



## **LGA Board of Directors Meeting**

June 13, 2018

110 W. Grant, Community Room

**Board Members Present** – Richard Anderson, Pat Davies, Nick Deacon, Lee Frelich, Gillian Frothingham-Gordon, Merry Keefe, Mary Alyce Krohnke, Susan Lasoff, Linda Luksan, Mary Maier, Laura Mattson, Margy Troje-Meade, John Van Heel

**Call to Order** – Merry called the meeting to order at 5:30 PM.

**Last Meeting's Minutes** – It was MOVED and SECONDED that the minutes of the May meeting be approved. Motion CARRIED.

**Business Since Last Meeting** (Merry) – Via an email vote on May 12, it was MOVED and SECONDED that Merry Keefe be added as a signer to the US Bank account. Motion CARRIED.

**Financial Report** (Pat) – Donations are lagging last year's pace, but we are still in good financial shape. As of May 31, net income for the year is \$9,216.25, with several expenses pending. The Executive Committee is drafting a long-term plan and formal policy for use of any excess funds. It was MOVED and SECONDED that the financial report be accepted. Motion CARRIED.

Our CPA cannot complete the previous month's financial reports in time for our scheduled board meetings, so our financial reports at future meetings will be as of two months previous to each meeting. For example, in August we'll have June's financial reports.

**Communications** (Laura) – Given our desire to attract more volunteers, social media is being considered. It's unknown whether Facebook will be the best way to recruit volunteers, but we can try it to find out. Other board members will need to provide Laura with regular, relevant content. John said that CLPC gets more traffic on its Facebook page than on its website. Richard said that Loring Gardens has been successful recruiting area residents to volunteer via its Facebook page. Gillian said she has found social media— including Facebook, Twitter and NextDoor—to be critical in reaching millennials. Richard posted this week's Saturday gardening notice on NextDoor and has already received an inquiry related to it. Laura, Linda and Richard will develop a work plan and content categories (e.g., volunteers, fundraising, adopt-a-garden, adopt-a-playground, etc.) for social media efforts.

A QR code would be easy to implement once we decide what we wish to accomplish with one. At our April meeting Steve volunteered to lead this effort when his schedule frees up.

Installation of signs and banners is a potential project but not currently an active one. We certainly want to wait until Public Works has painted the sign poles! Pat will check whether Minneapolis DID can assist with creating signs and/or banners.

Merry wants to have some way to identify volunteers (e.g., hats, vests, visors, t-shirts, aprons, etc.) implemented by summer's end.

**Events** (Merry) – Gillian and Karen are working on a fall event. The Hyatt has a limited number of dates when the patio is available. FirstService Residential has donated \$600 that could be applied toward the event's costs.

**Finance** (Pat) – The board needs to approve the Attorney General report and the 990 tax form before we submit them in July. They will be circulated via email for board review and vote to approve.

**Dropbox** (Merry) – Board members are reminded that this is an important tool for accessing, sharing and maintaining our association records. The Dropbox software has online tutorials, or you can request a hands-on refresher with Linda.

To assist board members in understanding their fiduciary duties, we will be uploading to Dropbox a reference document published by the state attorney general's office, as well as our CPA's contract, for board members to review.

**Fundraising** (Pat) – Linda will run a donations report in Little Green Light (our donor/volunteer management software) by building for the building reps to use in their follow-up contacts to past and potential donors. To date, past board member Monica Marx and Linda have been entering donation information and sending acknowledgments to donors; Mary has been entering volunteer hours. Laura has volunteered to take over the donation data entry and acknowledgments from Monica, who wishes to pass the baton by September. Key takeaway from the fundraising discussion: Millennials don't write checks, they use apps!

**Gardening and Native Planting** (Mary) – The outdoor seating area at the Hyatt looks fantastic (and the dead shrubs will soon be replaced). Our new professional gardener has taken a huge load off Mary's shoulders—Becca is capable and reliable and key to our plant-maintenance and pest-control efforts! Lee reported that the fence around the shade garden has kept the rabbits at bay. Mary would like to honor Guy Mueller's gratis design work with a plaque. Laura will be arranging for beverages and cookies for Saturday gardening days.

**Trees** (Lee) – The ash trees are going to be treated by mid-summer. We have a donation for a new serviceberry to replace a tree that was removed. We may have a site next year for another replacement tree.

**Infrastructure** (John) – The city has approved the new location for the gardening shed and Public Works has started the site prep. Mary is working with Bryan Winick to create a connection from the sidewalk to the shed. Many thanks to Claire for her help in securing the new location!

Public Works is working on the repair priorities identified in the spring walk-through and has flagged the sites where irrigation repairs are needed.

John believes the committee's scope should encompass tables and chairs, directional and informational signage, banners and kiosk wraps, but the focus has been on projects that involve Public Works. John will schedule a meeting of the committee to develop a work plan for the items outside the scope of Public Works. Pat suggested that the committee could involve task force participants from outside the board.

John recommends that board members acquaint themselves with the city's Comprehensive Plan 2040.

**Safety** (Merry) – Mark Clark from Public Works is a great liaison for the LGA and he regularly encourages loiterers to move on. A bicycle cop patrols regularly (at least twice daily).

**Tables and Chairs** (Susan) – The furniture is in good condition. Mark has been helping remove stubborn stains and marks from them.

**Smoking and Cleanup** (Susan) – Susan identified a dozen areas where cigarette butts are most heavily concentrated; the worst area for cigarette butts is near the Hyatt Hotel, despite daily cleanup by its housekeeping team. Susan presented several signage options (e.g., "Thank you for not smoking" and "Trash"). It was MOVED and SECONDED that Susan experiment with signs to see whether they reduce litter and report back. Laura, Linda and Margy volunteered to help Susan. Motion CARRIED.

**Green Minneapolis** (Merry) – An exploratory, information-gathering meeting with Green Minneapolis will take place in July to understand whether the LGA is in its sights and, if so, how Green Minneapolis might bring the Loring Greenway under its umbrella.

**New Business** (Gillian) – On August 8, the Hyatt is serving a permitted, private dinner to 300 people on the Loring Greenway.

**Adjournment** – 7:00 PM

**Next Board Meeting** – Wednesday, July 11, 5:30 PM, 110 W. Grant, Community Room