

## West End Association Meeting

July 24, 2018

1. Meeting Called to Order – 6:00PM; Agenda distributed (attached)
2. Attendance
  - a. Margaret Hermann
  - b. John Merschel
  - c. Mark Lively
  - d. George Bryan
  - e. Breonte Guy
  - f. Matt Early
  - g. John Carlisle
  - h. Jacob Wharton
  - i. Jo Ann Mount
  - j. PJ Lenihan
  - k. David Elam (joined late – 6:15PM)
3. Distribution of Minutes
  - a. Motion made by J. Merschel / Seconded by M. Lively to distribute minutes to Board List-Serv
  - b. Motion Passed
  - c. Minutes will be distributed by List-Serv / E-Mail distribution list to Board members
  - d. Minutes from previous meetings were not reviewed or approved
4. Treasurer's Report (G. Bryan)
  - a. P&L Statement Jan.-June 2018 distributed (attached)
  - b. Dash game expenditure appears on this statement
  - c. Fourth of July expenditures will show on next month's report
  - d. 105 household members
  - e. 23 business members
  - f. Insurance payment is annual payment (covers activities such as Home Tour, Fourth of July Party, Music Festival (cert. of insurance required to reserve Grace Court), etc.)
5. Historic Resource Commission
  - a. August meeting does not have any West End cases
  - b. Tree Removal/Pruning case has been continued or pulled until full redevelop of island takes place
  - c. Overlay Review Meeting (new guidelines for West End)
    - i. J. Merschel, G. Bryan, M. Hermann,, M. Lively, Kevin, J. Mount attended meeting
    - ii. J. Merschel distributed HRC Overlay Big Issues document (attached) (G. Bryan's compilation of issues)
    - iii. HRC Staff put new guidelines online and invited comments
    - iv. Approx. 500 comments submitted
    - v. Aug. 21, 6:00PM, HRC Staff to present on new guidelines in West End Room, YMCA

- vi. HRC Staff contends that WEA does not represent the neighborhood
- vii. WEA is who pushed through the guidelines at the federal, state, and local level and spent 1,000's of hours making it a reality
- viii. Complaints arise from new residents who disagree with guidelines, and state that the WEA does not represent them
- ix. In April meeting, the vast majority of attendees at meeting regarding Overlay District were WEA members or even Board members
  - x. J. Merschel has approached HRC Staff to present WEA views on proposed guidelines; HRC does not want a "private meeting"; and J. Merschel proposed an open meeting and HRC Staff said they would find an appropriate forum after their second meeting
- xi. WEA Board needs to develop its concerns and suggestions and take that to the HRC Staff and represent it that is the one voice of the HRC
- xii. Big Issues
  - 1. Museum quality v. appearance – Old Salem is "museum quality" while HO is to have more flexibility than that
  - 2. Streetscape is the most important aspect of HO – what is on the side and back is of lesser importance; "streetscape" means what you can see while standing on the sidewalk looking at the house and its yard; J. Merschel stated that HRC does not police this aspect of HO with uniformity; proposed that what goes in the back (out of view) should not be governed by guidelines
  - 3. Liability of New Owners – when new owners take on repairs of newly purchased house that has violations; current guidelines impose liability on new owners; all are in agreement that this needs addressed or changed in some way
  - 4. Color – J. Merschel stated that color should not be in guidelines; color is, however, in guidelines in multiple places (perhaps roof); "suggestion" in guidelines appear to reach over into guidelines/legislative rule; suggestion is to have HRC not address color in any way
- xiii. B. Guy suggested surveying neighborhood to get consensus
- xiv. M. Hermann commented that the proposed guidelines are not well written and she has provided comments on line regarding these deficiencies
- xv. Postcards were sent by the city to residents of the West End regarding meetings concerning the proposed guidelines
- xvi. M. Lively referred to the Southern Pines as a good example of guidelines
- xvii. G. Bryan summarized issues:
  - 1. Museum quality v. appearance
  - 2. Streetscape
  - 3. Absolving Liability of New Home Purchasers
- xviii. G. Bryan moved for a resolution from WEA that the proposed guidelines are vague and ambiguous and the guidelines need re-written with clarity and ease-of-reading in mind before the WEA can provide substantial and meaningful feedback to HRC; J. Merschel seconded motion; discussion:

- M. Hermann suggested reading and responding to existing comments; motion passed
  - xix. G. Bryan moved that the WEA take the position that streetscape should meet the HRC guidelines; J. Mount seconded; motion passed (one abstention)
  - xx. M. Early moved that the WEA take the position that purchasers of property should not ; J. Merschel seconded; motion passed
  - xxi. J. Mount moved that WEA should not take position that color should be part of guidelines; J. Merschel seconded; motion passed (one abstention)
  - xxii. The museum quality v. appearance issue is still under discussion
- 6. Safety Committee
  - a. M. Early reported that he will provide article/text to M. Lively for newsletter
  - b. M. Early is still forming committee
  - c. Suggestion to put sign-up sheet at concerts in Grace Court
  - d. M. Early working on getting crime statistics for the neighborhood
  - e. M. Early is collecting information on what crimes are of interest to neighborhood residents
  - f. Goal is to get W-S Police Dept. to listen to the neighborhood's concerns
- 7. Social Activities
  - a. Fourth of July – successful again; thank you to M. Lively
  - b. Concerts – M. Lively needs original format of flyer to put in newsletter; G. Bryan suggested an overrun to handout or place in local businesses; M. Lively to get at least several hundred extras to distribute; M. Lively will use language on flyer for newsletter copy
- 8. 2018 Homes Tour
  - a. M. Lively reported that Victoria Goral has agreed to take on sponsorship; M. Lively has prepared prospectus and it will be sent to target sponsors; V. Goral to follow up with potential sponsors
  - b. M. Lively reported that Waite House and Ben Wilson house are to be included and Alex (blue roof) and a Manly house volunteered
  - c. M. Hermann suggested that Rodie's (1040 West End Blvd) may participate
  - d. M. Lively says that he has 5-6 houses now and is striving for 8
  - e. M. Lively suggested making the "Summit Street Pharmacy" (Urban Colony/Actor's Guild) and Joymongers may be a stop on tour
  - f. Need starting place; West End Social Club is interested in having tour start there; St. Paul's was last year's starting location and it was inundated with people
  - g. G. Bryan says we have approx. 500 emails from past participants; suggested we need a good location for participants that are paying with cash and those with cards and a place for refreshments and cars picking them up at the street and the weather
  - h. P. Lenihan raised the issue of police assistance for traffic matters, especially if road construction increases traffic in neighborhood (which could happen on the Sunday of the tour); M. Lively said we can get at least two officers to assist
  - i. M. Lively to communicate with NCSA regarding entertainment
- 9. Beautification
  - a. P. Lenihan to continue work on this issue

- b. Work will resume in the fall
10. New Business
- a. 1143 West End Blvd – cut down trees without a COA; J. Mount follow-up with David Reed, who reported that David Lusk was reportedly cutting down trees without COA; D. Reed would appreciate help from neighborhood to help notify new residents of guidelines; after-the-fact COA will be applied for; J. Mount said penalties are too low (\$75 and requirement to plant a new tree without regard to the size and type of tree)
  - b. J. Merschel said there is a focus on HRC on the canopy and not worry about the individual trees
  - c. M. Lively reported that he is a member of the Citizen Bond Oversight Committee; he needs a volunteer to take his position on the committee; one meeting ever two months; appointment by the Mayor (at the suggestion of the City Council member); M. Lively looking for names, preferably from West End or North East Ward
11. Meeting Adjourned
- a. M. Lively moved; J. Merschel seconded; motion passed
  - b. Meeting adjourned – 7:24

Dated: July 25, 2018

Respectfully submitted,

/s/ Jacob S. Wharton

# West End Association Meeting

## Agenda

07/24/18

1. Minutes from June meeting
2. Treasurer's Report & Membership - George
3. HRC - John
4. WE Overlay Review Committee - John & George
5. Safety Committee - Matt
6. Social Activities Report
  - ✓ July 4th picnic - Mark
  - ✓ Grace Park Concerts - August 26, September 23, & October 28 - marketing (flyers, yard signs, article in West Ender)
8. 2018 Homes Tour - Mark & Toni
9. New business

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### West End Association Officers & Board Members

President	Jo Ann Mount
President-elect	Clint Buss
Secretary	Jan Wharton
Treasurer	George Bryan
Treasurer-elect	David Elam
Past President	Mark Lively
Board Members	Dan Bradley
	Matt Early
	David Elam
	Victoria & Kevin Goral
	Margaret Herman
	John Merschel

**West End Association**  
**Profit & Loss**  
 January through June 2018

07/24/2018

Cash Basis

Jan - Jun 18

<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Individual Memberships	2,019.82
Business Memberships	1,912.14
<b>Total Income</b>	<u>3,931.96</u>
<b>Gross Profit</b>	3,931.96
<b>Expense</b>	
<b>Insurance</b>	
General Liability	766.00
<b>Total Insurance</b>	<u>766.00</u>
<b>Administrative</b>	
PayPal Fees	-43.04
<b>Total Administrative</b>	<u>-43.04</u>
<b>Printing</b>	
Newsletter	703.31
<b>Total Printing</b>	<u>703.31</u>
<b>Event Expenses</b>	
Sports Day	240.00
Easter Egg Hunt	117.41
<b>Total Event Expenses</b>	<u>357.41</u>
Contributions & Memberships	300.00
<b>Total Expense</b>	<u>2,083.68</u>
<b>Net Ordinary Income</b>	1,848.28
<b>Other Income/Expense</b>	
<b>Other Income</b>	
Home Tour 2018	
Sponsorships	2,740.00
<b>Total Home Tour 2018</b>	<u>2,740.00</u>
<b>Total Other Income</b>	<u>2,740.00</u>
<b>Net Other Income</b>	2,740.00
<b>Net Income</b>	<u><u>4,588.28</u></u>

end of June Statement

**Bank Checking:** \$17,031.78

**Bank Money Market:** 21,142.66

**Household Members:** 105

**Business Members:** 23

Respectfully Submitted,  
 George Bryan  
 Treasurer

## HRC Overlay Big Issues

- ❖ Difference between museum quality vs. appearance
- ❖ Streetscape as important vs. what is behind the house
- ❖ Liability of new owners taking on the repairs or changes that did not have a COA
- ❖ Whether Overlay will legislate "color"
- ❖ What to do with "After the Fact" COAs
- ❖ Do the charts in the new format really clarify (need to test)
- ❖ Issue of new Overlay using terminology "buildings" vs use of "structures"
  - Not recognizing curbing, planting strips, walls, steps, etc
- ❖ Issue of do "precedents" matter vs. "case by case"
- ❖ New use of "significant trees"
- ❖ Need to have West End engagement for any major changes as their agreement was needed for original Guidelines

The Guidelines were developed in part to maintain the look and feel of the West End. What are the Biggest Changes in the West End as far as appearance since Guidelines were instituted

- ❖ Appearance of homes has improved. Even some non-contributing properties now compliment
- ❖ More front yard "pickets" or fences (hardly any properties in WE had fences)
- ❖ More railings on steps (railings were not wide spread before city ordinance- little precedent)
- ❖ Signage – homes were used as businesses on 4<sup>th</sup> St and more and requested signage
- ❖ \_\_\_\_\_
- ❖ \_\_\_\_\_
- ❖ \_\_\_\_\_

*Inconsistency in writing that  
it is difficult to make sense  
of the document*