GPNA Board Meeting Agenda – September 10, 2015 6:00 pm

* Call to Order
* Roll Call/Introductions
  + Board members
    - Brian Swem
    - Angelique DuPhene
    - Mark Moerdyk
    - Matt Draft
    - Ashleigh Draft
    - Dan Vandermolen
    - Jane Konyndyk
  + Staff
    - Fran Dalton
  + Guests
    - Chase Stanck (Pastor at Unison Christian Church)
* Approval of last month minutes
  + Motion passes unanimously
* Staff Update
  + Staff Report (handouts)
    - Fran Dalton
      * Community Connection Activities - 20
      * City Housing Inspections – 60 completed
      * GPNA Lodge Uses – 36 including 2 rentals
      * GPNA Facebook Posts - 15
      * Projects and Planned Activities – 14
    - Esther Reyes
      * Community Connection Activities – 4
      * City Housing Inspections – 87+ completed
      * GPNA Facebook Posts – Spanish & English
      * Projects and Planned Activities - 6
  + Small Business Crime Response Plan (handout)
    - Prevention & During/Post Action
    - Board asked to review document and provide feedback
    - Providing document to local small business owners once approved
  + GR311 Garfield Park Interactions
    - 40% of walk-in traffic is from Garfield Park, public window
    - Concern around how much time/traffic is walk-in
    - Fran proposes we educate residents on the services & payment options to reduce walk-in traffic
      * Request for space in the upcoming newsletter
    - Fran to provide further information on how residents are paying (cash versus check/credit)
* New Business
  + Party in the Park Recap
    - Adequate turnout
    - New attendants (people who may not have attended arts fair in the past)
    - Heavy reliance on GRPS
    - Not much attendance at movie
      * Discontinue for next year?
      * Most costly aspect of the event – approx.. $1,000
    - Overall cost of the event $1,667.92
    - Earned $225.93 above our cost
    - Dan to follow up with GRPS on event thoughts
    - Next year:
      * More/bigger sponsors
      * Day long entertainment event
        + Start earlier with more entertainment
        + Live entertainment

Ethnically relevant/diverse

* + - * + Church choirs
        + Rent showmobile (portable stage - $600 cost) instead of movie
        + Different types of food

Beer tent

Food trucks

Keep Little Ceasar’s involved

Communication with vendors regarding competition/prices

* + - * + Paid vendor tables
        + DJ for entire event
        + Large “food tent” for people to eat/rest
        + Focus on what makes Garfield Park unique (diversity)
        + KROC sponsored yoga workshop
      * Move event closer to gym versus GPNA lodge
      * More committee support for execution
      * Date to be confirmed at October board meeting
        + Move so-as to not conflict with other GRPS events
        + Closer to mid-summer
    - Burton Heights street fair proposed by Brian
  + 5k Trail Run
    - Spring proposed event
    - Way to bring in revenue
    - Dan to take lead on this initiative
  + Adequate supervision for staff
    - Challenge for Neighborhood association to supervise staff currently
    - What is the reporting structure?
      * Need clarified
    - Executive board attempts to be more involved with staff
      * Need more communication
    - Provide goals and direction to staff
      * Tasks
      * Job responsibilities
    - Implement annual performance review
    - Implement timecard system
      * Need to know days/times staff is working
    - Apply for grant to help resolve outstanding staff issues
      * Ashleigh to take point on grant application
      * 2nd week of October timeframe
      * Dyer Ives potential source
      * Kent County Technical Assistance potential source
    - Determine long-term plan
  + GRPS bond endorsement (handouts)
    - What are the criteria/filter for endorsement?
      * Previous motions not to vote due to lack of criteria
      * How does this fit into the bylaws?
      * Potentially add this to grant in regards to communication/organization
    - Individual board members may endorse, as a board we will abstain
  + Parks Alive Leaders Program via Friends of Grand Rapids
    - Relaunch of a program to create neighborhood committees in each of the GR city parks
    - Many grants available to engage neighbors with events
    - Class in the park September 23rd
      * Butterfly Garden – 2nd half of the class
      * Native plants
    - Great opportunity to showcase our parks
    - Promote Butterfly Garden in the newsletter
* Committee Reports
  + Finance
    - Mark to sit down with the accountant
    - Adjustments to budget need to be made
    - Bank account is doing well
    - Update in October from Mark
  + Communications
    - Newsletter Update
      * Need to confirm date for Annual meeting
        + Include Annual Meeting information in Winter Newsletter
        + Add to October Agenda
    - Social Media account access
      * Communications from Steven J. Guitar (Communications Director for the city of Grand Rapids)
        + Angelique to be granted access to facebook to post relevant information
      * Better strategy for staff in regards to Social Media
* Public Comments
  + Unison Christian Church – Requests that thoughts on theatre space & support from board be addressed at October board meeting
* Adjournment