



7:45 pm

**Approval of minutes from August 5, 2013 board meeting**

Motion Made By: Colin Kelly

Seconded By: Christina Murray

7:50 pm

**Treasurer's Report/Proposed 2013-14 Budget**

Motion Made By: Colin Kelly

Seconded By: Tricia Bryant

- Matthew Stanley suggested that FanFare be hand-delivered at least once a year. Museum District hand delivers their newsletter and advertising numbers are high. Board is deferring to the FanFare committee to create (February?) issue that emphasizes membership, encourages advertising, and develops a plan for hand delivery, i.e. each board member delivers 200 copies in their area.
- Liability issues: our insurance sufficiently covers FDA events. We need to pursue certificates for additional insurance which is necessary for Holiday House Tour and, probably Park Maintenance.

8:15 pm Committee Reports

**ABC/Zoning (Burks)**

Three issues:

1. 100 N. Meadow – Barber shop will cater to neighborhood; open late; might serve alcohol
2. 2116 Cary Street – Sidewalk Café is requesting to add an apartment (dwelling between two alleys), expand restaurant, add sidewalk seating and storage space.

Motion to defer to Uptown Board: Colin Kelly. Laura Bateman seconded the motion

Discussion: Matthew Stanley objects to deferring. We should support our members.

Laura Bateman will research FDA members who are affected by this. Bennett Burks will communicate with members and let them know the situation.

Motion withdrawn

3. Laundromat – West Grace – owner found out VCU intends to have laundry facilities in the new buildings, thus in competition with his Laundromat business. He wants to be able to serve food to keep his business competitive.

**Building (Montgomery)**

No report

**Code Enforcement (Bryant)**

Nothing additional to add

**Communications/Website (Baird)**

- 20 tweets; 43 followers; facebook, email, twitter are all linked together which makes it easier.
- We are exploring a second sales person (paid by commission). Laura Bateman and Matthew Stanley will help Brian Baird on advertising issue.
- 1,000 people liked our facebook page. Largest demographic: age 25-34 women

### **Education (Theofanos)**

No report

### **Grants (Mosman)**

Grants committee meets next Monday. Latest request is for signage at Grace Street. Robinson St representative will talk about parklets at the next meeting. Paradise Park check can be cut for \$600 and Laura will make sure the \$300 will get raised for reimbursement.

### **Holiday House Tour (Bryant)**

Donations so far: \$10,000 cash, \$1,000 inkind

We would like to raise an additional \$10,000 to cover potential low ticket sales

Volunteer party at Glave/Kocen - \$300 space rental; \$400 refundable deposit

#### **Publicity:**

We are asking Shades of Light to serve as "Tour Partner and Sponsor". No response yet. We are offering them a nice package: 60 complementary tickets; reception for those ticket holders following the tour; direct mail advertising (Valpac). Other businesses have been solicited as per my written report handed out and we are seeking restaurant gift certificates for homeowner gifts.

DO NOT CONTACT: all companies listed in my report hand out at meeting under "Sponsors"  
Do not contact Siewers, CanCan, Ceci and Bill Amhrein Gallasch.

Laura Bateman will contact Tom Innes/Remax

Bennett Burks will contact Millie Green/Remax

After Trish Bryant reporting on Retreat Hospital's contribution of \$5000 that will be paid directly to 93 Octane, Matthew Stanley raised the point of amending the budget by \$5000 in the HHT income and expense categories to reflect that those funds will therefore not be recorded in the FDA's books. Pending discussion, Matthew made a motion to reduce the Holiday House Tour corporate contribution income account and the Holiday House Tour publicity expense account by \$5000 each.

Marian suggested adding the Redskins Building and Grounds to the tour. Response: plans are already well under way and not possible this year.

### **Membership (Bateman)**

Making progress on membership renewals and Fan Rewards program development.

### **Parking (Treinen)**

No report.

### **Programs (Murray)**

September 15 is last concert, 5-7pm. Committee will request food truck to return for concert. Planning continues for the "Community Appreciation Night".

### **Safety & Crime (Whitfield)**

No report.

**Trees & Parks (Kelly)**

- Oct 19 – fall cleanup
- Hands on Richmond – organization has 1,000 volunteers (20 assigned to our two parks)
- Paradise Park - \$600 tree will be planted
- Nov 15 – tree planting at Meadow Park
- Conceptual idea: “long term maintenance plan” in process - \$12,000 per year – Park stewards were in agreement to seek funding for this program via the incremental income from parking fines. Colin Kelly creating petition to amend the city ordinance to fund it. Involvement with FDA is not clear at this point. Details being worked out with Park Stewards.
- Trimmed 178 trees in the Fan so traffic signs are visible
- Meadow Park – seeking access to water and electricity, working with the city and park steward to finalize phase 2.
- Sydney Park (Morris and Floyd) – grass is high. Contact Mike (Malcolm) Barber at city

**VCU (Theofanos)**

No report.

8:50

Old Business

**Party Patrol Update (Kelly)**

Draft MOU issued to the city in June, City didn't respond until late August – Officer Felton's comments are encouraging. FDA is charged by the City Police for one vehicle Friday and one vehicle Saturday nights.

8:55

New Business

None

9:00 Adjourn

Next board meeting is Monday, **September 30, 2013.**