

MADRONA COMMUNITY COUNCIL, 1 JANUARY 2012

Present: Holly Smith, Bill Mahoney, Kim Herber, Nikki Lundin, Susan Minogue, Kevin O'Doherty, Barbara Parker, Casey Losh, Karin Richard, Anne Knight, Jerry Arbes, Barney Mansavage, Sarah Westneat, Stacey Kryman, Rob Ward, Darla Varrenti, Jennifer Bacon, Jason Cook, Deirdre McCrary, Temma Neshof (sp?)

King County Metro Transit Changes:

Anne Knight and Jerry Arbes spoke about the proposed changes to Metro bus routes in the Central District, as described in Harriet Cody's article in the newsletter. Anne and Jerry are looking for community councils to take up the cause of maintaining service to Union and Seneca Streets, central downtown, and Queen Anne/Seattle Center. They would like to put together a coalition of affected citizens and groups in order to demonstrate how critical the route is. The changes result partly from elimination of free service in the downtown zone, which means users have to pay, which slows movement of buses along 3rd Avenue. Metro wants to clear as many buses as possible from 3rd. Metro held an initial meeting, but it was poorly attended, probably because it was poorly advertised. Anne and Jerry offered possible language for a resolution from MCC. Despite budget issues, these changes in service are significant and will have an impact on much-used Madrona routes. Susan reported that Heather at King County Metro plans an all-Central District meeting in February. Susan wondered whether we should have an additional meeting specifically for Madrona. She thinks Metro didn't realize what a big deal the changes are, and they are trying to catch up. Jerry recalled that there was a similar consolidation proposed when he was Madrona Newsletter editor, but the council opposed it, and it didn't happen. One possible goal of Metro is to eliminate electric trolleys to facilitate easier and more frequent changes of route. Anne and Jerry encouraged residents to go to the Metro site and take the survey as well as inundating Metro with emails of opposition. Anne suggested petitions and flyers at bus stops. Inviting Metro representatives to Madrona seemed preferable to using the planned Metro open-house-style meeting to voice our concerns. Susan will invite Metro to attend the February 7 meeting. All present favored drafting a resolution using Anne and Jerry's language indicating MCC's opposition to proposed changes.

Street Trees:

Sarah has (will?) put something in the newsletter and to Madrona Moms to let people know what is happening with regard to the issue. There wasn't sufficient notice to let people know that representatives from the city would be at this meeting to take feedback, but Sarah will get the word out for a February street tree meeting to gather community comments. Sarah is applying for a neighborhood matching fund grant with a deadline of Feb. 1 and for a larger grant with a later deadline.

Treasurer's Report

Casey distributed copies of the budget status--\$9,460 in the bank, Donations of \$3,000 from a supporter and \$2,500 from Boeing through Kim for her volunteer work (matched at \$500 for 50 hours). Cash total is about \$15,000. We owe Kraus fund \$5,000. Blossoms raised \$14,000 and owes \$10,000. The January newsletter is \$1,750 and there will be a small utility charge. \$17,380 is outstanding, but the actual debt is about \$3,000. The Kraus fund has paid out \$28,000, and \$18,000 remains to be allocated.

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The principal expenses are the newsletter, Mayfair, utilities, insurance, blossoms, and miscellaneous costs.

Regarding Blossom debt, BOOM and Marie Doyle solicit businesses and others and money goes into our account, but we don't know whom it comes from. We also get neighborhood donations earmarked specifically for blossoms. We still owe Suzanne Sheppard for fronting the blossom funds, \$4,250. We owe \$1,500 for wintergreens, and 2012 blossoms will be due soon, about \$8,000.

We may break even now on the newsletter with additional advertising, or, worst case, it will cost about \$1,000. Mayfair usually costs about \$3,000.

Casey suggested allocating time at each meeting for an update on the financial status. He would like to see general fundraising for MCC with no tracked funds, and he'd ideally like to see an extra \$7 or \$8K in the account as a slush fund. The newsletter is the most frequently recurring item; utilities are about \$60; insurance is due in the fall; we have to front Mayfair. Karin reported that Parks may absorb the \$600 cost of heating the shelterhouse, and we now have our own key. Mazvita needs to increase his numbers to retain or gain funding for Garfield and so will absorb some shelterhouse costs, add programming, and help with Mayfair.

Kraus Fund Applications

Karin explained that the beach fund did not use its entire allocation and would like to apply the unused amount (\$2,500) to future maintenance for the beach. Karin didn't use the \$2,500 she was awarded for the shelterhouse indoor toilet but was told by Cynthia Stross that the money had to be used within one year or return to the fund, and she could not apply the amount to a different purpose. The application states that the money awarded needs to be used within one year or be returned for re-distribution. Therefore we need a process to start over with applications and open it to everyone. The council agreed the money should fund projects and not organizations. The administrators of the bequest wanted a few projects funded well and maintained rather than dispersing all the money to a lot of small projects. Maintenance could either be included in the original proposal or the organization could apply for the funds when needed. Bill, Kim, and Karin will form a committee to define the process in March.

Casey reported that there remains about \$8,000 left over from the Madrona Playfield upgrade. Nikki will contact the treasurer for that group to find out what remains and whether there are restrictions on its use or plans to use it.

No one opposed Deirdre's request that she write a letter of support on behalf of the council for the grant application that the Cedar River Watershed group is making to the National Fish and Wildlife Foundation for Friends of Madrona Woods.

Fundraising

Stacey reported on the work of the fundraising subcommittee working on tactics and goals. Mayfair should be a generator, and events should be net-neutral in cost. Stacey is setting up a meeting with BOOM to partner for a joint effort for Mayfair, probably on May 12. We should find out who the big advertisers are so that they don't get hit too often. The plan for Mayfair is that sponsors pay for things like bouncy house and tee

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shirts, and in return they get signs, logo displays, and ads. After the kid event at the park, attendees could head north for adult events in the business district. A wine-tasting is planned at Spectrum in the summer, and we will sponsor a 5K race through Madrona. Kevin has a contact for a wreath sale that would start at Halloween. We'll have a set-up to swipe phones to fund via PayPal at events. There will be a home-and-garden tour. Another goal is to break even with the newsletter, perhaps with a quarterly article about what the council does and what funds are needed to support its work. Bill reminded us that there will be greater need for volunteers at events, and attendance at meetings needs to increase, which might happen next month because of the issues on the agenda. We should circulate a list of sign-ups for volunteer interest at meetings and events and begin meetings with a pitch. Stacey will write an article for the newsletter about Mayfair and will solicit volunteers for both committees and sponsorship. The committee is looking for other low-overhead events. We should put ads in other local newsletters for the wreath sale and other events to bring in outside buyers. We should include business owners as well--maybe give or sell each a wreath for its door?

Emergency Preparedness and Crime

Susan has set the SNAP event tentatively for February 9, to be confirmed this week with Madrona K8, so that notice can go into the February newsletter.

Sgt. Williams from SPD reports that two arrests have been made in the recent crime spree, and they are working on a third, but no property has been returned. Craigslist and Ebay are the top fencing venues. This month has seen fewer incidents, only one between early December and Christmas.

Madrona News

Barbara would like to feature MCC members in each newsletter with a photo in order to make a better connection with the readers and community, putting a face to names. She'll start with Holly, and she's interested in people's interests and reasons for involvement. Alternatively, it could go on the website? In response to Susan's concern that it might seem to be all about us, Barbara noted that we all serve the community, but the community doesn't know who we are. We could pair a council member and a BOOM member? Darla Varrenti spoke as a new business resident on behalf of her Nick of Time Foundation located above the former June. She chose Madrona to locate her foundation because of its community feeling but found the website difficult to use and has had difficulty trying to become involved in the community as a result. She would like to see joining made easier. Holly explained something of the evolution of the council over the course of a year. One issue regarding distribution of the newsletter emerged: do we presently or how do we add newly built buildings and new addresses to the list?

The council agreed to the idea of adding council profiles starting with Holly.

Barbara brought a list of suggestions for increasing revenues and reducing costs of the newsletter. Putting donation envelopes into the newsletter is costly and, according to Casey, hasn't been commensurately productive. Could we accomplish the same thing with a colorful ad and the PayPal reminder? Jason didn't think the website could accommodate online ads. He will send links for us to look at; he just needs now to add

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the content. Old newsletter issues will now be able to be accommodated on the website. Barbara will send us a list of potential ways to increase revenues:

- moving businesses and non-Madrona people to electronic distribution (Casey says it's better for him to be able to sell a larger distribution list--to say it's mailed to 2,500 residents)
- reduce the weight of paper; change the paper color to white
- reduce number of pages (going from 12 to 8 pages doesn't save enough money because of loss of ad space)
- not folding it--sending it flat like TJ's *Frequent Flyer*
- Casey suggests putting a premium ad on the front page; Barbara worries about the balance of ads versus copy. Casey needs ways to sell premium ads so that he doesn't have to sell so many to get the necessary funding. If we could reduce costs by \$500, we could help his efforts to raise the needed revenue. Rates are \$95 for 1/4-page; small ad is \$55.

We can respond individually to Barbara when we receive the list of ideas, and the issue will be on the March agenda.

Darla raised the issue of articles written on topics related to specific Madrona businesses (finance, health) by business owners who use the article to advertise but don't buy ads. Barbara said that she uses those articles last, when she has space to fill and no content, and she does encourage those people to buy an ad as well.

Barbara would like to have recurring stories (like the profiles), so that she knows what is coming in. Kim reported that the baby and engagement news is labor intensive for the amount of space it fills. Nikki agreed to take on that column.

Jennifer Bacon is running for the King Conservation District Board of Supervisors in order to give an urban voice to the larger conservation district, which presently has no Seattle representative. The office in Renton covers the entire county except for a few areas and is funded by property tax. The board's work is to identify conservation needs, such as the work in Madrona Woods. Voting is online, www.kingcd.org, and can be done between February 28 and March 13.

Meeting adjourned at 9:30

Submitted by Deirdre McCrary, Secretary