

MLPA
Special Board Meeting
Ansley Golf Club – The Georgia Room
August 18, 2015

Call to Order:

Carmen Pope called the meeting to order.

The Hillside Facility has asked the MLPA for a donation to help with supplies, renovations, the garden, clothes, food – just to revamp. Hillside houses children aged 4-18 with behavioral issues with the goal of helping them thrive back at home or in society. Other neighborhood associations have agreed to donate. Their facility is also used for community meetings.

Kevin Lyman suggested we mention our donation on our web page and perhaps do a drive at some point for community donations to Hillside.

Lynn Ayres made a motion to donate \$400 to Hillside. Kirk seconded the motion. The motion passed 14-0-0.

Insurance:

Lynn Ayers discussed moving forward with research/acquiring quotes for Directors & Officers insurance for Board members. The VHCA has it, VHMPA has it. It was agreed that Lynn should continue to research and find out what we need.

Financials:

Chuck Tobias notes that 85% of our expenses go to the security patrol and making a budget may be difficult as many of the smaller expenses aren't planned for initially. Typically we get the bulk of membership money in February, March, April due to the membership drive. Bill's opinion is that we will have 550 to 650 members as an average over the year. The security expense is \$27 per hour plus a \$51 monthly fee for a phone and a \$400 administrative fee for gas, car maintenance, insurance, etc. The expense is typically \$2992 per month but summer increases to \$3500 to \$3600 due to people leaving town, vacations, etc. On occasion, some of the revenues from the Monumental Ball have been used to give the officers bonuses.

=What are expected expenses for 2016?

Parks – Parks, Monument cleaning, etc may be up to \$10,000. All monuments need to be cleaned. We agreed to consider giving Kevin Kornder, our monument repair specialist, a three year contract for repairing,

cleaning, and removing vines / weeds from all monuments on a rotating basis. The contract would begin in 2016 and would be included in the 2016 MLPA budget.

Bob made a motion for Sally to ask for an estimate from Kevin Kornder. Kirk seconded the motion. The motion passed 14-0-0.

Security – Bob Silvia will put together a Security proposal estimate for Budget for 2016.

For budgeting purposes, Bill suggested we use an average of 600 members per year.

Rae suggested we need a process of marketing to new people who have moved into the neighborhood.

There are 3286 homes in the Morningside/Lenox Park neighborhood so we only have a small percentage of paid members.

Events:

Sonny Jones notes that we plan to do the Celebration of Summer again next year. There is talk of starting back up the Tour of Homes – it takes a lot of money and 300 volunteers and takes about 15 months to put together. Sponsors will give but you need to go out and beg. The biggest expense is printed matter – programs, etc. Tad feels like it was around a \$10k expense the last time we did it. Vans were a big expense but Emory donated half of them. The man power, marketing and organization is the largest risk for this – more so than financial outlay. Sonny suggests that we shoot for October of 2016 hoping to have 8 or so houses.

Membership:

Michelle Constandides mentions the marketing opportunities at Morningside Elementary, schools, and Sydney Marcus parks events to have membership table, etc. Tightening there MLPA membership with the PTA would

Bill talked about knowing what the neighborhood wants us to be. Do they want security? Do they want events? Park improvement? He feels like we are missing the real purpose of bringing awareness to a great neighborhood by charging \$200 for memberships that include security that some people may not be interested in. Kevin suggested polling the neighborhood to see what everyone is interested in – sending a message that we do care in what people are more concerned with – list in order: Security patrol? Parks? Events? Neighborhood information? We need meaningful support not people that write \$25 checks and then tune out. In the past, there was a directory that was mailed to members with a list of all the participants.

Carmen mentioned the two week membership drive of another Atlanta neighborhood with colorful signs twice a week in yards

Lynn Ayres thinks we should charge more money for food at Celebration of Summer!!!

Communications:

Postponed to another time due to time constraints.

A motion was made by Chuck Tobias to reimburse Carmen for the breakfast expense. Rae seconded the motion. The motion passed 11-0-0.

Adjourn

President Carmen Pope adjourned the meeting.