

# Washington Park East Neighborhood Association

April 9, 2019

## Board Meeting Minutes

### Board Members Present:

Tim McHugh, Bill Tracy, Lance Musselman, Jacquelyn Mabry

### Board Members Not Present:

Joanne Asher, Lee Berkey (who had to assist with grandchild's birth)

The Board meeting was brought order by Tim at 6:45 p.m. at St. John's

Approval of agenda.

Introduction of Board members.

The minutes for the March 12, 2019 meeting were reviewed and accepted.

Board members, guests and speakers were introduced.

### Denver Police Dept.

Matt Grimsley, Community Relations Officer, said that property crimes remain the primary concern in WPE, as people leave property in their cars and the weather improves. Right now, stolen garage door openers are allowing entry to garages and homes. And for cars with remote keys, criminals are finding that the key may allow entry into the car if the key is close enough (in the house?) to trick the car remote system.

Issues raised for discussion included whether photos on Next Door are useful to the DPD for following up on crimes (no, but videos from security cameras are); people reporting stolen political signs (if left in public ROW, city may pick them up); and Pups On Patrol, a free training for dogs and their owners provided by the DPD.

### Presenters:

Sunni Benoit, Let Denver Vote ballot initiative, discussed the ballot initiative being developed that would require the City and County of Denver to get permission from Denver residents, via a public vote, before spending public money to develop a bid for the winter Olympics. This would include any future bids.

Questions included whether the initiative required adequate information be given to the voters about the impact of the vote (only a vote is required), and is it limited to only the Olympics (yes).

Paul Kashmann, City Councilman

Paul was represented by Valerie Kern, who answered questions from the audience about Paul's stance on Proposition 300 (she didn't know) and the date of the municipal election (May 7<sup>th</sup>).

Treasurer's Report:

Bill Tracy presented the report on revenues and expenses for the past month. The balance of the WPENA bank account is \$8013.71. Bill reported that the balance is down about \$1000, largely because of expenses for the newsletter and a three-year reconciliation of 4<sup>th</sup> of July expenses with WWPNA, to whom we owed money.

The report was accepted.

Someone in the audience reported that her check to WPENA was returned by the post office as "insufficient address". Bill will follow up.

**Open Discussion:**

A member of the audience asked if the newsletter can continue to be distributed in print form. Tim reported that a recent survey conducted on Next Door received 24 responses, 22 of which said they read the newsletter and would read it online, and 3 stating they did not want on online newsletter.

Another asked what the WPENA does, and resulted in descriptions of committee functions, responses to city processes and communication between residents and the city.

**Committee Reports:**

Communications:

Newsletter:

The discussion about whether to go electronic was led by Lance, who distributed a chart of known costs and estimated revenues for several combinations of print and electronic issues. The impact on advertising revenues was estimated using current ad rates for print editions, with electronic editions estimated at both half the print rate and for free.

The chart appears below.

### WPENA Newsletter Projections

	CURRENT	Option 1	Option 2	Option 3	Option 4	Option 5	Option 6	Option 7
	Print: 4	Print: 3	Print: 3	Print: 2	Print: 2	Print: 1	Print: 1	Print: 0
	Elec: 0	Elec: 1	Elec: 0	Elec: 2	Elec: 1	Elec: 3	Elec: 2	Elec: 4
Expenses								
Printing	3600	2700	2700	1800	1800	900	900	0
Distribution	1800	1350	1350	900	900	450	450	0
Edit/design	1200	1200	900	1200	900	1200	900	1200
Annual Cost	6600	5250	4950	3900	3600	2550	2250	1200
SCENARIO 1								
Revenues: Print ads only	3200	2400	2400	1600	1600	800	800	0
Deficit	<b>-3400</b>	<b>-2850</b>	<b>-2550</b>	<b>-2300</b>	<b>-2000</b>	<b>-1750</b>	<b>-1450</b>	<b>-1200</b>
SCENARIO 2								
Revenues: Elec ads only (half of Print)	0	400	0	800	400	1200	800	1600
Total ads	3200	2800	2800	2400	2000	2000	1600	1600
Deficit	<b>-3400</b>	<b>-2450</b>	<b>-2150</b>	<b>-1500</b>	<b>-1600</b>	<b>-550</b>	<b>-650</b>	<b>+400</b>

Revenue scenario 1 assumes maintaining current print ad rates, no cost for electronic editions.

Revenue scenario 2 assumes maintaining current print ad rates and charging half the print rate for electronic editions.

Cost Bases used for projections:

Expenses:	Print	Electronic
Printing	\$900	\$0
Distribution	\$450	\$0
Editing/Design	\$300	\$300

Ads:	Print-annual/quarterly	Elec: Scenario 1	Elec:
Scenario 2			
Southebys – half page	\$1200/600	free	\$600/150
Guaranteed Rate – quarter	\$800/200	free	\$400/100
Frame de Art – quarter	\$800/200	free	\$400/100
Wall Rebuilder – mini	\$400/100	free	\$200/50
Totals	\$3200/800	free	\$1600/400

This chart shows anticipated revenues and expenses for each option. Discussion points about the advantages of each included:

- The impact on advertisers, three of whom are due to renew annual ads before the next issue;
- How to distribute electronic copies of the newsletter through emails, website and Next Door;
- Whether to charge for ads in the electronic newsletters for print advertisers with annual commitments;
- Whether to continue providing a newsletter at all; and,
- How to make the newsletter more interesting and relevant.

Lance expressed a preference for beginning the conversion process by reducing the number of editions from four to three – April, July and December – with July’s issue being electronic, to accommodate pictures from the Fourth of July event. There was no consensus or vote by the Board, but agreement to consider all possibilities.

Website:

Monica Brisnehan, former Board member, has announced that she no longer has time to maintain the website. She has begun looking for a replacement. The Board discussed the option of paying someone a small amount to conduct the maintenance in hopes of retaining uninterrupted service.

Crime and Safety: Joanne Asher, Chair

Dates of Neighborhood Watch events were announced.

Zoning: Biddie Labrot, Chair

No activity.

Park/FANS: Tim McHugh, Chair

Next meeting is April 10<sup>th</sup>. FANS is dealing with changes to the park that include new basketball courts near the new playground, repairs to the Eugene Field house from the last storm and plans to move the Wynken, Blynken and Nod statue to another location within the park.

Membership: Jacquelyn Mabry, Chair

Bill has identified residents who have not renewed their membership. Jacquelyn is planning to follow up. She is also continuing to reach out to new neighbors who move to WPE and to respond to members who renew their membership.

INC: Tim McHugh and Susan Payne, INC Representatives

INC will host a candidate forum on April 13th.

Traffic: Bill Tracy, Chair

No activity.

**Old Business:**

Future Speakers:

Jeff Martinez, DPW Street Sweeping

Jerry Tinlanow, Chief Sustainability Officer, Pay As You Throw

Beth McCann, Denver DA, Tim O'Brien, Denver Auditor

Tim O'Brien, City Auditor

Tim McHugh will contact Jerry Tinalow about speaking at the May meeting.

Happy Hour:

Scheduled for Thursday, April 11<sup>th</sup> from 5 till 7 at the Campus Lounge. Sponsored by Barb Perruccio, Great Place Real Estate.

Denver Internet Initiative

WPENA supports this ballot issue. The city of Centennial has moved to provide internet service for its residents.

**New Business:**

May meeting includes Board elections for WPENA. All dues paying members are welcome to attend and vote, as well as to run for a spot on the Board.

Phil Goodstein is providing a free tour of Washington Park on April 14<sup>th</sup> from 12-1; meet at the Wynken, Blynken and Nod statue.

There being no more business, the meeting was adjourned at 8:25 by Tim McHugh.

Lance Musselman

Secretary

Washington Park East Neighborhood Association