

COVNA Executive Board Meeting

May 10, 2022, 6p – Matt's house (9408 Queenswood Dr)

1. Call to order & Attendance - Called to order at 6:11p, Michelle, Matt, Will, and Denise

2. Pending Business

a. Website Updates – tutorial on WordPress by Matt – BYOD (Bring Your Own Device)

Discussion veered into Future Agenda item a: Leftover tabled discussion: revenue generation at remaining COVNA events, advertising structure for web and newsletters

Michelle asked Matt about improving the website and having digital ads on the website and in the newsletter; Matt stated we used to have cheaper digital ads available, ~\$100/year; Will stated that he likes that idea and suggested we charge one vendor more to be featured in the big spot in the newsletter, on a rotation; per last meeting, we have 11 businesses ready to join us; Ron has the list; Will suggested that for the sake of time and with a truncated newsletter publication schedule this year, that we offer a featured newsletter ad to 3 vendors for the remaining newsletters, then offer digital only package for \$100 to the rest. Then next year we can set up a system with a rotation and more opportunity to be featured in a more frequently published newsletter. Board agreed to proceed with that recommendation.

ACTION ITEM: Ron to provide list/contact info of our advertisers to the rest of the Board to contact about advertising with us again

*Tabled WordPress lesson for end of this meeting if time permits or later date with Katy and Denise

b. Garage Sale discussion/follow-up – lessons learned, notes for next year

All agreed that the garage sale was a huge success. Discussion regarding feedback received in order to improve the process next time included comments from neighbors regarding where signs get posted - we need to at least ask neighbors before placing signs; Will suggested we assign certain tasks to a committee and name a committee chair; this would allow the board to have some oversight and ensure timeliness of deliverables. All agreed.

3. New Business

a. Summer picnic on May 21st - assign tasks and decide details

Food/drinks?

Jet's Pizza (formerly the official COVNA pizza place) and a donated keg with a tip jar; Michelle also suggested a cooler full of donated beverages like at the Spring Fling; Michelle also suggested Kona Ice

Location?

Michelle to host in front lawn, no house or bathroom access, no pets. Will suggested we pay for a porta potty and reminded us that the cost for delivery and rental for the whole weekend is \$146, versus \$450 for one day on the weekend. All agreed to rent it for the weekend.

Time?

5p - 8:30p

Messaging:

Getting a newsletter issue out in the next 11 days is not realistic; Michelle suggested we pay for postcards.

Denise offered to work the membership table at the event; we'll need QR code signs and holders and tables

Denise expressed concern that the cost for this event was steadily increasing with postcards, pizza, porta potties, and Kona ice. Michelle stated that she could forgo postcards for this event to spend money on Kona Ice. Will suggested we could still print a ½ page or ¼ page flier for hand delivery. All agreed to proceed that way.

ACTION ITEMS:

- Will to work on weekend porta potty and procuring a donated keg of beer
- Michelle to get Kona Ice quote and provide Jet's manager contact info to Denise
- Matt to provide kegerator and purchase paper goods and non-alcoholic beverages
- Denise to order pizza
- Katy to design the flyer for the summer picnic, Michelle to print them

- b. **Membership numbers update** – Denise provided an update on our membership numbers: 131 as of last week (5/4), she stated she will send out PDF of membership roster via email to the membership, and print and deliver for the 3-4 members who did not provide an email address. Matt will send Denise a list of COVNA website accounts to confirm if they are members and remove the accounts for those who are not. Conversation followed regarding the Board's idea proposed at the beginning of the year to publish the membership roster on the COVNA website, but behind a login so that contact info was not visible to non-members.

ACTION ITEM: Denise to distribute updated membership roster via email and hand delivery

- c. Property Tax discussion (if time permits) - not discussed

d. (Last minute item added by Denise) - Denise suggested to the Board that we move forward with the process to grant an Honorary Membership to Ron Mattison for his many years of service to COVNA. The bylaws require unanimous written recommendation by the Executive Board and must be approved by a majority vote of the membership at a meeting with at least a quorum present; Board members agreed unanimously to proceed with that recommendation.

ACTION ITEM: Denise to draft written recommendation from Board members and draft agenda for next meeting during the Summer Picnic.

- 4. Future agenda items –

- a. Leftover tabled discussion: revenue generation at remaining COVNA events, advertising structure for web and newsletters - [taken with first agenda item](#)
 - b. [Next newsletter topics \(scheduled for June distribution\): include blurb about joining before July 1 in order to run for an open position at December \(must be dues paying member for 90 days ahead of an election in order to vote in December\), enjoy your summer, info abt 4th of July parade;](#)
5. Future meeting dates - *June 14, July 12, August 9, September 13, October 11, November 8, December 13*
[Will sent out calendar invitations for all future meetings during this meeting.](#)
6. Adjourn - [7:02pm](#)