

West Central Neighborhood Association

Board Meeting Minutes

October 9, 2023, 6:00pm

Call To Order –6:08 pm

- Attendees: Joel Sauer, Kelly Benton, Bethany Pruitt, George Taylor, Terry Taylor, Andrew Stout, Ben Walhi, Al Hofer
- Absent: None. Full quorum present.

Board Election

- We need to present a slate at October's Meeting. Past President (Ben Walhi) will present this. At November's meeting, we open the floor to additional nominations and take a vote.

2023 Financial Review

- George Taylor (Treasure) presented September & YTD data.
- Total Income: \$40,536.46 (Sept), \$68,340.40 (YTD)
- Total Expenses: \$16,932.07 (Sept), \$33,995.69 (YTD)
- Net: \$23,604.39 (Sept), \$34,344.71 (YTD)
- Total Assets: \$224,354,67
- Home & Garden Tour 2023 Financials:
 - Total Income: \$65,855
 - Total Expenses: \$23,698
 - Net: \$42,157
 - Comparison from past 3 years:
 - Net profit 2021 = 29,780
 - Net profit 2022 = 11,699
- Just paid liability insurance premium through Lupke Rice. Al Hofer will review the contract and provide any needed feedback.
- Research on Certificate of Deposit at Old National: Minimum is \$500 deposit for 9 months. Discussed the option to roll multiple deposits (ex, \$25k every 3 months). Requested information on if 6 month CD is available.

H&G Tour Marketing Stats (presented by Kelly Benton)

- Presale \$15 tickets (not heavily promoted): 49 tickets sold
- Online Sale started July 1: 901 tickets sold at \$18 each
- Of those 901, 106 were sold the Thursday before; 196 sold the Friday before until 4pm
- How online ticket buyers heard about the tour: Facebook, Friends, and Publicity
- First year attending: 47% of online ticket sales
- Paper pre-sale: 12 tickets at Farmers Market and 20 at Taste of the Arts
- Website traffic came from Google search, Facebook Ad, direct typing of site, and Visit Fort Wayne
- Facebook Advertising: spend \$367.39 total. Reached 22,811 people and 2,009 visits to the website

- Tickets sold at the door: 1,439
- Gave away 130 tickets for sponsors, 74 of which were redeemed
- Merch sales: TotA ~\$200, ArtsFest ~\$1900,
- Offered QR to download digital brochure. Only 88 downloads for the whole weekend
- 2,575 tickets handed out or sold

Historic Preservation Committee Update

- Joel is waiting on feedback from committee members
- They will provide an update during our membership meeting on Monday
- There is still a problem with building permits being issued for projects without HPC approval.
- We need to be sure that the Local Historic District is updated on our website.

Holiday Party:

- Proposed date: December 11. Bethany Pruitt (Secretary) will organize.
- Ben looked into renting out Electric Works at the Forum. Was talking to Hannah, will reach out to Madelynne Hostetler: madelynne.hostetler@carrworkplaces.com.
- Back-up: Davey's Bagels?
- Budget: \$2500
- Membership sign-ups will be on a computer to allow for auto-renew sign up

Movie Night Update:

- Kelly Benton (VP) reports the event was held at Moody Park on Sept 30. Showed the movie Sing! A sign-holder (used for advertising) was stolen.
- Attendance: 30 people, 1/3 kids
- Everyone got a box of popcorn

Membership Meeting Agenda:

- Update from Historic Preservation Committee
- Present slate of candidates for officers
- H&G Update plus YTD Review of Finances

Indiana Landmarks has a hometour in Wabash on 10/14 from 10:00am to 4:00pm. Will post on web/Facebook

Concluded - 7:16 pm