



## **BOARD OF DIRECTORS**

May 5, 2015 – 7:00 PM

FDA Building – 208 Strawberry Street

### **MINUTES**

#### **BOARD MEMBERS AND OFFICERS PRESENT:**

Matthew Stanley, Brian Baird, Bennette Burks, Christina Murray, Christy Lantz, Jennifer Mullen, Danielle Dick, Ted Theofanos, Laura Bateman, and Jenna Mosman.

#### **GUESTS:**

Alyse Auernheimer (West Grace Street), Johnathan Marcus (West Grace Street) , Officer John Raina (RPD), Katherine Jordan (FDA Parks and Trees), Jim Klaus (FDA Facebook) and Tonya Utkina (FanFare Advertising)

Introductions and Call To Order – Matthew Stanley

#### **Guest Presentations and Reports**

##### **A. Officer Giovanni (John) Raina - Richmond Police Department**

For most part, the Fan continues to have very little crime. The one area where crime is up is in property crimes, which are up 250% with the majority of them involving theft from cars. Officer Raina suggested the FDA remind residents to stop leaving things in cars. Other patrol changes effecting the Fan is that the City will now have a Officer Rana a greater overlap on shifts, and more officers on bikes. For any questions, his contact information is: [John.Raina@richmondgov.com](mailto:John.Raina@richmondgov.com) His number is 804- 646-1412.

##### **B. Alyse Auernheimer and Johnathan Marcus - West Grace Street Association.**

West Grace Street Association continues to be concerned with GRTC's Rapid Transit system. Jennifer Mullen recapped a recent public meeting on areas of concern. GRTC heard loud and clear that total loss of parking along Broad was not acceptable. Now looking a parking with 450 spaces returned to Broad Street from the original 700 spaces. GRTC did an actual parking count, but hasn't shared this yet.

New maps now on the website. The plan is only 30% complete but there are already a number of concerns identified: the limited ability to take left turns from Broad Street, to access businesses along Broad Street, the reduction of driving lanes and the reduction in loading zones.

West Grace Street Association and the Fan Area Business Association will continue to coordinate with FDA Parking Committee to ensure the groups are working together.

This plan will be a brief agenda item at the FDA's annual meeting.

##### **B. Jim Klaus (FDA Facebook Page), and Tonya Utkina (FanFare advertising)**



Jim introduced himself and suggests that the news covered in our newsletter and e-communications should also be shared on the FDA Facebook page. 2,100 people follow the FDA's Facebook page. Tonya suggested if we can increase our distribution, we might be able to increase our advertising. Consider printing a higher number but mail the same amount. Then leave the extras in key places (i.e. Strawberry Street Cafe, etc. ) Tonya will come up with some distribution options.

The Board considered two options for the FanFare redesign and voted to adopt the more modern version, with one noted change, to keep the font which more closely matches the current masthead. Most advertisers signed up for a full year of ad space and we are at ad capacity, so we cannot sell any additional ads at present. Next year, we will research increasing the FanFare distribution back to six issues.

**New Board Member:** D. Walton introduced Katherine Jordan, who is on the slate for new Board members. If elected at the annual meeting, Katherine will be leading the Parks and Trees committee.

**Prior Meeting's Minutes:**

The motion to approval prior meeting's minutes with amendments was passed.

**Officer Reports -**

**Treasurer Report: Christina Murray**

Christina sent her Treasurer's report via email. She reminded Board members to send her the names of any volunteer committee members so that we can recognize them at the annual meeting.

**Standing Committee Reports -**

The following committee's had new information to report:

**Grants: Jenna Mosman**

Jenna provided new information on the grant request for the Virginia Center for Architecture. The Board approved this grant which was the final request under consideration. All 12 of the approved 2015 community grants will be announced at the annual meeting. Checks will be given to the nine grantees who are ready to begin on their projects/services. The remaining grant recipients will have funds allocated as their identified contingencies are met.

**Membership: Laura Bateman**

Laura noted that we are "under renewed to date" on FDA memberships. Gail Zwerner is working to remove duplicates from the membership database. Laura has a comprehensive list of people who have not renewed. Matthew asked each Board member to take a portion of this list and call or email these folks for the purpose of encouraging them to renew, and come to annual meeting. Any invalid phone numbers, addresses, or persons who are no longer in the Fan should be reported to Laura.



Additionally, the Board considered two options for new Fan Reward cards. Both options offered sturdier cards with a place for an expiration sticker that could be updated with the membership renewal. One card option was personalized with the resident's name. The other was a generic card. The Board opted for the generic, less expensive card which will be more versatile. Laura also noted that we need a better way to promote this benefit and list stores that provide a discount. To be considered at a future Board meeting.

**Communication: Brian Baird**

For most part, communications continue as usual. Brian has another Facebook contributor he'd like to bring on. Her name is Kate Horne.

**Zoning: Bennette Burks** reported there was no Zoning Committee meeting this month

**Safety and VCU Liaison: Danielle Dick**

The Board recognized that the Party Patrol requires significant funding and there is little demand for the service. It only averages one call a weekend. The Board voted to discontinue the party patrol service for the next school year. Danielle will reach out to VCU police and RPD police to get more information on how to proceed with this official termination.

**Education: Christy Lantz -**

Christy sat on panel where they interviewed candidates for new principal at Binford. No decision yet but there were some promising candidates.

**Programs: Ted Theofanos**

The Annual meeting is coming up. It will be held next Wednesday, May 13<sup>th</sup> at 7:00 pm at the Virginia Historical Society. Laura will work the membership table with the help of Christy and Christina. Jennifer Mullen will provide a quick overview of Bus Rapid Transit program.

The Board considered nominees and voted on the following awards which will be presented at the annual meeting:

- Residential Renovation Award - to 2122 Hanover Avenue owned by Bill McKenney and Dana Bensinger.
- Commercial Renovation Award - to the new High Point Barber Shop.
- Volunteer of the Year nominees - to Mike and Anna Bell
- Distinguished Service Award - to Alyse Auernheimer

Additionally, Ted noted that the summer concert series will start soon. The first concert is Sunday, May 24<sup>th</sup>.

**Parking Committee: Jennifer Mullen**

Jennifer gave an update on the Linden Street closure. New contact at VCU came to parking committee meeting and noted that the Kang's had been contacted about the plan. The plan is truly full closure of this street with provisions made for the Kang's access to their parking, and for deliveries. etc.



Representatives from Richmond 2015 came to the last parking committee meeting and provided information on the Races' impacts on the Fan. Monument Ave is most impacted. Richmond 2015 looking into satellite parking lots for residents who will lose parking during this period. The full transportation plan, with road closures and parking, etc. will be provided in July. We need to start informing people now that parking will be hindered.

**New Business -**

In preparation for the Richmond 2015 races, the FDA would like to work on a Fan-specific map. Keep this as an agenda item for future FDA board meeting.

**Adjournment** - Hearing no further business, the Board adjourned at 9:20 pm.