

HALO Board Meeting Minutes
Tuesday, January 8, 2019

I. Call to order by President Matt Burkholder at 7 pm. Board present: Pat Abney; Sarah Denson; Vice President; Brena Doolan; Mike Kenny, Katie Nolan, Secretary; Rodney Powell, Past President. Absent but excused: Christine Monette, Gail Morrison, Kurt Rein. Absent: Peter Johnson, Albert Fogle.

II. Committee Updates

A. HRDTSA. Burkholder reported on lack of progress on potential of HALO to lead this process. It is time to have a meeting.

B. Website is not current.

C. Candidate Forum Mar 7 at O'Malley's on the Green. Muni election. Filing opens Jan 18, closes Feb 1. Ballots mailed out on March 12; mail-by deadline April 2. This is a mail in election only.

III. New Business

A. We need to grow HALO membership and info sharing abilities. Discussion of methods: Facebook, Nixle, direct mail, word of mouth, business cards with info to hand out. Need to build interest. Focus on what are the advantages of rural residential districts. Explain theories and build interest in attending meetings. Need a reason for people to want to be involved. We are the people that maintain a healthy environment, i.e., wildlife, treed areas, permeable surfaces for regeneration of aquifer, etc. Drainage authority? Local area or muni oversight? Could we focus on issue of LSRAs lack of timely info on muni website? Turn that into interest focus? We need to get our Constant Contact flowing with meeting notices, etc. Facebook AdWords or digital marketing? Use the candidate forum for focus. We need a digital marketing pro. Need clear message on our role in the community. Doolan will investigate digital marketing and working to update website.

B. Annual Meeting/50th Anniversary. Here's where we started/here's where we are/where do we want to go next? Kenny and Abney will work on historical timeline.

C. Further meeting ideas. Earthquake? Why was Bear Valley hit harder than the rest of Hillside? Water well differences? Do in April. Do Firewise in May? John See just got more \$\$\$ in. Evacuation and notification procedures? Annual Meeting in June. State roads and lack of timely maintenance by SOA? It is the State's responsibility.

Respectfully submitted,
Katie Nolan, Secretary

Action items:

Investigate social media advertising (Doolan)

Update website with current meeting info, minutes, etc (Monette & Doolan)
Historical timeline for annual meeting (Kenny & Abney)