



*A neighborhood association in the West End
historic district of Winston-Salem, North Carolina*

West End Association Meeting Minutes for Tuesday, Jan 27, 2014

Next Meeting: Tuesday, Feb. 24

In Attendance: Board Members Mark Lively, Sarah Creed, George Bryan, Cathy McClaughlin, Dan McClaughlin, Frank Johnson, John Merschel, David Elam; see sign up sheet for other ~15 west end members in attendance

First order of business: Board to approve all yearly minutes over email; Mark to send out for vote and post on website after approved.

1. Treasurer's Report – Cathy

- a. 2014 was a good year. Reported status of accounts – balances are healthy, saw lift in all areas, home tour big reason for revenue growth
- b. Covered highlights of Treasurer's report on screen including statements, proposed budget, and plan to rename business membership status for a number of advantages for both businesses and association
- c. Board to plan goals for most effective spend of funds (neighborhood events/socials, software expenses, newsletter and website communication, improvements or additions to neighborhood)
- d. Mark/Cathy to contact names for house plaque deposits still on books

2. Home Tour Summary– Sarah/Cathy

- a. Lessons learned will be emailed to Mark to solicit final feedback
- b. House tour docs for reference will be uploaded to WEA documents site for 2016

3. Membership Update – George

- a. Current drive going well. Will continue push with one-on-one asks on newsletter route and door-to-door visits by George and John
- b. 61 members have signed up/renewed so far (18 are new from last year)
- c. You can be a member of the association even if you live outside of the historic district; however, you can't vote or be an officer/board member.
 - i. Board to carefully consider an update to bylaws to include some surrounding areas that aren't in overlay to boost membership potential
- d. George/Cathy constructing email membership mailing list for annual drive communication
- e. Membership numbers do affect neighborhood advocacy with HRC

4. Board Nominations – George

- a. Nomination Committee met and selected nominees for board; annual meeting next month will include vote on board meeting and officers
- b. You can be a member of the association even if you live outside of the historic district; however, you can't vote or be an officer/board member.
 - i. Carefully consider an update to bylaws to include some surrounding areas that aren't in overlay as it would
- c. Term durations: board member and officer positions are 2 years.

5. *HRC Updates – George/John/Mark*

- a. Kilpatrick sign on Glade St. – The Board supported original design approved by HRC and sign was not built in accordance with HRC approval; Board Recommendation: HRC should not allow this to stand.
- b. West Hill Apartments Sign – Complex withdrew original monument sign submission based on board and HRC requests; reviewed new sign proposal during meeting which has not yet been submitted. Board position: Better than original sign, design fine, recommendation to decrease scale.
- c. 66 West End Blvd. behind Crystal Towers – Action item: Draft letter for board review to send to owner; fact check with HRC, city and Preserve NC.

6. Hanes Park

- a. City has passed a Rec and Parks bond referendum to spend \$1 million on Hanes Park. Mark projected John’s draft of strategic plan for Hanes Park, which summarizes improvement areas (masonry, erosion, etc.). Expenditure will be overseen by 9-person citizen committee. Mayor tapped Mark Lively as one of those representatives.
- b. Mark, George, and John met with Even Raleigh (Asst. City Manager) and Tim Grant (Rec & Parks Director) on Tuesday 1/27. City has no list of itemized improvements attached to the approved amount, although they do have suggestions in place. Starting in Feb/March, the City hopes to appoint a project manager (possibly a landscape architect) to oversee the project. The appointed contractor will be meeting individually with various stakeholder groups to provide input for improvements. Committed to moving quickly on plans and improvements. Board will work with and be on same page with Friends of Hanes Park for recommendations. Improvements could and should be in place for 2019 100th anniversary of Hanes Park.

7. Arts Fest – Kathy

- a. Sept. 26 is event date; rain date 27th
- b. Promoted as a city-wide event
- c. Kathy to provide content for volunteer opportunities for Feb. newsletter (positions on steering committee, help with social media, volunteer coordination, etc.)
- d. WEA is recognized as title sponsor on marketing materials; Board to discuss oversight and structure of event as part of sponsorship in next board meeting.

8. Other:

- a. Retaining wall around Carolina/West End/Clover – Historic wall needs restoration. Should be part of The Glade commitment. Approach The Glade for follow up.
- b. Pursue details around The Glade overall plan and various structures

9. Next meeting: Feb 24 at 6p

Future Agenda Items

- Criteria for future sponsorship participation – Sarah W. to provide previous writeup
- Website and social media content
- Standing items for updates: HRC updates, home tour, newsletter, website, 2015 membership
- ArtsFest

Officers:

Mark Lively	President (2013-2015)	mlively@wakehealth.edu
Sarah Williamson	Vice President (2013-2015)	sarahwilliamson43@yahoo.com
Cathy McLaughlin	Treasurer (2014-2016)	clgdjm@gmail.com
Sarah Creed	Secretary (2013-2015)	sarahgoins@yahoo.com

Board Members:

George Bryan (2014-2016)
Dan McLaughlin (2014-2016)
Frank Johnson (2014-2016)
John Merschel (2014-2016)
David Elam (2013-2015)
Barry Creed (2013-2015)
Stan Hill (2013-2015)

bryandoherty2@yahoo.com
djmclg@yahoo.com
ralumni@bellsouth.net
delam@triad.rr.com
barry.creed@hotmail.com
shill@wakehealth.edu

JAN 2015 ATTENDANCE

Name	Address	Email
Kathy Stanley	1113 West End Blvd	kaldstan@gmail.com
Janet Rodde	1040 West End Blvd	janetbealer@twc.com
Cathy McLaughlin	934 W 5 th St.	CLCOTM@GMail.com
Dan McLaughlin	"	DJMCLC@Gmail.com
Elen Knott	1612 Lynwood Av.	elenknott@gmail.com
Rob Ulery	929 W 5	ulery@wfu.edu
HERBERT KRABER	1311 CLOVER ST	HERBERT@SLOWTWITCH.COM
DAN DOTTREK	922 WEST END BLVD.	daniel@pythressdesigns.com
Bryan Andrews	1215 GLADE ST UNIT 111	Jbryanandrews@aol.com
Stephani Andrews	"	Stephandrews60@aol.com
Trish Novack	1221 Glade St.	Trishn08@yahoo.com
JOP Novoc	"	
Jotta MERSCHER	RODINGTON LN	WJAM@TRIAD.RR.COM
George Bryan	1326 Glade	
Brent & Mary Waskow	1405 Brookstown Ave	bjwaskow@sbcglobal.net
Clint Buss	1230 W. FIRST ST.	clintbuss@yahoo.com
Katherine & Brook Ravan	1232 Glade St.	brookravan@gmail.com
Robert W. Ritz	919 Carolina Ave	919carolinaave@gmail.com
Sarah Creed	629 Jersey Ave.	sarahlgains@yahoo.com

²⁰¹⁵ membership dues paid by check