

Urban Neighbors Board Meeting

Tuesday, February 3, 2009

Meeting Room, First United Methodist Church, 131 NW 4th Street, Oklahoma City, OK 73102

Present: Mark Gibbs, Paige Gregory, Steven Newlon, Brett Price, David Remy (arrived late), Holly Shelton

Absent: Jeff Bezdek

Minutes

I. Call to Order

The meeting was called to order at 6:35 PM by Brett Price, UN President.

II. Opening Remarks

Kirk Norman, Executive Pastor of First United Methodist Church, welcomed the Board and discussion ensued on several topics, including the lack of a Downtown grocery store which is a concern for many staff at the church. Homelessness and community outreach was discussed – First Church has researched the issue extensively to identify overlap and gaps in services currently provided to the homeless by multiple community groups. Rev. Norman noted that legitimate overnight bicycle parking Downtown in the form of the UN bicycle racks has solved a major problem of repeated bicycle theft amongst the homeless.

III. Approval of Minutes

The minutes from the January 6, 2009 UN Board Meeting were approved.

IV. Financial Report

Mark Gibbs distributed a Financial Report for January 2009, noting that although the number of new memberships had picked up compared to December 2008, they were still below the levels projected in the 2009 Operating Budget. As had been discussed at the November 2008 Business Meeting, a quarterly review will be needed at the end of March 2009 to identify where and how to address any discrepancies between budgeted and actual figures.

V. Update on Hiring an Administrative Assistant

Brett Price reported that he would be Karen Arbogast with a list of additional duties to be added to her proposed agreement with Urban Neighbors.

VI. Membership Report

Mark Gibbs briefly reported on the current membership numbers – 67 Resident, 38 Associates and 35 Businesses.

VII. Social Report

Holly Shelton talked about the various upcoming Socials. March will be at In The Raw; April had been planned for the Chesapeake Boathouse but due to a conflict will now be at the Mercedes dealership on North Broadway where it is hoped that Jane Jenkins, the new President of Downtown OKC, Inc. can attend; May will be at Midtown Deli; and a wine dinner is planned for February. The Oklahoma City Marathon has approached Urban Neighbors about a mailer it will be sending out to Downtown residents, explaining what will happen with the event. Urban Neighbors can get involved by “Adopting a Mile” where UN spectators could congregate as well as organizing a relay team to participate. There was broad agreement that if Jane Jenkins was unable to speak at the April Social, members would

be very interested to hear Mickey Clagg of Midtown Renaissance speak on redevelopment in the Midtown area.

VIII. Marketing Report

Paige Gregory reported on the new polling feature that has been added to the UN home page. She was asked how questions were ordered and aggregating the questions and results in one place that could be posted on the website was suggested. Steven Newlon said this could then be used to rank the priority of issues of concern to UN members. Paige Gregory mentioned the need for a brochure rack that could be used to keep the front table at Socials organized and it was wondered whether the Walker Company might donate such a rack. (There was strong feeling amongst the Board that donations cannot be made in lieu of membership dues. Also, where the cost difference is not significant, UN purchases from Downtown businesses are to be preferred.) Paige Gregory said she will meet with Walker and take Bose' Akadiri with her. She then referred to information in the handout she had distributed about portable PA systems, something which is needed for UN Socials on an easily accessible basis. Steven Newlon will talk to Jeff Bezdek and ask him to email the Board with his review of the options. Next, Paige Gregory presented information for UN logo-ed clothing and there was some discussion on how price points and mark-ups should be set. The need for UN help with staging video shoots for Downtown overviews for the Cox Communications Channel 1 was mentioned.

Paige Gregory then presented a spreadsheet with information and pricing for three different bulk email service packages. This service would allow more sophisticated html (rather than simple text) e-newsletters to be sent out, as well as managing unsubscribe requests and bounce-backs. The higher option would allow better layout control rather than the other two options that require use of templates. Importantly, being able to incorporate graphics in the emails will allow advertising in the e-newsletter to be sold. Mark Gibbs observed that there was no line item for such an expenditure in the 2009 Operating Budget which had been approved by the membership at the November 20, 2009 Business meeting. However, given that this service would substantially help with administration and that the likely cost of an Administrative Assistant was likely going to be less than anticipated, expenditure for the email service could come out of the \$250 per month allocated for an Administrative Assistant. Though the need for the service was widely acknowledged, during discussion the size of the financial commitment was a concern to some members. Brett Price urged the Board to consider the options and be prepared to vote by email after the meeting.

David Remy mentioned that he was interested in good graphics for the potential UN tri-fold brochure that has been under discussion and for Board Members let him know of any suggestions. Holly Shelton suggested he might look at the numerous brochures in the Convention and Visitor Bureau lobby. Finally, the Board was asked to consider suggestions for nominations for the OKC Business 40 under 40 awards, from both within and outside the UN.

IX. Setting Annual Membership Dues

The Board *unanimously approved a recommendation to the membership that no change be made to the annual membership dues at the AGM.*

X. Proposed Changes to UN By-Laws on Membership

Mark Gibbs briefly reviewed proposed changes in the draft By-Laws, suggesting removing verbiage relating to offering discounts on annual membership dues since, if the main change to rolling yearly membership was made, this possible recruitment incentive would likely not

be needed. This met with agreement and *the draft By-Laws as amended were unanimously approved for recommendation to the membership for approval at the AGM.*

XI. Arrangements for AGM

Mark Gibbs briefly covered the nature and order of business that needed to be transacted at the upcoming Annual General Meeting on Thursday, February 19, 2009 at Tapwerks. If there are seven or less nominations for Board Director then a motion can be entertained to elect the whole slate, otherwise ballot voting will be required.

XII. Arrangements for Jeff Speck's Vist

An email from Jeff Bezdek listing proposed arrangements for taking Jeff Speck (who is conducting a study of Downtown walkability) out on the evening of Wednesday, February 11 was reviewed and the selection of places to visit was finalized.

XIII. New Business

None.

XIV. Announcements

Paige Gregory reported that she and Jim Cowan of the Bricktown Association had met with Tom Anderson of the City Manger's Office regarding the closing of Reno during Ford Center events. Apparently no policy change is likely.

XV. Adjourn

The meeting was adjourned by Brett Price at 7:45 PM.

Respectfully submitted:

Mark Gibbs, Secretary