

West End Association Minutes for August Meeting: August 9, 2011

West End Association August 9, 2011 Meeting Minutes

Attendees:

Mark Lively, Pres.
Susan Morris, VP
Eric Elliott, Treasurer
Kristi Marion, Sec.
George Bryan
Toni Phillips
Stan Hill
Kathy Stanley
Sarah Williamson
Daniel Yohannes
Kathleen Ramich
Andrew Leslie

Old Business-

Treasurer's Report:

Eric Elliott shared a balance sheet and Profit & Loss Budget Overview and reviewed them with the Association.

He reported that the IRS has still not gotten back to us on our non-profit status, despite their assurances it would be within 30 days. Elliott had made a motion via email prior to this meeting today in anticipation that he would be in another meeting tonight, that the WEA spend up to \$1000 with Ranlet Bell at WCSR, one of the area's leading attorneys specializing in nonprofit law, to resolve the 501(c)3 non-profit status of its incorporation, so as to clear up any uncertainty about gifts made to or solicited by the WEA, or its expenditure of moneys. After some discussion, Mark Lively moved and Andrew Leslie seconded the decision, with all eight board members present voting "yes" at the meeting.

Elliott then introduced a budget confirming to-date expenses and anticipated outlays through the end of the year. The budget is normally presented and approved at the same February annual meeting as is the officer election. This year's budget was delayed due to failure to have the annual meeting as stated until March and failure to have the books in an auditable format for 2010. An audit committee of Susan Morris, Sarah Williamson and Jack Campbell met earlier in the day with Elliott to review numbers for 2010 and 2011 and approved their accuracy. Elliott noted that the West End Association really

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has a cash flow more akin to a two-year budget cycle, as incomes are higher in House Tour years and less so in non-Tour years. This year's budget has a higher than usual set of expenses due to one-time legal fees, a one-time expenditure for a sculpture base purchase, and lower incomes on advertising and memberships. Elliott noted that we are behind on receiving payments from several of our current advertisers in the West Ender newsletter and that a third fewer households have paid their dues for 2011. The budget for 2011 was approved unanimously and will be sent to all paid members with a detailed report on our finances through the first half of 2011.

ARTSfest:

62 artists have signed with the glass being the only category remaining open.

Kathy Stanley offered an update on the sculpture, "Looking Back" that the WEA purchased at the last ARTSfest for installation at Grace Court. The City said the sculpture should be installed in September. The base will be granite and has been approved by the HRC. The ribbon cutting for the sculpture will be held at ARTSfest on September 24th.

New sponsors: Forsyth Woman Magazine, Forsyth Family Magazine, Skirt Magazine have agreed to be title sponsors. Kilpatrick Townsend will give a donation.

Traffic Calming:

Mark Lively stated that the Certificate of Appropriateness application he is completing with Brenda Penney is almost ready. He reviewed the finer points with those who missed his overview at the June meeting.

Committees:

Board members chose committees on which to serve and recruit members to help:

Finance Committee: Includes Advertisers/Audit Committee/Fundraising (Holiday Home Tour) - Eric Elliott, Toni Phillips

Beautification Committee: Includes Community Garden/Neighborhood Cleanup - Kristin Absher, Kristi Marion

Historic Preservation & Development: David Poythress, Andrew Leslie, Mark Lively

Social Committee: Includes Easter Egg Hunt/4th of July Picnic/Fall Festival at Children's Home/Quarterly gatherings/Welcoming Committee- Susan Morris, Kristi Marion

Communications: Newsletter/Distribution/Website- Tracy Ste. Marie, David &

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Toni Phillips, Alton Absher

Membership: Sarah Williamson, George Bryan

Newsletter:

- ARTSfest on front page - Sarah Williamson
- Sculpture announcement - Kathy Stanley and Kathleen Ramich
- Zinzendorf plaque - Eric Elliott
- Keep the Call for gardeners and volunteers for the West End Community Garden
- Still Searching for new newsletter editor.
- Still searching for new Business Membership collector to replace Toni Phillips.
- Kathy Stanley noted that ARTSfest needs a Call for Volunteers & Volunteer Coordinator in the newsletter, as well as Sponsors.

Note: **August 20th** is the deadline for newsletter content.

Guest Speakers: It was noted that Preserve Historic Forsyth will be at the September meeting with a window restoration demonstration.

The meeting was adjourned at 8:25 pm.