

MADRONA COMMUNITY COUNCIL, 6 November 2012

PRESENT: Emily Hawkins, Jason Cook, Casey Losh, Stacey Kryman, Susan Minogue, Holly Smith, Barbara Parker, Barney Mansavage, Bill Mahoney, Kim Herber, Rob Ward, Deirdre McCrary

The question of including the Madrona K-8 newsletter in MCC's newsletter arose. Susan wondered whether it could be re-formatted and streamlined for inclusion in our newsletter. Casey and Barbara indicated that an insertion is expensive, and there would be issues surrounding such an insertion in that the school doesn't advertise in the newsletter. Costs for ads are \$55 and \$95 or \$300 for a full-page ad. Barbara wants to offer a monthly rotational focus on neighborhood schools, which would provide information about each school.

MCC-SPONSORED EVENTS:

Stacey reported on the Halloween event and the Wine Tasting. The Halloween party had to start early because of its occurring mid-week, but there was still great participation and attendance. Next year there will be scavenger hunt sheets in both venues, the shelterhouse and the school. No wreaths or trees were sold, likely because people were focused on Halloween. Thirty scavenger sheets were turned in, plus 20 families who retained theirs. The estimate is 50 to 70 participants.

The wine tasting sold about 125 tickets, earning \$3,500+ that night, with an estimated \$3,000 profit. Glassybaby waived its \$3,000 fee even though we failed to sell the requisite number of their product. The only hitch was not enough food. Casey and Rob shuttled emergency food from the Alehouse. Next year there will be a food budget set aside. Ken suggested ending earlier, maybe 6:30 to 8:30, so that people would be more likely to go to dinner. Glassy drinkers could be tied into a discounted wine purchase. Maybe restaurants would offer a discount card, although St. Cloud's isn't interested in that idea. Maybe the layout could be better adapted to integrate the glassybabys and draw more attention to them. Next year Council members should wear nametags. Perhaps there should be a sandwich board out on the sidewalk as a reminder for walk-ins who didn't previously know about the event. The wine tasting is Glassybaby's biggest event so far, and they have to shut down in a busy season to accommodate us, but those present agreed that the early November date is good timing for selling wine and Glassybabys. Many of the participants were directed to the wine tasting from Leschi Mart rather than from the immediate neighborhood.

Jason will post a photo of the wreath on the website. Orders have to be cut off on November 21. Stacey could get a carolling group to come on December 1 for \$300. Would BOOM pay for that? The Madrona family choir was mentioned as an alternative. Stacey said that if there is a critical mass of about 50 orders, we could make the Dec. 1 pick-up an event from 10 to 5, when the truck shows up with ordered and additional wreaths, and she would get volunteers to staff it. She has wreath flyers that need to be distributed, and she offered them to those present to hand out at work, to friends, to local stores. Jason will post the flyer on the website.

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The BOOM event, Merry in Madrona, will also occur on December 1, when stores will have longer hours, display garlands, and offer a book fair at the school, where shoppers can buy new Scholastic books, as well as one night the following week when books can be purchased. Merchants don't want to offer discounts but do want to bring people into the neighborhood. BOOM is looking for ways to become better organized and more successful. There isn't much the Council can do to help them except to direct them to folks with for-profit expertise. Madrona might be too small for BOOM to host eight events a year. Emily suggested that the Madison Park group could be helpful to BOOM.

Christmas ships will be in Madrona on December 22 at 9:45pm (4:55 in Madison Park). That is late for families with kids. Last year MCC coordinated with Spectrum to offer hot chocolate. Parks does a bonfire, but MCC might not have a presence this year at this event. Last year there wasn't enough volunteer energy to do the Santa Fe lights. There will be a discussion at the December MCC meeting about our participation, if any. Maybe it will be on the newsletter calendar but we won't do anything. Barbara will get in touch with Spectrum to see what they plan.

CENTRAL AREA DISTRICT COUNCIL: Susan has been attending its meetings representing MCC. CA Council is updating its membership enrollment in order to establish what is a quorum and to update and revise its by-laws. They need to know who is interested in participating and, for voting purposes, who is the designated representative. Susan will take back the information that Madrona is interested in being part of the larger council, and anyone can attend its meetings, but Susan and Holly will be listed as the official representatives, with others filling in when either of them can't attend. About 15 groups are currently members, but some may no longer be participating. The CA Council includes many of the same neighborhoods as the East Precinct, but the goals of the groups are different.

PLAYFIELD TRASH CANS: Susan presented information about a problem Seattle Parks maintenance worker Daniel Johnson is having with the very expensive, open, "designer" trash cans that allow rainwater to mix with garbage, particularly dog feces, which then ends up as contaminated water on the sidewalks and in the groundwater and in his truck. He was told to replace the cans with lidded ones, but he asked how the community would like to handle the issue. Deirdre spoke with Marie Doyle to find out the origin of the trash cans. Marie said they were ordered by the landscape architect hired by the group that funded and managed the playfield project. Daniel suggested that there might be a bracketed lid cover that would attach, which Council members seemed to favor, or perhaps a lidded can that would fit inside could be found. Emily offered to sell the open cans on craigslist if they are to be sold. People seemed to want Parks to supply them with some options or a solution.

ELECTIONS: No one has come forward to fill the position of secretary. Susan urged people to continue recruiting and in the interim councilmembers will take turns taking minutes, starting with board members, Kevin (in absentia) first. According to the by-laws, elections are actually to be held in May, which gives people more time to find a replacement.

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Holly and Susan will continue as president and vice president, and both were nominated and unanimously elected. Casey will continue as treasurer and Stacey as vice president for events, both also nominated and elected unanimously.

FINANCIAL REPORT: Casey reported that there is \$15,500 in the Kraus fund, still owed \$5,000. Checking contains almost \$10,000 and needs a minimum of \$3,000. Savings contains \$16,000, and \$9,943 was paid to Suzanne Sheppard. Wine event added \$3,000, and ad revenue was \$5,000. Newsletter costs are about \$1,600. The newsletter will break even this year. If Kraus is repaid, there will be \$20,500 there; \$4,000 in checking, and \$6,000 in blossoms for next month.

Submitted by Deirdre McCrary, Secretary