

COVNA Executive Board Meeting
February 8, 2022, 6p - via teleconference

1. Call to order & Attendance - Ron, Will, and Denise in attendance.
2. Pending Business
 - a. Are we able to post polls to the website? *Push to email or next agenda
 - b. Are we able to publish the neighborhood roster on the COVNA website behind a log in? *Push to email or next agenda
 - c. Austin Neighborhood Council (ANC) - When is the next meeting? - Will attended the first meeting, much of the topics were not very useful or applicable to COVNA except discussion of the impact from widening Davis Ln, and the mobility plan that includes installing several crosswalks/medians, like the one at Kentish and Curlew, on other streets near us; Will stated that the meetings are set for the 3rd or 4th Wed or Thu of the month and he plans to attend the next one.
 - d. Is there an update on a COVNA venmo account?- Ron stated that Venmo is a no-go at this point; he received an email indicating they were not for our type of association, but for individuals or for businesses, they don't have a category for neighborhood associations; we would have to pretend we are a business; Ron stated that 85% of the membership dues payments are by check and most of them come in with the membership form included in the first of the year newsletter and suggested we continue to do that and offer PayPal as payment options.

Will asked what bank we're with; Ron stated PNC. Will asked Ron to find out if there's a way to set it up for people to pay like WellsFargo and Chase's direct pay option called Zelle.

ACTION ITEM: Ron to look into it to see if there's a platform with PNC bank for a direct pay option like Zelle with other banks.

3. New Business
 - a. Financials update - How do we resume earning ad revenue from the newsletter and website? - Ron stated that he was not aware of any takers for revenue, but he noticed in the draft of the newsletter a large Jet's Pizza offer; Ron asked if there was a charged to Jet's for the feature in the newsletter draft he saw that could offset the printing charges; Ron also stated that in past newsletters, we had a total of 12 spots for ads and 11 of them were filled; Ron offered to reach out to those previous advertisers who may want to continue, HTC tree care and Ken's lawn service are the only ones who have confirmed they would continue advertising in our newsletters, but he has not heard back from the other advertisers. The previous advertisers include Michelle Hendrix, ATX roofing, and clean and tidy cleaning. Ron mentioned that beyond the move realty's Tim Dowling moved to Kyle, but Dorothy Trainer may be interested in taking out ads since she provided flags

for Fourth of July last year in place of Tim. He added that Manchaca storage is now Right Space Storage, and he is happy to reach out to the previous advertisers to gauge interest; Denise asked if 12 was a goal for the number of advertisers to keep us revenue neutral; Ron thinks 6-8 business card style ads is a good number to aim for; Will stated that we should bring up membership numbers in order to lure advertisers; Will also added that initiating the conversation with Jet's was a good idea, but he suggested we ask them to donate \$5 to COVNA for every new member who mentions COVNA when ordering, or provide the pizza for the next national night out; Will also added that he agrees with Ron that we should get more ads from neighborhood businesses/realtors to get the number up to 6, and for a future idea, we could also offer a business a premium ad spot such as a banner ad on the neighborhood website.

*Add discussion to the next meeting agenda item on ads; determine who we're looking for in an advertiser, what we want from them, what they'd get from it.

Ron asked about adding envelopes with mailing labels in the newsletter to make it easier for people to turn around and join upon receipt of the newsletter. He has provided envelopes and labels in the past and can do so again for the next newsletter.

ACTION ITEM: Denise to update TRELLO to ask about including self-addressed envelopes with the newsletter.

- b. Can we set a budget for COVNA events and newsletters for the year?- Ron stated that the previously approved budget is \$3k per year for everything, including all events and all issues of the newsletter; he added that the current balance in the account is \$9341.95. Will asked why we keep that amount and operate as revenue neutral. Ron stated that the minimum balance of about \$9k is the neighborhood contingency fund, a rolling balance that we carry over, that started with the oak wilt challenge many years ago where the neighborhood had to contribute to the Texas A&M Forestry team to come in and trench and save the trees; he stated that the association has consistently approved a \$3k budget for activities and to maintain that balance.

Will suggested a future agenda item to discuss that idea that when we host events, excluding the garage sale, should we offer free entry for members and a \$5-10 entry fee for non-members to incentivize membership; Will suggested that because we have a picnic, national night out, and holiday event and we have been providing beverages and food, that an entry fee is a necessity, not a want in order for the association to survive until we can increase membership; the members present recommending continuing the same budget of \$3k for newsletters and events.

*Add annual budget discussion and revenue generation idea to future agenda.

- c. Do we have any concerns/comments regarding renovation of Cobblestone Court Apartments (2101 Davis Ln) to send to Tracy Fine and to Ann Kitchen's office (see email from Nelly dated 1/5/22)?

All members agreed that there are no concerns based on last communication from Tracy Fine indicating that the renovations will be limited to interior improvements to the individual units.

ACTION ITEM: Report to Matt via email that there are no concerns.

- d. Do we need to utilize a planning tool like trello to prepare for the next COVNA event?
(Next events are membership drive and garage sale)

Yes, Michelle sent out the invite to TRELLO to officers.

- e. Can we establish an approval structure and timeline for publishing newsletters?

Ron stated that, in the past, under normal circumstances, we publish 6 newsletters a year, one every two months; the newsletters were scheduled to go out two weeks before an event to get people thinking about the upcoming event; the first newsletter of the year was the membership newsletter, then the remainder were about events which were scheduled to occur about every two months; Ron also added that, in the past, the newsletter was approved by the Board and distributed within a week of approval and that the biggest challenge in getting the newsletter printed was coming up with content.

Will asked how many canned articles we might need that we can pull out of a file to plug in to newsletters for the year; he suggested that we may need a special meeting on newsletter expectations, cost, revenue generation, etc.

Ron added that the last pre-COVID newsletter was from February 2020; that newsletter started with 3 pages of content and then the back page was all ads; Ron suggested we put the newsletter topic on the next agenda to discuss how to scale it down and lower the cost of the next issue until we can recover from the year off and start generating revenue again. Will offered to reach out to Katy to talk about the newsletter instead of waiting until the Board could meet again to discuss it. Will asked about the budget for newsletters in the past.

Ron stated that in 2019, \$367 was spent on newsletters for the entire year; he added that an annual budget of \$600 was proposed for newsletters in 2022. Will added that a newsletter budget that is 20% of the total annual budget seems steep for a volunteer neighborhood association struggling to increase membership numbers.

ACTION ITEM: Will to reach out to Katy to discuss and offer assistance with the newsletters

*Add newsletter topic to next meeting agenda

4. Future agenda items

*Advertisement discussion; determine who we're looking for in an advertiser, what we want from them, what they'd get from it.

*Annual budget discussion and revenue generation idea (entry fee).

*Newsletter topic: schedule, approval timeline, structure

5. Future meeting dates - March 8 - Board suggested meeting in person in someone's yard for March meeting

April 12, May 10, June 14, July 12, August 9, September 13, October 11, November 8,
December 13

6. Adjourn