

**West Central Neighborhood Association**  
Board of Directors Meeting Minutes  
*October 8th, 2024 6:00pm*

**Call To Order –6:02 pm**

- Attendees: Joel Sauer, Kelly Benton, Bethany Pruitt, Ben Walhi, Anita Kuker, George Taylor, Al Hofer
- Absent: None. Quorum present.

**2025 WCNA Officers**

- Attendees discussed if current board members are willing to serve in 2025. George is deciding and will let Joel know soon.
- We will send a notification out to the membership before the next meeting that we are looking for nominations for board member and/or volunteers to be an advisor to the board
- Discussed bylaws guidelines on advisory board members and using these positions as a pipeline for new board members
- Nominating committee (Ben and Connie) will present slate of officers at October Meeting

**2024 Holiday Party**

- Monday, December 9th.
- Bethany will organize again. Discussed options for venues:
  - Scott Ferguson/Chapmans. Anita has contact info. Bethany will reach out
  - Firehouse
  - Davey's
  - Swinney Homestead
  - Upstairs of Union Street Market
  - Mezzanine at The Forum- Use Ben for the contact

**Financial Update**

Three reports from George Taylor:

- 2024 Home & Garden Tour and ArtsFest
  - Total Income: \$68,222.08 (\$6,012.31 increase from 2023)
  - Total Expenses: \$22,056.72 (\$1,089.79 increase from 2023)
  - Net Profit: \$46,165.36 (\$4,922.52 increase from 2023)
  - Combined Net Profit for Tour & ArtFest: \$47,241 (\$5,961 increase from 2023)

- Questions: What accounts for the Artsfest change? Booth rental didn't increase and # the booths didn't change. Where did the extra money come from? George will investigate.
- Kelly shared highlights from her data
- Total estimates of attendance: Last year 2400, this year 2700
- WCNA Financial Summary:
  - Q3 Total Assets: \$257,338.73
  - Q3 Total Income: \$66,258.16
  - Q3: Total Expenses: \$34,674.79
- Note to earmark \$15,000 donation for Hemphill-Smith Foundation Public Art

### **Traffic Noise & Speed on Jefferson & Washington**

- Tabled for now.

### **WCNA Spending Strategy Development**

- In 2018, the board came up with a strategy to keep enough money to fund the budget and guide spending priorities. Below is the summary of this strategy with input from current board:
  - Maximum spending per year will be the total profits from the previous two years
    - Approximately \$60,000 - \$70,000
    - Multi-year commitments will go against this maximum and will be included on the company balance sheet
    - Any expenditure in excess of \$2,500 must receive membership approval (per the bylaws)
  - Aggregate liquid assets will not go below 1.5 times the annual operating budget
    - Including H&G Tour expenses
  - All expenditures will be shared with the membership at its monthly meetings, regardless of amount
  - Focus areas for the next 5 years will be
    - Transformative neighborhood projects (public art, gateway signage, historic street lights, historic street signs, riverfront landing, Moody Park, etc.)
    - Infrastructure repair & maintenance (brick streets & alleys, Thieme Overlook, parks, sidewalk & curbs)
    - Member programs
      - Including \$250 per membership meeting with the benefactor determined by the attendees (must not be a for-profit, political or religious entity)

- Proposal to increase amount available for beautification due to inflation. Suggested \$500.
- Proposal to have monthly donation voted on by the membership. Joel proposes \$250 every association meeting (10 meetings per year). \$2500 per year
  - Kelly introduced a motion. Anita seconded. Voted unanimously yes.
  - Connie will come up with 3 options for the October meeting.
- Kelly proposed we get larger signage for the neighborhood to put on our light poles to replace the very small signs we currently have. Inspired by the program announced in The Local newsletter. We would pay for our own rather than take up limited grant money.
  - Kelly will reach out to Dan Baisden to find out how much each sign would cost.

### **Moody Park Update (Ben Wahli)**

- Ben has been told there is no funding in the City budget for Moody Park
- He sees a need to put together information to fundraise with key community members, including City Council. “We will have to pitch this project to make it happen.”
- Ben is willing to head this up.
- Cost for the park updates is now up to \$2 million
- Joel moves that we allocate \$5,000 out the money earmarked for Moody Park seed money for Ben to use to create marketing materials.
  - Bethany seconds the motion.
  - Voted yes unanimously.

Concluded: 7:30PM