

Heritage Hill Association Board Meeting
August 26, 2020 Minutes

In Attendance via Zoom: Wes Beck, Suzanne DeHaan, Amy DeMott, Kate Diedrich, Wendy VerHage Falb, Michele Giordano, Jeff Martin, Scott Opperman, James Scozzari and John Walendowski

Absent: Sarah Green, Wayne Norlin

Staff: Barbara Draughon

Other: Tom Truesdale, volunteer

Public: none

1. Call to Order: 7:03 pm
2. Public Comment – none

Action Items:

3. Approval of June 2020 Minutes – Minutes were approved.

Information Items:

4. Treasurers Report – Discussed cash flow/savings plan. There are two CDs available, but a plan for replacement is necessary before liquidating. Talked about inviting new members for finance committee (Jan Earl, Chris Truesdale were mentioned). Realize new fundraising strategies need to be discussed, but some board members wondering “what’s the pitch?”

The age of Covid has created new wrinkles in neighborhood association “value-offered services.” Though we still have a community police officer, should focus be placed on more self-policing strategies? Perhaps bolster (revive?) the “neighborhood watch” program? And what of corporate sponsorship?

Board agrees that maybe a separate meeting/retreat is needed to discuss/formulate a more comprehensive mission statement before moving on to a fundraising message.

5. Staff Reports:

The Master Plan review is starting up. The previous plan was completed in 2002 and the new plan is scheduled for a 2022 completion.

The litter clean-up event in June was sparsely attended, but more interest was garnered for future events. Historic markers at neighborhood entries are still slated for refurbishing, as well as the turning of the State Street/Washington marker so it faces in the right direction.

Resident/volunteer Tom Ryan-Stout is partnering with The Pride Center about plans to expand a Pride celebration next year (a build-out of his 2020 campaign to display Pride flags along Paris.)

National Night Out moved to October 6. Still some discussion as to size and elements of gatherings. Fundraising substitutions being discussed with fundraising chair.

Home Tour Volunteer gift solicitation mailing and pledge solicitation were sent and supplemented the annual year-end appeal mailing planned for later in 2020.

Maria and Barbara have been sharing office duties and Amanda, Barbara and Maria have been sharing public safety duties.

A board member said our public safety measures cannot/should not be shortchanged. Tagging, speeding, noise complaints and other, sometimes more serious occurrences, will/have made some neighbors – especially newer neighbors – nervous. A more detailed review of neighborhood “crime stats” will be forthcoming.

6. Committee/Liaison Reports:

Land Use Issues: Shade sails at Pleasant Park should be installed by October. Brickwork at Madison and Logan is completed. Speeding on Madison near Pleasant Park still an issue.

With regards to Morris Ave parking restrictions (Cherry to Logan), the board will request the city delay any changes of signage, etc., for a month so the board may accumulate more feedback before deciding position. A letter requesting neighbor input will be drafted.

Administration: Still looking for prospective board members to fill out 3 mid- and late-term vacancies (one position may possibly be filled by the next meeting).

An executive session meeting will be held after the completion of this public meeting to discuss the position of the Heritage Hill Association executive director.

The President initiated a discussion proposing reduced board meeting frequency. It was agreed board should continue to meet on a monthly basis during this time of necessary communication and connectivity.

Fundraising: The Home Tour Committee is discussing a replacement of the 2021 tour in the event COVID again prevents a safe event in the Spring of 2021. A meeting of committee will take place to present options/ideas at a future board meeting.

Community Engagement/Hospitality: Nothing to report. Michele Giordano noted that she will step down as chairperson due to other obligations that prevent her from spending adequate time on the committee. She noted that Sarah Green will be taking over as the chairperson of this committee.

7. New Business: Discussion ensued pertaining to a residents’ letter to members of the board and sent to the attention of the 4 members of the Executive Committee expressing concern about a recent Heritage Herald newsletter article and communicated a misunderstanding of the mission of the HHA. Talk ensued as to method and level of response to the residents. Members were split as to the question of “respond or not respond?” Motion made and passed to craft a response to letter that serves to remind the neighbors of the stated purpose of the HHA as outlined in the bylaws. Talk again gravitated toward development of a broader mission/purpose statement as it pertains to association/neighbor interaction and instead offer an updated mission/purpose in future Herald newsletters.

8. No Old Business.

9. Public Meeting Adjourned at 8:10pm.

Board proceeded to executive session to discuss position of executive director of Heritage Hill Association.

Submitted by Tom Truesdale