii. Past Month:
 - 1. Beat 225: 1 Agg assault, 1 robbery w/arrest, 1 larceny.
 - 2. Beat 245: 7 larcenies fm vehicle, 1 burglary, 1 mv theft, 1 robbery w/arrest
 - 3. Beat 255: 2 burglaries, 3 vehicle larcenies, 1 robbery
 - 4. Beat 265: 2 vehicle larcenies, 1 robbery, 2 agg assaults
 - iii. Trends Over Time:
 - 1. Burglaries: up slightly, mostly due to end-May spike during riots
 - 2. Robberies: down substantially over time
 - 3. Assaults: steady
 - 4. Car Larcenies: steady (mostly unlocked cars with valuables visible inside)
 - iv. NSC has grants for improvements to homes by homeowners. There are income restrictions.
 - v. There are also business grants available thru NSC also.
 - vi. Lt Wilson:
 - 1. 1. Positive Ticket Program: instead of a negative experience, the police will give a ticket for a free food item (or something) for doing something good. Covid has dampened the initiative at present, but NSC is looking at restarting program, given social distance constraints. City leadership is on board. Working through implementation details.
 - 2. RPD is up for Covid vaccines. Possibly first half of February.
 - 3. Re Capitol protests and COR riots, RPD is in contact with other departments around the country for a best-practices approach for community relations during citizen demonstrations.
 - 4. Crime Prevention Officers will be pulled into any large-scale disturbances for support, and will not be available for normal CPO duties.
- d. City Presidents Meeting – 1/12/21
 - i. Erica Hernandez (erica.hernandez@cityofrochester.gov) presented information re: the new Crisis Response Team
 - 1. New teams are Homicide Team & Person-in-Crisis Team
 - 2. Will follow the RPD FACIT model to get started – no change to FACIT however
 - 3. Current staff allocation: 2 full time, 1 part time, 10 per diem
 - 4. Not assigned to city quads, cover entire city

5. Incidents will initial w/o police and will evolve to match the response to the need
 6. Concern that the response is reactive, not proactive – review of 211 & 911 procedures will work to improve this
- ii. Senior Meals – round two has begun with local restaurants providing free meals delivered to seniors
 1. Five restaurants per quad are signed up
 2. 211 continues to take calls for meal orders – restaurant delivers meals
 3. Seniors can select from a menu of choices
 - iii. Library has a “History of Rochester Public Library” book mark available
 - iv. Empire Justice Ctr (empirejustice.org) is providing free tax prep services to low income individuals
 - v. Paper copies of COVID Preparedness planning brochures are available at the Neighborhood Service Centers
 - vi. RPD has reviewed and made appropriate updates for how to secure government buildings in the city should the need arise. No changes to public access to these buildings at this time.
 - vii. Rehab and Business Grants are still available
 1. Contact NSC to apply
 2. An Order Grant up to \$5,000 has been added to help local business improve online ordering capabilities
- e. SCMA (S. Clinton Merchant’s Assoc.)
- f. Historic Districts Fundraising Meeting – 1/28/2021
- i. Fundraising Goal:

1. First Phase – Gregory Tract	\$3,870
2. Second Phase – E&B – Mt. Hope/Highland	\$22,245
3. TARGET	\$25,000
 - ii. Timeline:
 1. Azalea Evaluation – Landmark not yet started.
 2. Gregory Tract – Bero underway
 - iii. Strategy:
 1. Individual Donors
 - a. Paper Letter Request
 - b. Social Media Blast – Facebook; Email; NBN 6 Email Blast; E-Newsletter
 - c. Large number of households in each neighborhood, but not sure exactly how many properties are contributing (1,400 HPNA, 155 Azalea, ? Lilac)
 - d. Recognize all individual donors (unless they choose to be anonymous) at levels of “up to” \$50, \$100
 2. Corporate Donors
 - a. Sell Sponsorships - \$500; \$250; \$100 level?
 - b. Name them cute levels – Pillar? Cornice?
 - c. HPNA to get board OK on this
 - d. Monica to confirm with Landmark about listing on their website
 3. Event?
 - a. Tour or something else we could sell tickets to attend? Virtual or in person?
 - b. Create a map for a local history tour?
 4. Create a Logo/Tag Line and Sell Something? Tshirts? Mugs? Maps?
 5. Grants/Foundations
 - a. Preserve NY [very uncertain as to availability due to NYS – up to \$10,000]
- g. Other meetings?