

BOARD MEETING April 29, 2014 7 p.m.

Liisa Balzar  
Joe Conrad  
Laura Degnon  
Sarah Kerchner  
Raquel Licamele  
MJ Zafis-Garcia

Also in attendance:  
Erica Leatham in non-board-member capacity  
Mike Schoen from AtoZ Directories

Call to order 7:10 p.m.

Motion to approve minutes from March 10 Board Meeting and April 26 General Meeting—unanimously approved pending deletion of Laura Degnon from board members in attendance at March 10 meeting.

**Treasurer's Report:**

None submitted. Notation made that 2014 budget still awaiting approval.

**Membership Report:**

Tabled.

**Old Business/AtoZ Directory:**

Mike Schoen of AtoZ Directory presented. Highlights:

- AtoZ package includes printed directories, as well as mobile app, at no cost to us
- We would receive 10% of all ads included in our directory
- We would conduct presale (with lottery), available to PWCA residents, for full-page ads on inside cover, and inside and outside back page
- They provide software, but we still maintain our database
- Software features:
  - Import existing data
  - Email households
  - Generate PDF reports
  - Generate mailing labels
  - Secure online directory
  - Services and sponsors
  - Collecting payments
  - Mobile version of online directory (app)
- Members can pay dues via PayPal at 2.3% plus 50 cents per transaction. PayPal monthly fee is \$5; AtoZ covers first year of monthly fees.
- Listserv is in development; estimated functionality of one year.
- AtoZ produces neighborhood directories between December and June (works on school directories other half of the year).

**Old Business/Replacing Signs:**

Discussion continued about possibility of replacing our aging A-frame PWCA signs. It was noted that the signage falls or, in the case of the Pizza Bingo signs, parts of the paper sign folded from the wind, making the message unreadable. Joe Conrad offered to look

into Tyvek signs with Velcro options for updating content (ex. dates and times). Liisa Balzar commented that all of our signage should include “PWCA” to avoid confusion.

**Old Business/Pizza Bingo Review:**

About 60 people in attendance at April 26 Pizza Bingo. Kerchner kids commended for their debut as Bingo callers. The event continues to draw a younger crowd, while families with older children tend to age out. Discussion led to conducting a review of all of our events to evaluate whether any need revising. See New Business/PWCA Events Review.

**New Business/Welcome Sarah and Raquel:**

New at-large members Sarah Kerchner and Raquel Licamele warmly welcomed.

**New Business/Farewell to Reema and Erica:**

Departing board members Reema Guegel and Erica Leatham were thanked for their many years of service to PWCA.

**New Business/Yard Sale:**

Annual PWCA community garage sale set for 12-4 p.m. Sunday, May 18, held jointly with Montgomery Square. Announcement has been posted on BigTent and PWCA website. It is believed that Steve Schuck (Montgomery Square) is handling publicity, but it’s unclear how PWCA residents are to get their addresses on maps that have been available in the past (previously handled by departing board member Erica Leatham).

**New Business/Website and BigTent:**

Raquel Licamele volunteered to take over managing PWCA website and BigTent listserv. She will train with outgoing board member Erica Leatham. Sarah Kerchner offered to research website options that include databases.

**New Business/Dues Increase:**

Motion to increase membership dues to \$35 per year— unanimously approved.

**New Business/PWCA Events Review:**

Discussion about turnover at Pizza Bingo segued to a need to look at all of our events to evaluate their relevance. Raquel Licamele noted the low turnout at the bike parade preceding the Labor Day Picnic. She said that needed to be promoted more, and the bike parade should be pushed closer to the beginning of the picnic. Several ideas were offered, including phasing out the Halloween event (keep for this year because it has already been posted), possibly adding a talent show, a dance, a holiday party, an art show... Laura Degnon said we need to reach out to our older residents, perhaps hosting an event to honor original owners. She noted that this is the 50<sup>th</sup> anniversary of PWCA (established in 1964 according to website). Raquel Licamele said we should make that the focus of the Labor Day Picnic; members agreed. Sarah Kerchner suggested printing magnets with the dates of PWCA events to help promote.

Adjourn 9:49 p.m.

Respectfully submitted, MJ Zafis-Garcia