

COVNA Executive Board meeting

Thursday 3.10.2022

In attendance: Michelle (President), Ron (Treasurer), Katy (Newsletter)

Call to order at 6:09pm

Pending Business

- Website-related items - tabled in Matt's absence
 - Are we able to post polls to the website?
 - Are we able to publish the neighborhood roster on the COVNA website behind a login?
- Austin Neighborhood Council (ANC) - Are there any updates since the last meeting?
 - In person meetings have resumed for ANC Sector 8, of which COVNA is a part
- Is there an update on direct pay option for membership dues to PNC Bank?
 - PNC Bank does support Zelle
 - Tested in real time: Ron gave Michelle his personal email and phone number, which is used on the COVNA account at PNC Bank; Michelle tested by paying \$5 via Zelle
 - **ACTION ITEM:** Ron to confirm receipt of email / text notification and finalize Zelle account setup
 - **ACTION ITEM:** Ron to investigate COVNA alias account for PNC / Zelle; how to transfer bank account to alias rather than attached to his personal info

New Business

- Financials updates
 - Advertisement discussion: Who are we looking for in an advertiser? What do we want from them? What will they get from it?
 - How to revive advertising to generate revenue?
 - Challenges:
 - Limited space in print version
 - Cost for printing newsletters
 - Advertising sales / coordination - need committee and strategy
 - Possibilities:
 - Advertising on website?
 - Promote the website as a vehicle for promoting local, neighborhood-owned business to residents
 - In-kind payment, e.g four advertisers to get ¼ page ad in printed newsletter at ¼ cost of newsletter printing
 - How best to identify in-neighborhood businesses who might want to advertise
 - Former advertisers - most of those are in the neighborhood
 - Castlewood Lawn
 - Hendrix-Zulu, other realtors
 - Traveling Photo Booth

- Wild Heart Yoga
 - ...so many others
- Securing advertisers
 - **ACTION ITEM:** Michelle to secure Advertising committee
 - Committee to do items (**target date for all: April 9**)
 - Post on neighborhood Facebook pages (3) as well the email listserv: who are you? What is your business?
 - Secure advertisers on website and/or in print; determine cost per time period
 - Past advertisers were mostly on a continuing basis, was never much need for new sales
 - Paid yearly via invoice from COVNA @ \$120 / year
 - 8 print newsletters
 - Business card sized, submitted to COVNA in hi-res .jpg format
- Can we establish an approval timeline and structure for publishing newsletters?
 - Communication between Board members - text is best and fastest
 - Quorum is three members; no need for full Board approval to move urgent items forward
- Newsletter
 - Newsletter is printed and ready to be delivered; will post more robust, multi-page version digitally.
 - **ACTION ITEM:** after delivery to homes, Katy to:
 - Send .pdf to Matt to post on covna.org
 - Post .pdf to Castlewood/Oak Valley Community Page: Facebook
 - Michelle will pin as an announcement
 - Post to email listserv
 - Post to COVNA.org Facebook page
- Website
 - **ACTION ITEM:** Michelle to work with Matt upon his return on website updates
 - **ACTION ITEM:** Board members to submit to Board email: what would you like to see on the website?
 - **ACTION ITEM:** Katy to follow up with community member Rachel Coff for facilitation / greater neighborhood polling advice
- Upcoming garage sale
 - Members in attendance agreed to change date, based on negative community feedback (two events in one day = bad) plus desire to let neighborhood dictate rather than be told
 - **ACTION ITEM:** Michelle to engage community members who are very active in participating / drawing crowds for garage sale - these members lead the charge in finding and securing new date
 - **ACTION ITEM:** communication plan for new date - website, FB pages x3, email listserv

- Possible printed announcement
- **ACTION ITEM:** next COVNA meeting should happen BEFORE the yard sale and Spring Fling - Board members to agree on new date via email

Tabled for next meeting

- Discuss annual budget for COVNA events and newsletters for the year and revenue generation/ membership incentive ideas