

Heritage Hill Association Board Meeting
November 18, 2020 Minutes

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

Absent: Amy DeMott

Staff: Amanda Cormier, Barbara Draughon, Maria Zache

Other/Minutes Recorder: Tom Truesdale

Public: None

1. Call to Order: 7:05 pm
2. Motion to accept October 2020 Minutes with one change: In Agenda item #4 - Zero revenue is currently allocated in the fiscal year 2021 for ***Home Tour***. ***Any money raised for a 2021 Home Tour would be a plus.***
 - Minutes were approved with that change noted.
3. Public Comment – none

Action Items:

1. A board vote for one of its own to receive the Distinguished Service Award will be conducted by e-mail this year.
2. Call for an Executive Session following this meeting to discuss 2021 Draft Budget is motioned and passed.

Information Items:

1. Treasurers Report – As of end of October 2020, revenue sits at about 64% of total budget (usually about 90% at this point in “normal times”) and expenses are at about 70%. There is really nothing out of the ordinary in numbers except for the effect of Covid-19. PPP (government pandemic relief) still needs to be matrixed into figures which will transfer those monies from a loan to income on the balance sheet.
2. Staff Reports: No additional comments from staff beyond written reports. No questions were posed regarding staff notes.
3. Committee/Liaison Reports

Administrative: Nominating committee reports there are five nominees for the five open positions (incumbents Wendy Falb and Sarah Green, neighbors Richard App, Jeff Fawcett and Laura Joyce). Board officers for 2021 will be voted on by board following Annual Meeting (Dec. 16) and before year's end.

The purpose of long-range planning by the Association board was clarified (in brief) by Scott Opperman: Long-range planning is not about changing the stated purpose(s) of the Heritage Hill Association and will not replace the neighborhood master plan. Instead, long-range planning will establish goals to further the Heritage Hill Association's purpose and set in place measurements to identify successes as determined by board and by neighborhood at large while answering questions such as: What did success in achieving a goal look like? What were strategies to meet goals? What measurements were used? When and how will we evaluate, celebrate and plan for future years? Plan will need to involve determining new ways to broaden the feedback loop and seek input from the neighborhood with regard to the Association's fulfillment of purpose. Benefits are many: Staff would have strategic direction, goals would help structure committees, fundraising would have more apparent purpose – a more compelling story to present, and clear goals would strengthen accountability to one another. The planning should help in reshaping the focus on issues, but should remain fluid to revise goals and measurements as needed. Things may move slowly now due to coronavirus, but we should still look at this as an evolution that could move us past the need for the Association to “save” the neighborhood and to a new position of “enhancing” the neighborhood. It is proposed the planning sessions start in February (so new board members are brought up to speed) and a facilitator is found to get the process started.

Home/Garden Tour: Update of Home Tour – as of now, everything is status quo. Looking at first full weekend of October 2021 for modified Home Tour. Garden Tour set for third weekend of June 2021. Meeting with Heritage Hill Garden Club representative to determine their involvement. Starting a draft of sponsorship opportunities.

Community Engagement/Hospitality: planning the virtual Annual Meeting – December 16, 2020. Talked about gathering “prizes” for Annual Meeting drawing, distinguished neighbor awards to present at Annual Meeting, and about the possibility of a neighborhood “holiday lights” walking tour.

Land Use: Updates

- Madison Lofts continuing – work crews maintaining a very tight work area due to urban setting.
- Pleasant Park – rain garden appears finished and swing set/picnic areas are defined, although not equipped as of yet.
- A new concern arose as GRCC seeks to redo its signage for its Heritage Hill campus. Plan was presented at the 11/4 HPC, the matter was tabled and a subcommittee was formed to look at the number and size of signs requested to identify campus buildings. Barbara will tour campus with Rhonda Baker and members of the HPC to discuss concerns. HHA Board’s next step might be to address each sign individually in a letter to HPC. The report from the HPC subcommittee will come 11/24 or 11/25. Heritage Hill will be able to react/reply by 12/1 and GRCC will face HPC again on 12/2.
- The Michigan Street Improvement Authority is resurrecting and set to look at Michigan Street from the medical corridor and eastward. The question was asked of the board whether the Heritage Hill Association should have representation on this group for the Lafayette to Union stretch that borders our neighborhood.

New Business: none.

Old/Unfinished Business: none.

Regular Meeting adjourned 8:25 pm - board moved to Executive Session to discuss Draft 2021 budget.

Submitted by Tom Truesdale