



HERITAGE HILL ASSOCIATION  
126 COLLEGE AVE SE  
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## Heritage Hill Association Board Meeting September, 2017 Minutes

In Attendance: Lisa Baars, Wes Beck, Suzanne DeHaan, Kate Diedrich, Michele Giordano, Ryan Huizenga, Mark Hutchison, Mary McCarthy-Fuller, Wayne Norlin, Erin Shupe, Teresa Dittmer, Jim Payne, Peter Albertini

Absent: Todd Hoort, Charles Roelofs

Staff: Jan Earl, Maria Zache Starkey

Public: Julianne Day

1. **Call to Order:** 7:02 p.m.
2. **Call for New Business:** Michele brought up a fundraising possibility through Commercial Bank; suggestion was made that improvements / hardscape project to Mooney Park could be a good target for application.
3. **Minutes:** Minutes of the August meeting were approved unanimously as written.
4. **Correspondence Files:** Circulated among board members.
5. **Public Comment:** None

### INFORMATION ITEMS:

6. **Treasurers Report:** Erin S. reported on the recent Finance Committee meeting and stated that the association would continue to depend on the long-term financial plan of having cash in reserve to depend on in a down year. There will not be expense cuts for now, the assumption being that 2017 was an "outlier" year for Home Tour as far as the general trend of Home Tour over the years. The focus going forward will be to increase the revenue of Home Tour and Pledge Drive. Discussion included the creation of two ad hoc committees to focus on fundraising, increasing sponsorships for Home Tour and increasing donations and engaging new neighbors. Further discussion included development training through the DeVos Foundation, collaboration with local businesses and a possible membership survey.
7. **Staff Reports:** Written reports were supplied. Jan E. added to her report that she and a few neighbors had participated in planning where to place a new, 3,500 lb. cement ping pong table for Pleasant Park and that neighbors were satisfied with the placement.
8. **Committee/Liaison Reports:**

**Community Engagement:** Erin S. reported that Griffin Properties would be hosting Mooney Pumpkin Patch event for the neighborhood at Mooney Park and would include hay bales, pumpkins, cider, etc. on Saturday, October 21<sup>st</sup>. Grand Rapids City Parks and Friends of Grand Rapids Parks will be in attendance to further plans for improvements to the park.

#### **Administration:**

**Finance:** Jim P. commented that Finance Committee will be meeting again in November for the annual audit.

**Nominating:** Jim P. reported that, as per usual, 5 board positions will be up for election at the Annual Meeting on December 11th. Erin S. and Ryan H. are finishing 1<sup>st</sup> terms, Teresa D. will not be seeking a 2<sup>nd</sup> term but is recruiting another Saint Mary's staff member to run and that Peter A. and Suzanne D. are term-limited.

**Fundraising:** Kate D. reported that the Home Tour Steering Committee had a first, energy-filled meeting and that three houses are committed for home Tour 2018. House Captains are being recruited and discussion included which houses might be considered good prospects as well as the potential of including a run/walk event on the Saturday morning of Tour.

Texas Hold 'Em event is scheduled for October 9 – 11, 2017; the sign-up sheet was distributed. Members and their neighbors were encouraged to sign up.

The group identified the major targets for fundraising in 2018 to be Home Tour Sponsorships, House Sponsors and the 50<sup>th</sup> Anniversary of the association.

Extended discussion of the Association's 50<sup>th</sup> birthday in 2018 included suggestion for an all-year birthday theme, creation of a special logo, a video to highlight the many accomplishments, specifically how the association has left its fingerprints on the neighborhood and city, recruiting guest writers to highlight each decade in the Herald, encouraging advertisers to include a Happy Birthday in their ads and encouraging proactive participation and progress of neighbors, not just looking back but speaking to the next generation to make community organizing relevant to carry on into the future.

Jan E. also commented that Meyer May will now have a donation box for Heritage Hill and that the Pledge Drive letter would be mailed soon with a very strong plea.

**Land Use:** Wes B. stated that the Open House and restoration at 221 John St. was spectacular and that there was a Special Land Use request to add two residential units to the apartment building 14 Jefferson SE (that had been commercial space). Wes also provided an update on the HPC Study Plan for Heritage Hill and that it will go before HPC and both the Planning and City Commissions in January, February and March of 2018 for approval. Wes commented that though the Study Plan committee did not have much input, there was good conversation and the updates will allow equal protection for all properties in the neighborhood and allows for good community engagement. Ryan H. provided further comment and voiced concerns with the process.

9. **New Business:** None.
10. **Old Business:** None.
11. **Public Comment:** Neighbor Julianne D. inquired about HHA's investment strategy and also provided suggestions for branding.
12. Adjourned at 8:34 p.m.

Respectfully Submitted by Maria Zache Starkey