

West End Association Minutes for July Meeting: July 12, 2011

Attendees:

Mark Lively, Pres.
Susan Morris, VP
Eric Elliott, Treasurer
Kristi Marion, Sec.
George Bryan
Toni Phillips
Stan Hill
Kathy Stanley
Sarah Williamson
Kristin Absher
Daniel Baird, of Freedom Creative Solutions, Guest Speaker

New Business-

Crime:

Mark Lively reported that vandals threw a paving stone from his property through his car window, smashing it. Neighbors heard it, then saw the three youths responsible and called police. Police brought their K-9 unit out but could not get their trail. Although they were not caught, Lively was pleased by their efforts.

Meeting Speakers:

Mark Lively brought up the subject of topics for future meetings. For August- West End Food Tour was proposed; for September- HRC rep? Mark Lively will talk to Jeff Harbison or Becky Gibson.

Old Business-

July 4th Picnic: Total cost was \$157 for BBQ and beer. Mark Lively noted that next year we should get a little more bbq and also have chicken, as in the past.

Bill Gibson & Mark Labrec were among three judges for the pie contest, which had several entries. The mixed berry pie with homemade crust was the winner.

The June Minutes were reviewed and the following corrections noted: Correction of the spelling of "Brunson". The minutes were then approved.

Treasurer's Report:

Eric Elliott reported that the IRS has still not gotten back to us on our non-profit status, despite their assurances it would be within 30 days. We currently have

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\$14,070 in our reserve checking account and \$14,371 in our active checking account with about \$11,000 currently unspoken for (Artsfest monies and House plaques excepted) - though we also have the sculpture base costs to come from that amount as well. Elliott noted that we had voted in May to switch our agent of record to Jim Vaughn. However, Elliott has found paper records that former Association President Ellis Boyle had switched it to himself in 2008. Since Ellis now resides in Raleigh, we will proceed in switching the agent of record to Jim Vaughn. Vaughn has agreed to this. Eric will provide a full budget for 2011 to vote on at the August meeting taking into account the full listing of 2010 results. Things to keep in mind from the 2010 budget when looking at 2011:

\$2,500 was forecast as income from memberships. We have currently received less than \$900. We are short half of the membership total we had received at this point last year.

\$2,250 was forecast for business memberships/advertisers. We will probably reach that goal eventually.

\$4, 970 was the total income forecast. \$3,500 is probably a more accurate forecast. Printing costs in 2010 totaled \$2,860.

Eric asked that the board consider moving our fiscal year from January 1 to July 1. Those who have paid already this year will have until June of next year to pay 2012 dues. This would allow time for the incoming treasurer and board to prepare for a membership drive in the months of April-June.

George Bryan suggested we check to see if we need to submit or resubmit our bylaws to the IRS stating such. Elliott said the bylaws did not state the time period of our fiscal year.

Guest Speaker: Daniel Baird, of Freedom Creative Solutions spoke to the Association. Freedom Creative Solutions is based at 427 West End Blvd and provides such services as web design, graphic design, printing, banners and copies. They have signed on as Title Sponsor for the West End ARTSfest. Baird stated that they would like to purchase a business membership (ad) in the West Ender newsletter. He offered a bid to print the newsletters as well. Specs include folding in half, banding it in 20's, deliver to distributor with a 2-3 day lead time. He thanked everyone and then excused himself so the board could carry on.

Discussion followed as to whether we should take bids for the newsletter, do a sample newsletter, whether to bundle all our annual printing with one printer, or to spread it around to multiple neighborhood printers. At this time the board decided to take a look at the quality of work Freedom does for the West End ARTSfest and then decide whether to take bids for printing the 2012 newsletter.

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ARTSfest:

Sarah Williamson stated that general liability for a one-day event is \$300, however, if we are 501(3)(c), then we can be covered for all events in a calendar year for \$300.

The ARTSfest committee received 74 entries. 53 artists were accepted and 21 were not. Several categories received an overwhelming response. Entries are still being accepted in the category of Glass. Late entries are due by July 20th.

Williamson noted that ARTSfest did not receive the grant from the Visitors Center. However, the Visitors Center held a follow up session that explained why applicants were turned down and offered suggestions on how to better position their event for future grants.

Kathy Stanley offered an update on the sculpture WEA purchased at the last ARTSfest for installation at Grace Court. Stanley said the City said the sculpture should be installed in early September.

Newsletter:

- Mark Lively will write a "Letter from the President" for the newsletter.
- Article on winner of the pie contest? Mark Lively will check with Mark Labrec and/or Bill Gibson to see if they got her name.
- Hanes Park Classic 2011 will be held Sunday, July 31st hosted by Mock Orange Bikes and Foothills Brewery.
- Call for gardeners and volunteers for the West End Community Garden
- Still Searching for new newsletter editor.
- Still searching for new Business Membership collector to replace Toni Phillips.
- Kathy Stanley noted that ARTSfest needs a Call for Volunteers & Volunteer Coordinator in the newsletter, as well as Sponsors.

Note: **July 20th** is the deadline for newsletter content.

The meeting was adjourned at 8:35 pm.