

**April 13, 2015**  
**Morningside-Lenox Park Association**  
**Monthly Board Meeting Agenda**  
**www.mlpa.org**

**Call to order and welcome:**

MLPA Vice President Rae Conlan called the meeting to order.

**Approval of March and Annual Meeting 2015 Minutes:**

MLPA motion to approve the minutes was made by Sally Bayless. The motion was seconded. The Motion to Approve the minutes was approved 9-0-0.

**Zoning Report/Variances:**

**\*\*V-14-301 1370 Monroe Drive**

Applicant seeks a Variance to reduce the North side yard setback from 7' required to 3' to allow the placement of a condensing unit for a single family residence.

A Motion to Defer due to the applicant not present for the zoning meeting was made by Bill Long. Chuck Tobias seconded the motion. Motion Passed 10-0-0.

**\*\*V-15-150 739 Wildwood Place**

Applicant seeks a Variance to reduce the East side yard setback from 7' required to 4'- 5" to allow a second story addition to be added to a single family structure. The foot print of the house will remain the same as it is now with the addition of the second story. No trees will be affected.

Motion to Approve per the site plan dated March 9, 2015 and the letters of notification was made by Sally Bayless. Kirk Rich seconded the motion. Motion Passed 10-0-0.

**Treasurer's Report**

Chuck Tobias reported the balance is currently \$90,750. The balance is expected to drop due to the outlay of funds for the Celebration of Summer expenses but will increase again after COS is over. We typically break even on COS. The primary goal is to keep the balance high enough to support the Security Patrol. It is difficult to track/develop a budget due to the ancillary things that come up other than the typical Security Patrol, COS, etc. The lowest we have even been balance-wise was 3-4 years ago when we were in the high teens. In the past, membership included an option to join the MLPA for a smaller fee without having access to the Security Patrol. The MLPA board decided to no longer offer this option and it appears membership has doubled over the past 3-4 years; although we only have "real" numbers starting in Feb 2015 when the MemberClicks program began. The larger the treasury grows, the more flexibility we will have to do side projects that may come up. MLPA is responsible for fixing the monuments around the neighborhood.

**Membership Committee Report**

Rae Conlan – There are 4000 households in Morningside Lenox Park and we have 830 members currently (which is around 21%). Three emails go out if your membership has expired or is about to expire – we have 100 members who recently expired and have not renewed. It was noted that we should investigate other neighborhood associations to see what they do to gain members and enhance the memberships. Immediate next steps of transitioning this roll to Bill Long were discussed including a "past member" email drive, document processing, a possible post card drive in conjunction with COS and the transition of the daily duties. If you don't have a sign in your yard, let Bill know. Signs are removed if you do not renew as the "last ditch" effort. We want to coordinate a "new member" postcard drive to people who have just moved into the neighborhood. A Business Membership program has been created for a \$50 fee (businesses do not have access to the Security Patrol) and we already have one member.

**Events Committee Report:**

Sonny Jones – The Celebration of Summer is right around the corner. A sponsorship opportunity page will go up on the website tomorrow. We have added a "Presenting Sponsorship" that Sonny Jones has agreed to buy. Thank you Sonny! The Volunteer Sign Up sheet is on the website now. Please volunteer

– it is just one hour shifts. COS - May 22 – 5:00 to 8:00 pm. We will have a Membership Table set up.....perhaps we should consider a COS Special Discount if you join that night. We have \$1M to \$2M in liability insurance for the night but we don't purchase insurance for Rain.

The MLPA contracts the Security Patrol as a 3<sup>rd</sup> party vendor. Walter Blackman Insurance in Decatur provides the liability coverage for COS.

The first Summer Concert Series will be held April 24<sup>th</sup> from 6:00 to 8:00 at Sidney Marcus Park. Along with the MLPA, the entire Summer Concert series is sponsored by Boynton & Myrick at Beacham & Company Realtors. Music to be provided by Carter Rude & Friends – Carter also handles set up, food trucks, etc. The WOW! Food truck will be on hand for the first concert.

### **Parks Committee Report:**

Sally Bayless – Thanks to Rae Conlan and Katie Vann who raised \$4000 in the Sherwood-Be-Good party/fundraiser to benefit Smith Park!! The fountain repair cost is estimated to be somewhere between \$11,000 - \$15,000. Jared Sapp is interested in putting a community food garden in the Wilson Park traffic island at N Morningside and E Rock Springs. This is under discussion due to the logistics, landscaping, water source and vast amount of work/volunteers it would require. The former Morningside Lenox Park Garden Club does not appear to be operating any longer and the community garden location on Hillpine is not doing well due to a lack of volunteers. A food garden would require a lot of time, effort and dedicated volunteers.

Sally recently toured the Johnson Taylor Reserve with a naturalist who noted how special it is to have a mature hickory beech forest in that location and he really encourages protecting the area. He said the best plan is to preserve the forest which means keeping it as pristine as possible. Removing the invasive plants would also be helpful IF we plant something that would be compatible with a hickory beech forest in its place.

Sally presented a list from the NPU for upcoming projects (the City previously asked the NPU to formulate a list for capital improvement expenditures) – some projects have already been done and need to be removed but we will request that Smith Park be added to the list. The MLPA should review and respond to them on what we need. A motion to approve the list was made and seconded. The motion was approved 10-0-0. Sally will forward those parks-related changes to the NPU.

There was discussion of the MLPA setting up a tax deductible “foundation” so tax-deductible donations could be accepted. Another option would be to partner with someone who is already a non-profit like Park Pride; in that case, the donations would have to go directly through the non-profit partner. There was general agreement that Park Pride's pricing is very attractive given the amount of clerical work associated with running a 501(c)(3) account. Park Pride is responsible for the traffic island adoption program and there should only be one green sign in each traffic island.

### **Security Committee Report:**

Bob Silvia – Bob Silva and Tom Coggin are planning to work with business owners in the neighborhood in posting banners in the parking lots that show “*Morningside Security Patrol – Clean Car Campaign – Please remove ALL valuables from car*” in an attempt to deter car break-ins. Bob would like to see this banner in three parking lots (Alon's, Doc Chey's, and Movies Worth Seeing). Banners cost \$108 each for three 8'x3' heavy vinyl banners with grommets. Kevin Lyman mentioned that he just got the security log from the Morningside Security Patrol detailing the date/time from all the visits that were made to their house while they were out of town last week on Spring Break. Susan mentioned perhaps putting magnetic signs on cars advertising the MLPA and/or the Security Patrol.

### **New Business**

Bill Long noted we should develop a comprehensive plan/budget on Membership dues, Business Memberships, etc. that the board will vote on to adopt.

Christian Zsilavetz, with Pride School Atlanta, was at the meeting. This new school will be a non-profit independent democratic school for students ages 5-13. They are looking to be housed at Rock Springs Presbyterian and hope to begin for the 2015-2016 school year. The school will be a special environment

for all children but especially to provide LGBTQQIA students, families and educators a safe, fun and rigorous learning environment free of homophobia and transphobia. At this school "everyone gets to be who they are". Please see website – [prideschoolatlanta.org](http://prideschoolatlanta.org) for more info.

### **COS/Membership Postcard**

There was discussion of mailing a postcard out announcing the Celebration of Summer and also for a Membership drive. Tom Coggin said a 6x9 postcard would be about \$1000 to \$1050 with 2<sup>nd</sup> class postage (4-colors). The postcard would have the dual purpose of advertising COS and marketing membership to the MLPA. It would help relate the MLPA to the Celebration of Summer since most people consistently think the COS is sponsored by the school. It was noted that we'd need 6 new members to break even on the postcard - expense-wise. If possible, it would be nice to put a goal on response numbers to see if it would be worth the expense to repeat again next year (however, we could only measure new member response from the time frame of when they join at this point). Kevin Lyman made a motion to approve up to \$1250 for the larger card with 2<sup>nd</sup> class postage. The Motion was seconded. Motion approved 11-0-0.

Tom Coggin will change the security banner to add the MLPA logo and adjust the colors to match the logo. A motion to approve up to \$400 for banners was made. The motion was approved 11-0-0.

Rae presented invoices totaling \$130 for Constant Contact and \$48 for Vazcorp. Sally made a motion to approve payment of these Invoices. The motion was approved 11-0-0.

It was noted that all expenditure items need to be approved by the Board at the Monthly meetings. This has been the practice in the past as most invoicing is from monument repair, landscapers, etc. and rarely urgent. Efforts will be made to continue to be very diligent on this for all expenditures.

Yorkshire is having a block party!!! Sunday, April 19<sup>th</sup> at 798 Yorkshire from 5:00 to 8:00. Bring a dish and meet your neighbors!

Wristpon from North Pelham attended the meeting and asked about the status of the proposed Oak Knoll development. Charlie Nalbome responded that Morningside neighbors are very involved with the Developer and working on the possibility of a lower density project.

### **Adjourn:**

MLPA Vice President Rae Conlan adjourned the meeting.