

West Central Neighborhood Association

Board Meeting Minutes

June 10, 2025 6:00pm

Call To Order –6:00 pm

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

Neighborhood Promotion

- Joel reached out to One Lucky Guitar (Matt Kelly) to assist with our overall promotion of the neighborhood and its goals.
- Matt is here to gather information and eventually put together a proposal.
- Discussed the scope of the problem: speeding, drag racing, noisy engines, Washington Elementary cannot keep a crossing guard because of the danger
- What we've tried: not much, talking to City (got a shrug), Thieme Dr change to one-way was successful after years of advocacy from an active neighbor
- Suggestions: engage with the PTA at Washington Elementary, yard sign campaign (like we did with Electric Works), petition our neighbors to slow down while driving on Washington/Jefferson to model the behavior change we want,, speed humps, could we engage neighbors with some kind of kit? humanize it, signs that include children and pets, coordinate when to put signs out for 2 weeks at a time, leverage media connections, give away swag at meetings
- Question: do we have enough engagement to get people to participate in a solution? Or do we need a campaign to increase engagement?

Brief Chair Reports

- Treasurer's Report
 - May Expenses: \$1,954.89; Income: \$1,782.82; Total assets: \$231,967.91
 - No discussion of financials due to time constraints
- Membership Report: skipped for time
- Program's Report: skipped for time
- Home & Garden Tour Report: Joel reports via Ryan that we only have 5 houses committed, \$15,000 in sponsorships, plenty of house captains, and ArtsFest has 18 artists committed. There is concern about getting enough volunteers.

New Business

- Event Planning & Volunteers
 - Recruitment of homes for the Tour: The subcommittee has spoken to 83 homeowners this year, 5 agreed, 65 are a confirmed “no”
 - This is the hardest year to fill since 2019 when we got complaints about houses for sale (*correction: was previously recorded as 2018*)
 - Kelly raised concern that this is not sustainable. Discussion of why and what to do about it. Joel emphasized need for a broad swath of volunteers. Common reasons homeowners say they do not want to be on is because they feel their home is not ready or not nice enough.
 - Offer to homeowner oasis– space for them to hang out, eat, drink, and go to the bathroom
 - Joel will send out a president’s newsletter just about this, asking for houses

Old Business

- Jersey Barriers Artwork
 - Discussed if board members still want to move forward with this given financial uncertainty of the trou. All board members are still OK with going ahead with this project.
 - Next steps: All board members will look at the RFP draft and provide feedback; finalize budget; bring idea to the membership in June and vote in July
- Light Pole Signs Update: tabled for now. General feedback was that if we had to choose, jersey barrier artwork would be prioritized over this
- Storage Rental Unit: George called and was not able to get our fee lowered. Tabled until after the home tour.

New Business (Part 2)

- New Advisor Members are needed for Board. Brainstormed potential candidates: Jon Paul Pepen, Ron Dick, Michael McClain, Reese Neuenschwander, Asia Todd
- Other Business
 - Invite Mayor Tucker to attend one of our meetings

- Al shared a book written by a local man who wrote about the streets in the neighborhood

Concluded - 7:20pm