

**Concordia Neighborhood Association
Board Meeting**

April 11, 2017

Kennedy School Community Room, 7 to 8:30pm

MINUTES

Board Member Attendance

Chair – Chris Lopez PRESENT	At Large 1– Robert Bowles PRESENT
East 1 – Tyler Bullen PRESENT	At Large 2 – Donn Dennis PRESENT
East 2/Secretary – Steve Elder PRESENT	At Large 3 – Jody Pollak ABSENT
SW 1 – Garlynn Woodsong ABSENT	At Large 4 – Ali Novak ABSENT
Vice Chair/SW 2 – Daniel Greenstadt PRESENT	At Large 5 – Truls Neal ABSENT
NW 1 – Isham “Ike” Harris ABSENT	At Large 6/Treasurer – Heather Pashley PRESENT
NW 2 –Amelie Marian PRESENT	

Also in attendance: Susan Millhauser, Contract Recording Secretary; Nancy Varekamp and Gordon Riggs, Media Team/CNews; Katie Ugolini, Social Committee Chair; Ben Earle, LUTC Secretary; April Rose; Riley O’Boyle; Mark Charlesworth.

Welcome, Introductions and Announcements

Chair Chris Lopez called the meeting to order at 7pm. A quorum was established.

Public Comment (items not on the agenda) – None

Review and Approve Agenda and Prior Meeting Minutes

Chris reviewed the agenda. Draft March Board meeting minutes and general meeting minutes were distributed prior to the meeting.

MOTION (Robert/Tyler) – To move the Social Committee report to the beginning of the meeting and approve the agenda as amended. 8 in favor, 0 opposed, 0 abstain. MOTION PASSES.

MOTION (Daniel/Robert) – To approve the March 15, 2017 Board meeting minutes and general meeting minutes as drafted. 8 in favor, 0 opposed, 0 abstain. MOTION PASSES.

CNA Committee Reports

1. Social Committee Report – Katie provided an update on upcoming activities and events:
 - The Spring Egg Hunt is this coming weekend. Volunteers are needed Friday, from 3 to 7pm at the Legion to stuff eggs and on Saturday at 8am sharp to hide eggs at Fernhill Park.
 - The Clean Up event will be in May. 20+ volunteers are needed; Board members especially are encouraged to help! This is CNA’s largest single fundraiser of the year. More information to follow by email.
 - For Summer Concerts in the Park, \$10,000 still needs to be raised from sponsors. She will send the sponsor request letter and information to the Board so people can follow up with businesses.

Unfinished Business

1. Media Team Guidelines

Daniel noted that draft committee guidelines had been sent by email to the Board and that he had received some feedback. He pointed out a few minor edits that still needed to be made. He stated the purpose of

the guidelines is to provide basic guidance, structure, and purpose for the Media Team. The Board discussed the draft document.

Regarding item 8. C. Publishing Guidelines, CNA Events, Chris suggested that it should be edited to note that CNA events should be included on the top of the front page of CNews. Daniel responded the Media Team had discussed this in detail and concluded that while this could work right now, in the future there could be more events that would compete for the space with no guidance on how the CNews team was to choose which got the above the fold placement. He added the Team had also discussed a possible front-page redesign to provide more room to highlight events on the front page above the fold, possibly a side column, with more details inside the paper. He added that the Team wants to get out of the mindset of having the “best” stuff above the fold – the expectation is that people read the entire paper. Tyler wondered what would be lost if events were always above the fold on the front page? The Media Team pointed out that human-interest and news stories draw readers into the paper where they also find event news and updates. Chris suggested taking out the “bottom half” language from the draft guidelines, and suggested a teaser with photos of an event worked well on the front page. Others agreed this change made sense.

Ben suggested there were several ways to promote events, such as an insert each month, for example, and that language to this effect could be added to the charter. Amelie suggested Facebook ads as another way to promote events. Chris suggested asking Eric to look into that. Nancy noted the Media Team is working on a proposal to get more Facebook likes, which leads to free advertising.

Robert opined that having guidelines, including stating that CNA events go on the front page, is really important in terms of institutional memory if there is a different team in the future. Gordon stated that from a graphic design standpoint there needs to be some creative room so the pages flow and hang together well and draw the reader in. He added that knowing something is important helps him do the best job; prominence is the message rather than specifically stating where something should go in the paper.

Daniel pointed out in the draft who the Media Team meetings are open to; it is written broadly as each committee should decide how it runs meetings and its internal voting structure. Chris stated that committees need to ensure meetings are fair and equitable in terms of who is on the committee.

MOTION (Daniel/Heather) – To adopt the Media Team Guidelines as drafted, with typos to be corrected. 6 in favor, 0 opposed, 2 abstain. MOTION PASSES.

2. CNews Contracts – Formalize and Accept

Daniel noted he had sent the latest drafts via email that afternoon. He summarized that the Board had formally approved contractor roles and positions several months ago. He added the Team now better knows how it is working and can use that information to tailor the contracts and associated position descriptions. Daniel noted originally the Board had approved four positions. After Susan Trabucco left the CNews team reorganized some of the tasks between the remaining three team members; essentially, three people having been doing four jobs. He added that per Gina Levine, Ad Sales, the last two months have been close to break even with great ad sales. This raises the question about whether they can add a fourth person, pay one of the team members for the two jobs he is doing (currently Gordon is not charging CNA for the extra work he is going in addition to Layout & Graphic Designer), or something else. He continued that the Media Team discussed and decided for now to keep as four positions and separately address the situation where one person is doing two jobs.

Daniel provided a brief overview of the contracts. Each one has two parts: 1) the contract agreement, which is fairly generic and provides only a little detail about the role; and 2) the associated position description, which can also be used for advertising openings when needed. He asked the Board if they felt the

agreements were close and if they were comfortable voting on it. He added that there are some small, non-substantive things to fix, otherwise very few substantive issues. He pointed out the Layout & Graphic Designer contract had the wrong pay rate, it should be per page, which he would correct. He summarized the pay rates previously approved by the Board:

- Executive Editor - \$500/issue
- Ad Sales – 20% of ad sales revenue
- Layout and Graphic Designer – \$30/page
- Editor – \$500/issues

Regarding Gordon doing unpaid work, Daniel suggested he should be paid for the work he has been doing on an interim basis. Gordon noted he was okay with continuing with and fully owning the managing editor/media team leader role on an interim basis. Chris agreed the Board should fix this ASAP.

MOTION (Daniel/Steve) – To accept on an interim basis Gordon’s continuation as Executive Editor/Media Team leader and to be paid in accordance with the position contract, and to accept his continuance on a pro-bono basis as Layout & Graphic Designer, effective with the May issue. 7 in favor, 0 opposed, 1 abstain. MOTION PASSES.

Regarding the contracts, Gordon suggested the Board could approve the contracts but not the position descriptions, which could change. Daniel responded he would like the Board to approve both together, and if a position description needs to change in the future it would be easy to amend it.

MOTION (Daniel/_____) – To approve the contractor agreements and associated position descriptions for the four Media Team contractor roles. MOTION FAILED due to lack of second.

This topic will be revisited at the next Board meeting. Daniel agreed to send out the draft contracts and position descriptions in the next two days. There was discussion about what date to include on the contracts. It was originally proposed to back date to protect but that was several months ago at this point. The other option would be to use the actual signing date.

3. CNA Retreat – Form a Committee

Jody, Heather, Chris and Donn agreed to be on the committee to figure out the retreat date and agenda.

MOTION (Tyler/Daniel) – To create an ad hoc committee to plan the CNA Board retreat. 8 in favor, 0 opposed, 0 abstain. MOTION PASSES.

New Actionable Items

Mark Charlesworth introduced himself as a neighbor and former Board member, and requested the Board’s approval to send out a flyer from his real estate business with a reminder about the Neighborhood Clean Up event. He noted he had done in this in the past and would again work with Katie to ensure the details are correct. No one on the Board expressed concerns and thanked Mark for his help promoting the event.

1. Concordia History Night

Nancy noted Riley is a CNews contributing writer and she had invited him to attend the meeting. Riley shared with the Board his idea to host Doug Decker, local historian and CNews contributing writer, for a one-time evening event on the history of the neighborhood, sponsored by the Media Team/CNews. The purpose would be for him to inform people about neighborhood history and inspire new ideas for the CNews history column. Riley noted he would advertise in CNews, on the CNA website and Facebook, and

with posters. He was looking for a Thursday or Friday evening in the Community Room at the end of April/early May.

MOTION (Robert/Daniel) – To sponsor a Doug Decker history night at the end April/early May in the Community Room. 8 in favor, 0 opposed, 0 abstains. MOTION PASSES.

Potential available dates were discussed, with final details to be worked out. Amelie offered that her business could provide food for the event; she agreed to follow up with Riley. Chris noted that if funds were needed to purchase additional refreshments Riley could come to the next Board meeting to request.

2. CNA Community Room – Report and Form Committee

Chris stated that a committee needed to form to make the Community Room more successful. It was a lot to manage and could be even better utilized. Daniel suggested also revisiting automated room reservations, which the system was capable of doing once set up completely. Chris shared he had been contacted by someone who wants to hold a free class in the Community Room on Thursday evenings twice a month. She had offered to pay the room rental fee but Chris wondered if the Board would be open to allowing her to use it for free. Susan suggested, based on the lengthy discussion at the last Board meeting about how it is decided who gets to use the room for free and some concerns raised by Board members, perhaps it would make more sense for the committee to come up with a policy prior to allowing anyone else use the room for free.

3. Sunday Parkways – Report & Set Budget

The ad hoc committee had not met yet. Chris wondered if the committee would be interested in also taking on the topic of tabling at the Alberta Street Fair, to which committee members agreed they would be willing to talk about it when they meet.

CNA Committee Reports

1. Finance – None.
2. Land Use and Transportation – Ben gave a brief update:
 - In lieu of the April LUTC meeting, the committee will be attending a meeting at NECN about the City's Better Buildings by Design project. If there is time after the presentation, the committee will meet briefly. He encouraged Board members to attend the presentation and shared handouts.
 - The LUTC has a new plan for coming with topics and writing articles for CNews.
 - The LUTC will be having a retreat in June.
 - It has been great having Susan as the LUTC scribe. They are still looking for help with communications.
 - LUTC has two key asks of the Board: 1) to reform the Safety and Livability committee; and 2) regarding follow up with Concordia University, the LUTC is working on an approach and would like to discuss further with the Board this summer.
3. Media – See above.
4. Policy and Procedure – None.
5. Social – See above.
6. Sunday Parkways (ad hoc) – None.
7. Fernhill Dog Fountain (ad hoc) – None.

Meeting Adjourned – The Chair adjourned the meeting at 8:45pm. The next Board meeting will be held on May 9, 2017.