



## CENTRAL GARDENS ASSOCIATION

### Board of Directors Meeting Minutes

January 17, 2017

**Present:** Tara Burton, Fara Captain, Lisa Courtney, Kathy Ferguson, Mark Fleischer, Leslie Goodwin, Jennifer Jacobson, Robbie Johnson Weinberg, Alan Kleiman, Charlie Lawing, Jana Larson, Anne McCarthy, Sheila Noone, Peter Pace, Dan Reid, Andrea Sheehan, Mary Simon, Barrie Simpson, Jack Stimac, Barbara Sysak, Ginny Taylor, Nancy Willis

**Absent:** Lisa Courtney, Eddie Hutchison, Susie Jabbour, Bert Smythe, Ellen Whitten

**Guest Speaker:** Rebecca Hutchinson, Soulsville, USA Site Director

**President's Report:** The Central Gardens Association is celebrating the 50<sup>th</sup> Anniversary of the Board, and is midway through the first year of our new structure. We restructured the board to align with themes that our neighbors want us to focus – helping neighbors get to know each other, assuring that our historic and city space is cared for, and interacting with the wider community on common issues. We have been moving in more strategic directions, and empowering neighbors to get involved and take on some of the challenges.

We have begun talking about how to best use our resources, and will need to think about what projects we can help fund. We have the capacity to manage our funds to do some really big things and we have a healthy financial statement.

**Treasurer Report:** Dan Reid reported on the financials of the Board. The Board approved the Treasurer's Report. Discussion followed of how to maximize our income – either through investments or an additional fundraiser – and possibly take on a big project. Sidewalks and alleys are two projects that are possibilities.

**Approval of Minutes:** The Board approved the October Minutes unanimously.

**Secretary Report:** Discussed the need for a list of which Board Members have trucks or SUVs that we can use for transporting tables, signs, etc. for Home Tour, 4<sup>th</sup> of July, etc.

### **Pillar Reports:**

- **Midtown Relationships-** Fara Captain gave an update on several developments. Mark and Barbara have been meeting with the Overton Park Alliance, which has turned up a lot of opportunities with the Midtown Business Association and neighboring associations. Ginny has been working with the safety issues and the Neighborhood Watch. We have had discussions with Methodist (Hospital) on possible health initiatives. Mark has attended a lot of other community meetings and has kept us informed with what is happening around midtown. We would like to develop a CGA membership option for local businesses who want to be a part of the CGA.

- **Ginny Taylor, Safety Chair:** We are restructuring safety committee to be comprised of Board members, and the Neighborhood Watch to be comprised of neighbors. The safety committee will be a more strategic committee. Central Gardens is close to having enough Phelps subscribers to get a second truck, and are at our highest subscriber level since 2011. The next Neighborhood Watch meeting might be Phelps-based discussion. We are looking for testimonials from subscribers, and Board members are encouraged to email testimonials to Fara and Ginny. One example of some strategic ideas has been the cameras in Cooper-Young – they are mounted at every entrance to the neighborhood. The committee needs to assess the value of cameras as it relates to Central Gardens.
  
- **Community Building-** Sheila Noone updated the Board on the committee activity under this pillar. The Annual Meeting will be held on May 8, led by Andrea Sheehan and Lisa Courtney. There have been numerous community parties during the holiday season, as well as National Night Out and Cop Stop hosted events. The annual July 4<sup>th</sup> Parade is being organized by Shantih Smythe and Holly Renken this year, and we will be calling on the Board to help as needed. Home Tour is being chaired by Barrie Simpson, who has scheduled meetings starting this month.
  
- **Green Spaces & Infrastructure-** Robbie Johnson Weinberg updated the Board on this pillar's progress. The Arboretum Committee has several trees that need replacing, and have not used any of their budget yet. There have been a lot of tree requests, which is a benefit of membership. The Sidewalk project is still in its research phase. A quarter of the assessment survey was completed in October and the committee met in November. So far, they have found that 85% had sidewalks either had small issues or were impassable; about 30% of that 85% were considered impassable. We have a lot of data and will continue to work with Livable Memphis and city government so we can get a long range plan in place. We will need help with the remaining three quarters of the survey, in order to have it completed by the end of May. We will also need volunteers for the Alley Project.
  
- **Operations:** Barbara discussed the Membership Campaign that began in January, which has been successful. We are ahead of where we were last January based solely on the email campaign. A postal mailing will be going out in February. Barbara encouraged the Board to be sure to renew their own memberships, and encourage neighbors to join by sharing the email with friends, and on social media.
  
- **Landmarks Committee:** Barbara explained that the committee has taken on a friendlier approach than in the past, letting neighbors know how we can help. The committee is made up of some talented architects, designers, builders and city planners who bring a wealth of knowledge with them. There is a steady 3-4 issues every month about zoning, code violations etc., that we continue to address with the neighbors.
  
- **Board Nominations:** Barrie Simpson, as Past President, heads up nominations. We are looking for people with leadership qualities, graphic design skills and other talents that can quickly make a difference.

There was no old business or new business.

The Board Meeting adjourned at 8:26 pm.