

West Central Neighborhood Association

Meeting Minutes

October 16, 2023, 7:00pm

Attendance: 23 people

Joel Sauer (President) welcomed everyone to the meeting and reviewed the mission and vision of the WCNA:

The vision of the West Central Neighborhood Association is to create a friendly environment that is rich in history, culture, diversity, and community that is valued by its residents, business owners, and visitors.

Slate of Candidates for 2024 WCNA Board Officers

- Ben Walhi (Past President) reviewed election procedures.
- Minimum of five elected positions: President, Vice-President, Membership, Treasurer, Secretary
- Non-elected advisory positions include past president
- Open call for further nominations at the November meeting. Nominees must be aware and willing to serve
- Voting Member Eligibility:
 - Member of WCNA with all dues paid
 - Individual has one vote, households have a maximum of 2 votes
 - Must have attended at least three (3) of the last twelve (12) membership meetings or any event where attendance is recorded.
 - Members may vote in absentia
- Proposed Slate:
 - Joel Sauer, President (incumbent)
 - Kelly Benton, Vice President (incumbent)
 - Bethany Pruitt, Secretary (incumbent)
 - George Taylor, Treasurer (incumbent)
 - Anita Kuker, Membership (new)

Historic Preservation Committee Update

- Craig Leonard, Chair presented updates. Tasks established by the committee thus far include: monitoring MLS, monitoring permitting system and Certificates of Appropriateness
- Question about formalizing the monitoring system? Should we be proactive?
- He presented an example listing from the neighborhood that includes a blurb about the LHD. Proposed creating a packet of information to provide to realtors and share with Neighborhoods that are in more recently designated as LHD

2023 Financial Review and Home & Garden Tour Update

- George Taylor (Treasurer) presented the past three years of Home Tour financial data. 2023 set records for total income and total profit!
 - 2021 Net Profit: \$29,780
 - 2022 Net Profit: \$11,699
 - 2023 Net Profit: \$42,157
- 2023 YTD Financial Data:
 - Income: \$68,340.40
 - Expenses: \$33,995.69
 - Net: \$34,344.71
 - Total Assets: \$224,354.6
- The Board is looking into putting some of the savings into a Certificate of Deposit in order to earn higher interest rates.
- Summaries of Financial Statements will be available on the website in the minutes.

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
- Top ways online ticket buyers heard about the tour: Facebook, Friends
- 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. Traffic spiked on Tuesday 9/5/23 and Saturday 9/9/23
- 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
- Sales were split evenly between online presale, Saturday at the door, and Sunday at the door
- ArtsFest: 36 vendors from 4 states, 10 local non-profit/commercial vendors. Lots of great feedback and comments! Alicia Kirkland was a huge value-add as a volunteer to tend to artist needs. Several artists were hosted by neighbors and were very pleased!
- 8 neighborhood artists "open studios" had 55-520 visitors. 4 had sales over \$1000.
- Expanded music and food were both big hits!
- THANK YOU to all of the many volunteers and committee members who made this year's event a HUGE success.

- Sound equipment was stolen from the ArtsFest tent overnight on Saturday. Due to this and other requests, we will have a uniformed officer for security next year.

Feedback from the members:

- Consider capping the total number of ticket sales to limit wait times and crowds in the homes.
- The party on Saturday night was a blast– thank you to Andy Stout!
- Ben attended the Wabash Historic Home Tour last weekend– ticket prices were higher. Increasing our prices could be another way to increase revenue without increasing # of tickets
- Kelly attended the Meridian Kessler Tour in Indy. Tickets were \$25 with very little structure, signage, or volunteers.
- Having our local neighborhood artist art spaces open was a great addition!
- Q: Are tour brochures archived? A: Yes! They are available on the website.

Announcements:

- Movie Night Recap: 2023 was the second year for this event. It's a very cheap event with lots of supplies donated from neighbors. The weather was beautiful this year with attendance of just over 30 people.
- Holiday Party will be December 11 at 6pm. Location TBD.
- Membership Renewals: for this first time, membership renewal will happen automatically! All memberships will renew the first week of January regardless of when you signed up. If you want to cancel, just reach out to a board member.
- What can be done about a new build that has been sitting unfinished for years?
- Lots of street lights are out in the neighborhood. Please report to 311 or the app. The address of the light is needed to get it fixed.
- Geoff Paddock has followed up about our concerns with crime over the summer. The sheriff reached out to Joel about coming to one of the membership meeting.
- Reminder: security camera reimbursement program is available!
- Sidewalk and curb money is still available! All program applications and info are on the website.

Concluded: 7:58 PM