

West Central Neighborhood Association

Board Meeting Minutes

May 13, 2025 6:00pm

Call To Order –6:00 pm

- Attendees: Joel Sauer, Kelly Benton, George Taylor, Anita Kuker, Bethany Pruitt, Connie Mettler, Al Hofer
- Absent: None. Full quorum present.

Treasurer's Report (George Taylor)

- Total Assets: \$232,169.46
- Income: \$343.48 (mostly interest from CD interest)
- Expenses: \$2,052.82 (majority Green Team supplies)
- Update on Darrell Tilford will. We may get about \$26,000 to go to the Home & Garden Tour. Idea: have the money fund something specific and give credit as a memorial.

Membership Report

- 208 members (141 memberships)
- Anita is still delivering welcome bags. Discussed if we should continue to give away the wine tumblers or switch to something else. Kelly will check on the inventory in the storage unit.

Program's Report

- 1 person has completed the security program and been paid. Beautification, 1 person paid and completed for \$400, and 4 people approved, will be paid, 1 pending approval
- 1 person pending approval for sidewalks and curbs

Home & Garden Tour Report

- Completed 2nd big group meeting. 3 tour stops confirmed. Sponsorships committee has \$7,000 in sponsorships, including the lead sponsor.
- Ryan will send George a list of invoices and Shelley will send them out.

Old Business

- Connected Neighborhoods Grant: Kelly worked with our CNG to submit an application.
- WC Neighborhood Campaign (formerly Light Poles): Joel talked to Matt Kelly at OLG about a potential campaign to address speeding. Discussion about how much of a priority we want to make this. Question: would the city consider additional stop lights, for example in front of Washington Elementary? Kelly shared that this could be a potential solution included if

we are awarded the Connected Neighborhood Grant. Discussion about potential of photo enforced speed limit/stop light.

- Neighborhood Signage on light poles
 - Discussed if this is still a priority. It was generally agreed it is.
 - Reviewed the quote Kelly received last year, from November 2024 meeting minutes: Dimensions: 16x16" round cut. Graphics Direct (used them with the home tour). Quote: total per sign before installation: \$240.00; \$354 plus tax with installation. Would need to submit light pole numbers to the city
 - Discussed that there will be a discount for orders greater than 10
 - Joel put a motion to commit \$25,000 to new signs for lightpoles and take it to the membership for a vote and include reveal parties to build community engagement. Bethany second. Passed unanimously.
 - Anita proposed beginning in Area 5.
 - Kelly will make a mockup to bring to the membership meeting on Monday.
- Wilt St Tenant issues: The owner is not renewing the lease on this house and is putting it up for sale, so the issues is resolved.
- Storage Rental Unit: We have officially started paying the new rate. George Taylor will call to see if we can get the rate lowered based on other quotes.

Guest Speaker: Alex Hall, consulting on the proposed project to paint the Jersey Barriers along W Jefferson.

First step is to get Right of Way permission. Then we can curate the art, and fill out a form for the Public Art Commission for review and approval of the art. They rarely say no to a project.

What do we want? Do we know what the cost might be? We think there are around 18 barriers. We do not need the approval of neighbors.

\$7 or more per square foot is average for art materials and time, at the lower level.

Consider a different design for street facing v. sidewalk facing. There is reflective paint that can be used, usually in white, as an added safety feature.

Rough estimate \$10,000

The design could be a "welcome to west central" kind of thing to also help in our goal to slow traffic and remind folks that this is a neighborhood

Q: How do we solicit artists for options to present to the neighborhood without asking artists to do free work?

A: Alex recommends an RFP. Ex \$300-\$500 for the design idea. We would let them know what our budget is in the RFP process. Specify timeline. Artists may be booked up for 2025 already. Include budget, timeline, fully rendered in color every single part. We can create a template for artists to download to level the playing field.

Include a link to dropbox with photos of the barriers. Specify paints (she recommends Nova Color for brush painting) and if we want a clear coat (if we are afraid of tagging). Other considerations: Paint can melt if there is a fire in close proximity, cars run into the mural, include direction for less intricacy because it will likely need to be touched up on the street facing side.

Do we want it to be West Central-centric? We should put together a statement to give artists directions for their proposal. "Creative brief" or "open letter to the artist" who we are, how long we've been here, what we don't want to see

Do we have to pick someone who has experience with murals? Yes, that's generally the best way to go. She can provide lists of experienced artists to connect with. Discussed casting a broad net at first, and then narrow it to 3-4 for the RFP

Action items:

- send Alex a thank you gift: Kelly
- Measure square footage and count the barriers: Anita

FWCS Study Connection:

Anita is working on getting more volunteers at Washington Elementary. Likely reading focused. From 3:30-4:30p on Tuesday. Would like to present at the membership meeting.

May Membership Meeting Agenda

- Kelly will take notes in Bethany's absence
- Vote for signage budget.
- Joel will email out agenda to be included in the meeting reminder

Concluded – 7:20pm