**West End Association (Virtual) Meeting Minutes**

3/24/2020

Meeting called to order at 6:01pm – The agenda was distributed via West End Board listserv on Wednesday, March 18th.

Attendance:

Breonte Guy

Matthew Early

Michael Wiseman

Kimberly Wiseman

Peter Kramer

David Elam

Frank Johnson

1. General Business (6pm – 6:30pm)
   1. Approval of February Minutes – Frank Johnson motioned to accept the February minutes and David Elam seconded the motion. The motion was carried.
   2. Treasurer’s Report – David reported that we are down sharply due primarily to our recent $766 insurance payment (see his report sent out to WE board listserv on Monday, March 23rd. David also reported that the envelopes for our new membership drive have not yet gone out, but that Mark will be working on this.
   3. Neighborhood Watch Report – Matt reported that the April 7th safety meeting has been canceled. He plans to work with Michael Wiseman to figure out a way to bring the safety meeting into the virtual space, which should help broaden neighborhood attendance.
   4. Reviewing Board Policies – Breonte sent board members a copy of the most recent bylaws to review. He suggests that there may be language issues that can be attended to so that the bylaws are kept updated and appropriate for the current needs of the organization. The bylaws discussion was tabled to allow board members more time to review the current bylaws and provide suggestions for meaningful change.
   5. Increasing Board Membership – Breonte brought up the need to increase board membership and to attract more community volunteers to help carry out the vision of the board. He offered that, considering the scope of projects available for the board to tackle, we could use reinforcements. It was suggested that it would be crucial to attract more neighbors to the general WEA meetings so that we can then cultivate deeper interest in potentially joining the board. It was also suggested that we should work diligently toward cultivating and maintaining relationships with neighbors who might be willing to help out on committees.
   6. Upgrading our Digital Presence/Communication Strategy – A committee was formed to address a clear need to enhance the West End neighborhood’s online image. The scope of this committee will be to assess our current digital presences and to provide solutions and implement plans for upgrading where needed. This might include upgrade to our website, social media expansion, and other marketing and digital branding sphere.
2. Neighborhood Business (6:31pm – 6:45pm)
   1. HRC Meeting w/John Merschel – Breonte reported on joining John Merschel in meeting with HRC staff (Michelle McCullough, Heather Bratland, and David Reed). Breonte reported that it was very informative to see how John had been working so closely with the HRC staff providing feedback on the overlay updates and conveying the WEA’s concerns directly to HRC staff.
   2. Traffic Calming Task Forces – Breonte reported that he helped get the West End Blvd (between 1st and 4th streets) traffic calming taskforce off the ground with the help of Kemona McCarter. Breonte’s joy and concern is that more neighbors will want traffic calming taskforces for their own street. Breonte is helping to get the Piedmont ave traffic calming taskforce off the ground as well.
   3. Rental Property Census – A committee is being formed to identify rental properties in the neighborhood so that we do a better job of keeping rental property owners, many of which live out of town, informed about historic resources and neighborhood events
   4. Beautification
3. Social Business (6:46pm – 7:00pm)
   1. Social Events Report – Due to the COVID-19 pandemic, the new neighbors social that was to be held on Saturday, March 14th, was canceled. Victoria and Michael worked diligently on this project and the board expressed their appreciation for the hard work despite the unfortunate turnout.
   2. Holiday Homes Tour – The board expressed concern about the Holiday Homes Tour in the context of COVID-19, being late getting sponsors and volunteers, and incentivizing homes to participate. It was suggested that the board ruminate on alternative options in case the Holiday Homes Tour – in its traditional form - is not feasible.