



BOARD OF DIRECTORS

September 8, 2014 – 7:00 PM
FDA Building – 208 Strawberry Street

MINUTES

BOARD MEMBERS AND OFFICERS PRESENT

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

GUESTS

Kim Gray, Richmond School Board; Greg Felton VCU Police Department; Betsy Coffield, Adopt a Tree

Introductions and Call To Order – Matthew Stanley

Guest Presentations and Reports

- a. **Richmond City Schools** – Kim Gray -
 - FDA has a desire to work more with Binford. Christy Lantz chairs the FDA Education committee. While the FDA is already highly engaged with Fox School, it would like to increase its engagement with Binford
 - Enrollment at Binford is down. The community is looking for ways to improve this. On October 15th, there will be a meeting at Glave Kocen Gallery to discuss the possibility of considering an IB program for Binford.
 - In general, there is a desire for greater engagement of parents with children at Binford
 - FDA expressed its intent to help be an advocate; and where appropriate to assist with pursuing available grant funding for Binford initiatives (i.e. the Robins Foundation).

- b. **VCU Police Department** – Greg Felton
 - Officer Ward is back from vacation but was unable to attend the meeting. If anyone has news for RPD, Greg can get that to him.
 - Chief Vinuti will try to come to the October FDA Board meeting
 - The Party patrol has been busy. The process and patrolling is going well
 - Next week, VCU police will hold safety information sessions. For 5 days, they will be in the student commons providing information on bike and pedestrian safety. Their goal is to help educate students on traffic rules, crossings and safety.
 - If Greg provides the safety information or materials, the FDA will make these available to Fan residents via FDA communication channels
 - Matthew and Daniele are receiving the party patrol reports

- c. **Betsy Coffield - Adopt A Tree** -
 - A total of 65 trees will be planted with cycle. The tree planting will start around January 1st to allow the trees to be in their dormant state - which is best for their survival
 - The Adopt A Tree program is now about 5 years old - and is responsible for the planting of approximately 500 trees throughout the Fan. Tree requests are accepted from June through August, with Sept. 1st being the deadline for requests.



- While the Adopt A Tree program is a city-wide initiative, only the Fan's program offers trees for \$25 a tree.

Other Neighborhood and Community Association Reports - none

Approval of Prior Meeting Minutes

Brian Baird moved to approve the August meeting minutes and the motion was approved.

Officer Reports

President's Report:

- Matthew shared statistics on the recent alley clean up. Aspire students will do all of the alley clean ups for next year.
- Parks and Trees - Ken Venos has been working tremendously hard as the new chair of the parks and trees committee. He is working on a Clean the Parks day scheduled for October 18. Matthew asked FDA Board members to identify any sidewalks in the Fan that are badly in need of repair. Dave McQuillan is working on an initiative to look at street signs in the Fan.
- Matthew has heard from a number of Fan residents regarding the Bike Boulevard survey. Several were unaware of the survey and missed the opportunity to voice their opinion. The FDA will continue to look for ways to reach more residents. This will be important as the FDA moves forward on the pursuit of historic designation. We will work to reach as many Fan residents as possible when seeking feedback on this and other issues affecting the Fan.
- The Scott's Addition Neighborhood Association is looking to increase their boundaries. Matthew will be meeting with their president along with Andy Scudder of the Museum District to discuss potential impacts.
- Zoning - West Grace Street Association ran into problems while recently conducting tree pruning and hauling limbs to the median at Davis and Grace. A Richmond property inspector asked to see paperwork documenting their permission. The FDA is going to determine the best way to work with City property inspectors, in order to ensure compliance without negative interactions or intimidation.
- Liz Kastleburg - our building tenant - is going to stop working and therefore will terminate her lease agreement at the end of the month.
- Regarding the Walmart at VCU, the FDA asking for meeting with Harry Wyatt - VCU Assoc VP of Facilities Management to discuss the balance of new construction and big business with small business - Also to talk about VCU helping to move lighting project along faster especially lights along VCU streets - Harry Wyatt will come to the October FDA Board meeting.

Treasurer Report

- Christina led the Board through the following action items: the proposed FY14-15 Budget and 2015 Dues Structure. The proposed budget reflected two significant changes: a \$5 increase on membership dues and reducing the FanFare's publication to 4 issues a year
- Any grant funds that have not yet been allocated need to be moved prior to the end of the month. Jenna Mosman will follow up on these.
- As a means of saving costs and improving accessibility, the FDA will consider moving all of its credit card transactions to square transactions. Brian Baird will look into this option from a web development perspective
- Trisha moved to increase membership dues as proposed. The motion passed.



- Regarding FanFare - the FDA will look into other options which would reduce costs without having to reduce the number of times the newsletter is published each year. Considerations include having some issues digital only, hand delivering some issues to reduce postage, and researching more cost effective printing and design services. While this research is being conducted, we will keep the FanFare budget line item as proposed by Christina.
- Laura Bateman moved to approve the FY 14-15 budget. Brian Baird seconded the motion. The budget was been approved.
- All FY 13-14 expenses due to Christina so we can close out the fiscal year at the end of the month

Standing Committee Reports -

The following committee's had new information to report:

Holiday House Tour – Tricia Bryant -

- We currently they have 11 houses for the tour, including the Try-me art space. We still need additional sponsors. Matthew will send out information on sponsorship opportunities - Oct 20th is the print deadline. Sponsors must be lined up by this date in order to be in the printed materials. The HHT tickets will be delivered by November 14th.
- Matthew will distribute who has already committed to sponsorship - and to include in e-communications
- Glave Kocen will host the volunteer party. We will be using the same photographer and have the same trolley arrangements.
- The Holiday House Tour will be held on Dec. 13 & 14. All Board members should sign up to work at least one shift -

Safety & VCU – Danielle Dick -

- National night out and VCU welcome back students night were back to back events. VCU was thrilled with our presence at back to school night. The FDA gave out the custom-made Fan t-shirts and captured email addresses for 226 VCU students interested in receiving FDA Enewsletters. 37 of these students joined the FDA.
- The FDA Website needs to have info on how students can be members at \$5 - and we need the ability to segment student email list from that of regular Fan residents.
- Danielle will also be reviewing the Party Patrol statistics for further opportunities to improve our engagement with VCU students.

New Business - no new business

Adjournment - Hearing no further business, the Board adjourned at 9:23 pm.