

Urban Neighbors Board Meeting

Tuesday, May 6, 2008

Bicycle Alley, 1015 N Broadway, Oklahoma City, OK 73102

Present: Jeff Bezdek, Mark Gibbs, Paige Gregory, Brian Hammond, Steven Newlon, Brett Price, Robert Robles, David Remy, Holly Shelton

Absent: Andy Burnett, Brian Engel

Guest: Terry Enos

Minutes

I. Call to Order

The meeting was called to order at 6:33 PM by Brett Price, UN President.

II. Welcoming Remarks

Terry Enos, Owner of Bicycle Alley, commented on the good job that the UN was doing, the energy of its membership, and how highly thought of it is in the Downtown community.

III. Approval of Minutes

The minutes of the April 1, 2008 UN Board Meeting were unanimously approved.

IV. Treasurer's Report

Robert Robles distributed a Treasurer's Report for April 2008 and a revised one for March 2008. He explained that the latter was necessary as there had been several charge-backs and bounced checks. The ending balance in the UN bank account at 4/30/2008 was \$925.30 with a further \$192.68 in PayPal account (use of this payment mechanism continues to increase). The issue of defining the Business Membership category and its associated benefits was discussed.

V. Treasurer's Duties and New Membership Processing

Robert Robles said that upon reconsideration he would prefer not to step down as Treasurer, subject to not having to deal with the time-consuming administration for processing new memberships, invoicing and collecting membership payments, and particularly dealing with failed payment transactions. He suggested that much of this follow-up work should be carried out by the Membership Committee. This work and the back-end membership database administration currently performed by Mark Gibbs was widely acknowledged by the Board as very burdensome. It was proposed that a list of the current specific tasks involved be created in order to determine where as many of these could be parceled out to other volunteers.

VI. Marketing Committee Report

Paige Gregory distributed a report which included information about an introductory advertising package that would yield a potential revenue stream of \$2,400 per month. Offering discounts for three and six months, etc., was suggested but Brett Price said it would be better to evaluate the response to the package as proposed before making such offers. In order to be able to deploy the Wimgo calendar functionality Paige said she had decided to upgrade the number of webpages available for the UN website to ten costing \$30.00 per month, a move that received strong support from among the Board. She encouraged the addition of new information, such as about the Bike Rack project, and she also encouraged the submission of short news stories that could be published in the UN email newsletters. Publication of the newsletter on a weekly basis was suggested in order to increase possible advertising opportunities but it was felt that bi-monthly would better avoid the potential for the newsletter to be perceived as unnecessary spam.

VII. Social Committee Report

Holly Shelton discussed arrangements for the upcoming Social at the Park Harvey Athletic Club on Thursday, May 8. She also mentioned the upcoming Wine Dinner on Monday, May 12 at La Trattoria and confirmed that the June Social would be held on Toby Keith's patio.

VIII. Membership Committee Report

Brett Price said he had spoken with Bose' Akadiri about her taking over the Membership Committee Chair position. Brian Hammond then said he would meet with her at the May Social on May 8 to discuss handover arrangements,

IX. Mayoral Questions Follow-up – Questionnaire Preparation

As had been discussed at the April 22, 2008 Executive Committee Meeting, Brian Hammond presented a request for volunteers for focus groups which he had developed from the questions submitted for the Mayor's visit to the April Social. He said this form would be available at the upcoming May Social, and based on the responses he would start facilitating the formation of focus groups on the ten topics that had been identified. David Remy commented that pursuing such issues was one of the main reasons the UN was formed.

X. Mayor's Development Roundtable

Robert Robles object to the proposed action to approve payment of the \$65 registration fee to attend this event for all members, noting that the organization's current income level could not support all Board Members attending. Brian Hammond then suggested that the resolution be amended to ***approve payment of Mayor's Development Roundtable registration fee for Board Officers***, which was passed unanimously.

XI. Participation in RiverFest

Paige Gregory discussed two ways that the UN could participate in this event. One was in the Dragon Boat Racing (a sign-up sheet would be available at the upcoming May Social) and by selling RiverFest T-shirts at the Information Booth (for which the UN would receive half the profits).

XII. New Business

Brett Price commented on how well the Downtown Home Tour had gone on Saturday, May 3. Holly Shelton said that Kim Searls of DOKC wanted to partner fully with us next year. Steven Newlon noted that inclusion of information about the UN in the handout packets for the tour was an opportunity that we had missed. He also talked about the recent press releases that he had issued and that these could be posted on the UN website. Jeff Bezdek said he would be meeting shortly with Sharon Rodine to look at fundraising opportunities for the UN. He also mentioned that Mark Huston of Block 42 was very interested in the Train Noise issue and he encouraged offering leadership of this focus group to Mark.

XIII. Announcements

None

IVX. Adjourn

The meeting was adjourned by Brett Price at 7:30 PM.

Respectfully submitted:

Mark Gibbs, Secretary