

Parkwood Garden Club
Board of Directors' Minutes

July 9, 2014 Meeting

The July 9, 2014 meeting of the Parkwood Garden Club (PGC) Board of Directors was held at 371 W. Parkwood Rd, Decatur, GA. The meeting was called to order at 7:39 pm. The following officers and committee chairs attended: Steve Elmore, Sean Pruett, Becky Vocaire, Karna Candler, Sheri Kennedy, Katy Mallory, Christina Carter

President's Report – Parkwoods and the DHCA – Sean Pruett

- A. See attached Q&A Report from Sheri Kennedy.
- B. The Board decided to continue to be a part of the DHCA.
- C. Sheri would like to have the DHCA write an informational letter to Sean to distribute to the neighborhood about the DHCA (how to join, membership, what they do)

Historic District Discussion

- A. See attached report from Tom Bell (not present for discussion)
- B. The Parkwoods Historic District Committee (PHDC) will operate independently from the PGC Board to determine the historic guidelines, as well as if the non-annexed side of the Parkwoods would like to be included in the district.
 - a. The Board can help distribute any communications. Information regarding the neighborhood will appear seamless with the PGC masthead and then “A message from the Parkwoods Historic District Committee”.
- C. There should be a general Q & A meeting within the neighborhood. Steps need to be communicated and well advertised.
- D. July 31st is the first PHDC meeting at the home of Tom Bell.

Membership Committee – Katy Mallory

- A. Summer Party Recap - Over 50 people were in attendance and the Elmore's house was a perfect location. Sheri says we came in at or under budget (however, a number of people donated food/drinks). Thank you to Sheri and Karna for planning and to the Elmore's for hosting - and to the rest of the helpers that day (the Tom Bells for pimento cheese sandwiches, Becky for the peach bars, Sheri for several yummy food items, the Pruetts for bartending and Karna for the cookies).
 - a. Social Event Pictures –When sending out a general email we can add a link to the pictures from the previous social event with a password – whether we use a Flickr-type site – at the bottom of the email. There also needs to be a positive disclaimer about photos being taken at neighborhood parties in the Membership enrollment sheet- “Any pictures taken at hood parties can be viewed at...”
- B. Mail Chimp – see attached Q&A report, Katy gives an overview of MailChimp
 - a. The MailChimp service is free (under 500 email addresses)
 - b. Joe Dicks will design the masthead involving “Powl”.
 - c. Members can opt in/out of categories on the membership enrollment sheet.
 - i. Categories will consist of: Bunco, Neighborhood Parties, Crime, Park and General
 - ii. Members could also update their own information/preferences as well.
 - iii. Bryan will start a new email address for replies to the “general” category (news@parkwoodgardenclub.com)

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- d. Process:
 - i. Email should be PGC. "A note from _____" in the body of the email, contact whoever wrote it.
 - ii. The entire Board – names and titles, could be listed at bottom.
 - iii. Calendar items as ICS files so they can be added to your calendar also at the bottom of the emails.
 - iv. Consistent format with a rough template that everyone should follow
 - v. Reply to the email goes to the entire Board. Bunco – reply to settings can be changed or incorporate a poll to just the Bunco chair.
- e. Website should just have historical information and not current event information
- f. Board agrees that Katy will format a new draft and send to board before we send out a new email using MailChimp.
- C. Instead of a formatted Newsletter, stories and current events shall just be sent out along with general emails. If you know of something that can be tacked on to an email that is upcoming let Katy know.
- D. Fall Street Party – Volunteers to chair the event are going to be needed. The fire department needs to be contacted soon to ensure availability.

Treasurers Report – Steve Elmore

- A. See attached report

Discussion on Calling Meetings

- A. If emails are getting out of hand or there are too many questions and topics, the President should call a meeting.
- B. Submitting reports to the Secretary – Send an attachment with a title, committee and a date in PDF form. To cut down on emails, just send me the reports – they will be distributed to the board with the agenda before the meeting for review

Civic Committee – Bryan Bell

- A. In the annexation service delivery report it was estimated that \$5,000-\$10,000 would be needed for sidewalk repairs. This funding was not secured but the city has agreed to complete a limited number of repairs based on funding and availability. Tom, Sheri and Bryan went around the neighborhood and have a "top 10 worst locations" list. The location most in need of repair is on Parkwood Lane but not in the annexed portion. Bryan raised the question whether this money should only be used on the annexed portion of the neighborhood. The board agreed that this money should encompass whole neighborhood.
- B. We were top of the list in Dekalb County for street repaving. We need to find out where we stand now that we are in Decatur and what the process is for getting it accomplished.

Upcoming Meeting – Tuesday, August 11th, 271 W. Parkwood Rd.

To Do List/Action Items

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- Investigate changing the privacy settings on Facebook. (i.e., make it a closed group, remover any non-PGC members...) (Membership)
- Review Membership Letter for any changes. Make sure Nation of Neighbors is referenced (Membership)
- Revisit a quarterly newsletter – assign a new committee? (Membership)
- Check with Decatur to see if they have a packet to hand out to new neighbors. (Membership)
- Board discussion of communication to neighbors on Decatur. Sending a refresher about City of Decatur services and amenities to the entire neighborhood. (Civic)
- In Aug –Sept, the Board needs to set a budget before the Sept meeting in order to set dues for the membership drive. (President agenda item)
- Should we have COD to go through our neighborhood for code violations and notify violators? (Civic for next meeting)
- Traffic Calming from the city of Decatur needs 75% approval. Is this something to take action on? (Civic for next meeting)
- Decatur Focus article on the park (Park Committee)
- Contact Ann Wallace to create a letter from the DHCA to distribute to the hood. (Sheri)
- Update to the neighborhood about the PHDC – send to entire neighborhood – and then give people the opportunity to opt out. Appoint a secretary for the DHCA (Tom Bell)
- Find someone to chair the street party (Membership)
- Discussion on Historic Committee being separate v. a sub-committee of the PGC