

West End Association Meeting  
11-27-18, 6:00 pm

Attendees

Mark Lively  
Margaret Hermann  
George Bryan  
Jo Ann Mount  
Clint Buss  
Dan Bradley  
Frank Johnson  
Dan Anthony  
Victoria Person Goral  
David Elam  
Breonte Guy  
Matt Early  
Jan Wharton

Treasurer's Report & Memberships

We have 24 Business Memberships (bring in more revenue) and 106 household memberships.

Expenses related to home tour - advertising, decorating, carriage \$3,238

Income related to home tour - Sponsorships \$3,650 and online ticket sales have already create net income

HRC & Historic Overlay Revision

Meeting with David Reed

Michelle McCullough is now handling rewrite of overlay

David Reed was fine with WEA Committee continuing work on rewrite, getting feedback from neighborhood, and presenting recommendations to HRC

No longer have a deadline for completion

HRC Board has two new members with another to come

David said they were willing to re-evaluate certain previous statements such as two minor works equal a major work

WEA is representative of the neighborhood even if all neighbors are not members

After the fact Cherry tree.

Property owner was not asked to plant another tree somewhere on the property, but it could be requested.

Stump removal was not required.

Old WSJS building

Will take concertina wire down

Building is on historical registry - George Matsumoto

Will be a windowed all across the front

Ramp will be remodeled

Owned by St. Paul's who is remodeling it to use it for outreach

Heather Bratland from HRC did write-up

Overlay Revision Committee recommended that after-the-fact applications be required to pay for staff investigation

Safety Committee - Matt Early

Nov 15th - 2nd neighborhood watch (NHW) meeting

Officer Wykle, NHW police liaison, presented on specifics for how program works  
West End lies in district 1 and 3 of police department districts, but most is in District 3, so we are a District 3 NHW

Each district Captain makes decision for police presence based on call volume

FB Group to communicate among ourselves and outreach

Dec 13th - Citywide NHW Association Meeting at Beaty Center at 7pm - Matt will attend

Next WE NHW meeting in January

Signs

We get 2 signs for free that are nailed to light posts

Small signs can be put on private property - under square footage of signs that can be put in your yard according to HRC

Social Activities Report

Grace Park Concerts - Final concert held October 28

September & October low attendance

Jo Ann recommended doing one next year instead of a series

Homes Tour - December 9th

Dan and Mark put up banner on Reynolda Rd RR trestle. Mark has requested access to corner of Summit and Broad

Last time we sold 700 tickets. We've sold 100 tickets so far.

After-party at Joymongers Barrell Hall catered by the Porch

Homeowner gift gets framed poster of tour with charcoal drawing of the house.

\$500 spent by WEA for garland

Mark contacted Wes Young about tour to try to get WSJ article

Lots of advertising to come

Motion passed to get gift for Toni to recognize her work on home tour

Sponsors - Home Real Estate (presenting); LRB (presenting); Icon Custom Builders, Piedmont Federal Savings Bank; DLM Custom Builders; West End Cafe; Mount Castle Insurance; Blissful Studios and Galleries; Joymongers Barrel House; Kilpatrick Townsend; Flow BMW (drivers and cars); Elizabeth's at Hanes Park (helping decorate); Urban Colony(selling tickets); Forsyth Mags (in-kind); The porch (discounts)

Guidelines for use of WE Listserve & WE Facebook

We will adopt rules for FB based on Downtown FB Neighborhood page with some changes. Clint Buss will make appropriate adjustments.

FB page is currently open to anyone who is approved by a friend of the page. Mark proposes to require admin approval and make it clear this page is moderated by the WEA.

FB doesn't require folks to live in neighborhood. Listserv does require living in neighborhood.

It was mentioned that we don't have trade and yard sales on our neighborhood listserv

Adjourned