

COVNA Executive Board Meeting

March 29, 2022, 6p - Katy's house (2505 Crownspoint Dr)

1. Call to order & Attendance - Called to order at 6:10p; Michelle, Ron, Katy, and Denise in attendance; Matt joined at 6:24p, Sean joined at 6:39p

2. Pending Business

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

Michelle asked if the annual budget for 4 quarterly newsletters is \$600, is \$150 for each newsletter feasible? Katy added that it probably is not to keep the newsletter in color; All agreed that the newsletters in color were well received; Michelle indicated that she can print newsletters at work.

Discussion followed regarding doing advertising in exchange for newsletter printing, as suggested by Will; Michelle suggested having a featured business in each newsletter to fund that issue's printing, and point to the website for the ads of the rest of the advertisers, which could eventually serve as a business directory on the COVNA website; Michelle added that one downside would be how to decide the order in which each advertiser gets featured - with 11 businesses ready to place ads and only six issues per year, some of them could be waiting a while to be featured in the newsletter.

Denise asked how much we have charged for the small business card sized ads in the newsletters in the past; Ron stated that we charged \$15 per business card ads in newsletters based on six issues per year.

Denise asked how much it costs to print each newsletter? No one knows because, historically, it has not been printed in color, just one legal sized page in black and white. Michelle added that at the last meeting, the decision was made to print 4 newsletters this year. Discussion followed regarding the newsletter format and the group agreed to continue the format of the last newsletter (single page, double-sided, in color) for print and a more robust digital version.

Katy asked if we should consider buying a printer to avoid the cost of having the newsletters printed. Discussion followed regarding the logistics and costs, and the group decided not to pursue that idea.

Katy offered to research the costs of printing 405 one-page, double-sided newsletters in color.

ACTION ITEM: Katy to research cost of printing newsletter (405) in color, single page, 2-sided

Michelle asked if there were any ideas for revenue generation to discuss. Denise mentioned Will's idea from his email to charge a fee of \$10 for admission to COVNA events for non-members to incentivize becoming members at those events. Discussion followed and Ron suggested perhaps that could be implemented only at the December party, which is the most expensive event put on by COVNA. The group voted to table the topic for a future discussion.

Michelle asked all Board members to commit to promote COVNA and engage with neighbors during events about COVNA and the benefits of joining, including having a membership table, and QR codes printed and posted in various places at every event to get new members to join. Ron and Denise offered to work a membership table at each event.

3. New Business

a. Spring Fling on April 9th - assign tasks and decide details -

Location? Michelle suggested the cul-de-sac at the end of Shelby Oak as the location. She will text a few residents there to find out their availability. Discussion followed regarding a backup location, and Denise suggested Will's end of Comburg Castle Way as an alternative.

Food/drinks? Ron offered that in the past, COVNA pays for beverages, and food is potluck; beverages include juice boxes, bubbly water, beer. Discussion followed regarding whether a potluck was a good idea, due to the pandemic. The group agreed to provide pizza for this Spring Fling. Matt suggested we look into charging Jet's Pizza \$500 to be our official neighborhood pizzeria where we could put their name/phone number on the pizza table if they provide the pizza for COVNA events until people are comfortable with potlucks again; Michelle added that the worst case scenario would be buying \$5 pizza from Domino's; Michelle and Katy will reach out to Jet's this weekend to ask about that and provide details such as expected attendance at the event, expected number of events per year, etc.

Time? The group discussed the hours and landed on 5-8p. Discussion followed regarding backup dates in case of weather, but a decision was made that if the event is canceled due to weather, we will not have a makeup day, as the Summer Picnic is scheduled for May 21st.

Katy will update Trello with assignments and due dates in light of the Spring Fling happening next week.

Denise asked how we would push out the details of the Spring Fling since we have only communicated the date so far, perhaps a flier or just online? Michelle stated that she could set up a flier in Canva and would attempt to set up a Skip Trace in order to send text messages to neighbors about the event coming up.

ACTION ITEM: Katy and Michelle to reach out to Jet's pizza about funding spring fling pizza

ACTION ITEM: Michelle to ask residents of Shelby Oak if they're available to host;

ACTION ITEM: Matt to purchase drinks from Costco

ACTION ITEM: Katy to update tasks/assignments in Trello

Matt suggested we check in over text on Monday, 4/4, to check on the status of assignments and tasks for the Spring Fling. All agreed.

b. Garage sale on April 30th - what tasks/decisions are needed from the Board? - Katy stated that some residents have indicated they will be putting together a map for the garage sale; Ron stated that in the past, the garage sale has not cost anything to COVNA and Denise added that, historically, neighbors participating post their own ads on NextDoor or craigslist and mention that it's part of a neighborhood garage sale to draw more buyers. Michelle stated that she would look into creating a flier for posting to social media.

Denise asked who will be putting out the signs that Tom Bray made. Sean added that Jenn Moore gave him some that he is storing in his garage. Michelle suggested that Tina reach out to Tom about the whereabouts of all of the signs and Sean offered to drop off the signs he has to Tina.

ACTION ITEM: Sean to drop garage sale signs off at Tina's house

- c. Membership numbers update - Ron stated that we had a total of 58 member households prior to February. Two joined in February, but since the newsletter went out, 28 have joined via PayPal, including 25 renewals and 3 new memberships and 32 joined by mailing a check and form, including 22 renewals and 10 new memberships. Our current membership total is 118 member households. All Board members agreed with smiles and high-fives that the newsletter printing helped to boost COVNA's membership numbers.

Denise asked Ron to provide her with an updated membership roster as of 4/1 to have an updated membership list at the Spring Fling table, and to prepare for distribution to the membership by April 15.

ACTION ITEM: Ron to provide Denise with updated membership list as of 4/1.

4. Future agenda items - Tabled discussion regarding revenue generation at remaining COVNA events, advertising structure, newsletter advertiser feature, website ads; Katy asked if we could discuss tracking membership dues and reminders for people like a membership coordinator to help avoid neighbors simply forgetting to renew.
5. Future meeting dates - *April 12**, *May 10*, *June 14*, *July 12*, *August 9*, *September 13*, *October 11*, *November 8*, *December 13*
*Do we still need to meet on this date? - no meeting on April 12th; next meeting is May 10th
6. Adjourn - meeting ended at 7:20p