



BOARD OF DIRECTORS

Regular Meeting Agenda
January 4, 2016 – 7:00 PM
FDA Building – 208 Strawberry Street

- I. Call To Order – Matthew Stanley, President
 - Attending: Matthew Stanley, Christy Lantz, Tricia Bryant, Jack Burke, Jenna Mosman, Katherine Jordan, Brian Baird, Tim Feehan, Heather McQuillin, Christina Murray, Danielle Dick, Jennifer Mullen & D. Walton

- II. Guest Presentations and Guest Reports
 - Holiday House Tour, Alyse Auernheimer and Chris Baum
Great Homes. Thanks to our neighbors who opened their homes for the Tour. We got great feedback from our ticket holders complimenting our selection of homes available for tour and the tour in general. The Tour appears to have been a financial success. It produced a net profit of \$46,490 after covering approximately \$13,000 in expenses.
Of specific note: Volunteer tickets sales were down this year. Sold out of tickets at the Midlothian Martin's store (100 tickets) which was to be expected since we sold well over that number at that same location in 2014. We lost our local Martin's contact this year and as a result all interactions with Martin's had to be addressed thru a corporate contact in PA. The lack of a local contact was a special challenge. Perhaps we should consider Koger as a ticket vendor for 2016. As cost reduction items - Would recommend contacting Orchard House as the venue for the volunteer party and securing a single sponsor for the trolley.
 - BRT Coalition – Jonathan Marcus
We had a big turnout at the November City Council meeting, with 12 different groups now a part of the Coalition. The showing at this November meeting appears to have gotten the ball rolling in focusing attention to our concerns. There was an article in RTD on Christmas Day that highlighted some of those concerns. We are not asking for a delay, rather that Council adhere to its original schedule. Council has included its vote on the Partnership Agreement in the January 25th meeting and we would like to have a similar show of force then as we did in November.

- III. Other Neighborhood and Community Association Reports
None to Report

Important Dates

Next FDA Board Meeting – Monday, February 1
Membership Party at VCU Library – Friday, March 4
FDA Annual Meeting – Wednesday, May 18



IV. Approval of Prior Meeting Minutes

- Minutes from our December meeting were posted in the Dropbox on December 17th for review and comment. With the correction of numerous spelling changes to this first draft, the minutes were approved by voice vote.

V. President's Report

- VCU Library Presentation in February
This is the project to archive our association's files at the VCU Library. Prompted by our discussion at previous meetings VCU will join us in February to discuss the scope of the project and its particulars.
- Broad Street Corridor Study Presentation in February (BRT Related)
The planned BRT raises a number of questions relative to the development along a Rapid Transit corridor. This study will address some of those issues and the potential zoning changes consistent with changes to the landscape and commercial development. The fundamental neighborhood question is one of vision – what do we want this corridor to look like over the next 10-20 years. Think about this issue prior to the February meeting and be prepared with questions.
(Prepare for a long board meeting in February with both VCU and this Broad Street Corridor study on our agenda).
- Updates from VCU
Tito sends his regrets for not joining us this evening. Some of the issues on the VCU list for 2016 include (1) “move out” correspondence to students and the neighborhood triggered at semester change intervals (2) vehicle parking, questions as to whether VCU limits freshman vehicles, satellite parking options for students, etc. – everything is on the table at present (3) making Cary Street gym available to more school neighbors, not just VCU alumni.
- Baseball on Boulevard Request
The City is in its RFQ phase i.e. asking for neighborhood and citizen comments as to what it should do with the Blvd. The FDA will promote the questionnaire to our membership to include the articles on the various aspects under consideration and the request for support from a group supporting “Baseball Remaining on the Blvd.”, new stadium or not.

VI. Treasurer's Report

- December Financial Statements
Report was posted to the Dropbox folder earlier today. There is nothing out of the norm to report.

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VII. Committee Reports

- **Communications Committee (Baird): Advertising Update, New Membership System**
As reported earlier our advertising salesperson moved to Chicago and has been operating remotely since her move. We will begin the search for a replacement here in Richmond.
The new Membership system, wild apricot is up and ready for “beta” testing. We have several enhancements in this new software, most notably the 365-day membership interval, we will be no longer tied to a calendar year. Will share the link with the board to re-new your own memberships to test the system. If you encounter problems please let Brian know – the more specific you can describe the problem, the better the chance of correction.
- **Membership Committee (McQuillin): Membership Communications and Distribution, Richmond Flying Squirrels**
We have moved our membership platform to wild apricot and expect to migrate the website there as well. Will look at a grace period for non-members of 30 days effective after our Member Appreciation Event on March 4, 2016 at the new VCU Library.
Have drafted two membership pieces to go along with the President’s Report in the delivery planned for later this month. Have tried to condense the FDA Mission Statement and Goals into a “marketing” piece that shares the essence while engaging current and prospective members. Looking for a title for the “package” – one suggestion “Big News for Fan Residents”.
- **Programs Committee (Lantz): Membership Party**
Have a design for the same member packet that looks like the old library card – clever and eye catching. Would like to see 300 in attendance at the March 4th event and will be planning accordingly.
- **Historic Preservation Committee (Feehan): Survey Dissemination**
Will be sending out the postcards shortly asking that members complete the survey.
- **By-Laws Committee (Feehan): Upcoming Meeting**
Will be looking at membership categories, voting via proxy, etc. The committee currently consists of Matthew, Tim, Tom Lisk and JoAnne Nolte

VIII. Other Business

Deadline for Grant Applications is February 28th (the committee will work with a target amount similar to last year, approximately \$22/23k but will identify all worthy projects in some fashion should viable requests exceed that threshold). Have one outstanding grant to “Friends of Allen Ave.” that seems to be caught up in City squabbles. We have not released the grant funds and still holding the obligation on our books. Will pursue that one further.

Still no “power” at Meadow Park. Not sure why the delay. It’s a true mystery.

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IX. Adjournment at 8:44PM

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