

**Present:** John Lahti , Karin Richard, Barney Mansavage, Bill Mahoney, Stacey Kryman, Kevin O'Doherty, Holly Smith, Casey Losh, Helen Payton, Barbara Parker, Kim Herber, Rob Ward, Sarah Westneat, Rick Stanfield (ricks@microsoft.com), Carrie Stanfield, Deirdre McCrary

**SDOT/Tree Removal Report:**

Kevin reviewed results of previous meeting when we agreed to postpone further tree removal until the community has a chance to raise funds and do further planning. Sarah has applied for two neighborhood matching fund grants, one small-and-simple for \$20,000 and one large-projects grant for \$100,000. The next step is for those interested to get together to start working on the plan--which trees to save, how many, options regarding sidewalk width and curb cuts. Some people in the neighborhood are willing to donate their time and expertise. Included in Sarah's grant applications are plans to enhance the entry at the school and library as well as adding curb bulbs on 34th by Pritty Boys. The larger grant is for planning and funds for landscape architecture, engineering, professional services needed to do a serious study about what to do. Sarah has submitted the letter-of-intent, due Feb. 1. Next is a workshop about the grant and then submission of a detailed application. Sarah is now soliciting professionals in the neighborhood. She will circulate an email among the Council board to see whether any members know professionals who might help. Suggestions: Mark Weisman (former neighbor), Cambium, Ray McMackin. The idea is to cut as few trees as possible and to install curb bulbs on the 34th corridor. There is a master plan with block plans for the 34th corridor. SDOT wants bike paths. Coordination is needed with bikes, Metro, businesses (parking). The business district will lose the most trees and will want to be involved. The pursuit of the grants will require many resources and more bodies and time. Sarah will email those who have expressed interest in the project.

**March 14, BOOM Mixer:** Stacey will send an invitation if the council is invited.

**Neighborhood Appreciation Day:** There are four nominations for five awards, including two nominations for the Nora Award. The event will be March 24 at Madrona K-8.

Nominees are as follows:

Local Hero--Harriet Cody, Jerry Arbes, Shoshona Driver and others who worked to save the #2 bus route

Nora--Charlie Bush, good neighbor, knows what's going on, friendly, serves others, such as working on Operation Nightwatch taking food to the homeless. Works on his church's social action projects.

Nicola Davidson, Soni, Kim for the brass rings project. Nicola alone was nominated, but Kim suggested that all three who worked on the project should be recognized--Soni for the idea and Kim for the research.

Tyrone Love--Karin Richard was nominated for her congeniality, for the preschool parent coalition, for programming for kids, and for her energy and dedication to projects. It was determined to give this award instead to Charlie Bush, since much of Karin's work will be more publicly visible next year when she will again be nominated, and Charlie's health dictates that he be given the recognition this year.

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Stacey will get certificates printed for the seven--Harriet Cody, Jerry Arbes, Shoshona Driver; Nicola Davidson, Soni, Kim Herber; Charlie Bush. Barney will get seven frames through the school. The school will try to get treats from local restaurants. Barbara will notify the Neighborhood Appreciation winners to let them know to be present at the ceremony.

All favored the revised plan.

**Mayfair:** Stacey gave an overview of plans for what is now called *Madrona Mayfair Block Party*. The children's events will be in the morning and segway into afternoon events for adults sponsored by BOOM. Combining forces helps broaden the appeal of the event and gives momentum to BOOM's event. BOOM has planned five to seven concerts for the parking lots of Amara and Driftwood and for Bottlehouse, thereby avoiding getting the City involved and reducing need to pay fees. There will be crafts, farmers' market-type sales, music, food, retail specials. The date is **Saturday, May 12**. There will be a "pancake" breakfast at the school starting at 8:30 as a fundraiser for Madrona K-8 (details to be decided by March 31--maybe not pancakes). Then the kids will parade at 9:30, led by a drum corps, and people will move into the park. There will be no \$850 bouncy house expense because Seattle Parks is providing two bouncy houses. Ewing and Clark is sponsoring the ponies; Dr. Tarr is sponsoring Reptile Man. There will be a bake sale and sale of water and drinks provided by the Council in the park from 10 to noon. Bike decoration will take place at the school on Friday night. Harvard Avenue Preschool will pay for face painters. There will be a gymnastics obstacle course. Arts Aloft might provide all the craft supplies for kids to make Mother's Day cards, since Mother's Day is the following day. A kids' concert at Amara at noon will kick off the afternoon events, at which point BOOM will take over. Stacey would like to have a band, the *Not Its*, play at 12:30 for a fee of \$950.

Costs total \$2929, including permits, ponies, band. With two more sponsors and donations, we might make money on the event. The deadline for sponsorships is March 31. Suggestions, if anyone has a contact: Tutta Bella, Columbia City Bakery, Belle Epicurean, Central District Cinema, PCC (Bill will ask), Red Tricycle Blog (Stacy will email), Red Wagon, Birth and Beyond, Starbucks, Microsoft, Ale House? Casey urged getting one more sponsor to cover partially the cost the band.

Tee shirts--Those present at the April Council meeting will vote for the tee shirt design. Stacey urged everyone on the Council to buy a shirt in order to help sell them and identify Council members. Kim urged including MCCC as a sponsor with our logo on the shirts. She also urged the Council to sell grilled hot dogs as kid food in addition to selling water and drinks. She could bring a grill or find someone to bring one. Kim will contact Steve Mullins at Grocery Outlet about a donation of meat and buns.

**Kraus Update:** Karin, Bill, and Kim were charged with looking at the money available and the process for access. The original amount in the fund was \$50,431.80. Harrison Ridge received \$500; Children's Gathering Fund was awarded \$2,500 but didn't use it;

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Madrona Woods received \$13,641; Madrona Beach received \$14,941. Kim reiterated that all awards not spent within a year were to go back into the fund and cannot be used for any other purpose. Casey summarized that about \$29,000 has been spent to date, so now there should be about \$22,000, but only \$17,000 is actually there. Any new access to the funds must be publicized, but no new proposals will be entertained until the debt is repaid, possibly in the fall. The subcommittee hopes to integrate maintenance into the next round of applications. The subcommittee's recommendations were accepted as stated.

**Finance Update:** Casey distributed a register of what the Council has spent to date. There is \$5,589 in the bank, and money is owed for newsletter expenses, PSE, and any City fees for Mayfair. Cost for mailers is down to \$3,600. Most deposits are ad revenue and donations, including Boeing's \$500 for Kim's volunteer hours. Casey has not had time to acknowledge donations; Deirdre offered to write the letters if Casey would email the mailing information about the donors.

Last year the main expense was the newsletter, \$18,242; next was Mayfair, \$2,710; then utilities and insurance. We lost \$2,474 on the newsletter last year, but revenue has gone up. We are getting a lot more ads now, so revenue will be better and costs have been reduced by such measures as switching to white paper. The economy is better, so Casey can push harder for advertising. Barbara urged Council members to thank advertisers when we use their services, or ask them why they don't advertise in the newsletter.

Casey noted some receivables from a couple of advertisers--Mind and Body Pilates and Spectrum. Our biggest debts are to Kraus and Blossoms. We have paid Suzanne Sheppard.

Solutions? Next month Madrona Blossoms will ask for donations with an envelope insert. Could we add advertisements on WordPress? We could sell front-page ads for a premium. We could increase the percentage of ads in the newsletter. Barbara will mail a postcard to people outside Madrona requesting them to receive the newsletter electronically or give a donation to cover expenses. Kim advised to assume they've moved or aren't interested and cut them off if they don't respond. We could ask people to opt in, but that would compromise Casey's sales pitch that the newsletter goes to every house in Madrona. We could get bids from other printers. The ideal length is 12 pages (cost vs. revenue), but the last issue was 16 pages to include the walking map, although we lost money. Twelve pages = 4 pages of ads and a loss of \$181. We still lose \$50 with four pages of ads even when the costs went down. Adding classifieds is a lot of work for volunteers for little revenue.

Decisions were to sell as many ads as we can to break even and not necessarily adhere to the old rules, but not turn it into a paper full of mostly ads. We want to retain the two months off to give the volunteers a break in summer.

Barbara needs someone to take over management of the calendar.

Kim suggested weekly stories to be posted on our website--recap of Council meeting, anecdote about a school, an individual interest. There's no longer a dedicated Madrona person on the CD News, so Kim wondered whether someone in the neighborhood would be willing to run a blog-post.

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**Movie Night:** John Platt said last year's event cost \$800, which BOOM deemed not worthwhile to repeat. Do we want to spend money for a movie night this summer if the cost is less than last year? Karin suggested that there would be only the movie licensing fee, about \$100, if the school or council put on the event. We'd pay Parks \$100, pick a date, and they would set it up. Stacey will talk to Mazvita or Mark Hoffman.

Stacey will follow up with Spectrum regarding the suggested summer wine event. The space would be covered, and Leschi would do the wine. We need to find out about drinking wine in a Park space. She suggested we could have a wine event at the beach and then a movie afterward?

Adjourned at 9:10

Submitted by Deirdre McCrary, Secretary