

West Hill Neighborhood Organization

August 22, 2023 Meeting

Board Members Present: Raina Gonzalez-Homs, Melanie Mohler, Kat Novak, David Swirsky, , Fran Wilson

Board Members Not Present: Tom Crain, Sam Wandtke

Others Present: Krysta Curl, Jim Zwisler

Swirsky called the meeting to order at 6:33pm. Roll call was taken.

Swirsky motioned to approve the July 2023 board meeting minutes. Wilson seconded. All voted in favor.

Crain arrived at 6:38pm.

There was discussion of moving the monthly board meeting to the third Thursdays for at least the September, October, and November meetings until further notice due to Mohler's schedule. Swirsky motioned, Mohler seconded. All voted in favor. The next meeting will be Thursday, September 21.

Wilson brought up the discussion of rescheduling the fundraiser from December to February or March. Several board members were in favor of this so that there was more time for planning and less interference with holiday events and celebrations. Curl also wanted to start planning WonderFest 2024 as early as February. There was an agreement that WHNO should focus on two big events a year so that the board has the time, capacity, and funding to focus on those events.

Funding allocated for WonderFest was originally \$10,000, but Curl and Swirsky have discussed and feel that \$12,000 is now needed. Swirsky assured that there was enough funding for the increased WonderFest budget.

Wilson presented the idea of paying Data Genomix, a digital marketing company, to help with social media ads for WonderFest. WHNO would give them images and copy, a budget, and access to the social media accounts to post targeted ads up to the budgeted amount. They would run our social media and give them a budget. Wilson said that their turnaround is a few days.

Curl asked about how she will handle paying for some big things coming up (port-a-potties, beer for beer garden, etc.). Mohler asked for a list of how much Curl spends. Wilson offered to be an accountability partner for Curl on spending.

Swirsky motioned to increase the previously allocated \$10,000 for WonderFest to \$12,000. Novak seconded. All voted in favor.

Swirsky motioned to spend up to \$500 for WonderFest digital marketing using Data Genomix. Mohler seconded. All voted in favor.

The NPP grant program deadline is August 31, with funding between \$2,000 to \$10,000 available for spending in 2024. Swirsky suggested keeping the app very general for programming and events. Curl mentioned wanting to focus on using the grant to pay for food for West Hill Wednesday socials and also for supporting block parties in the neighborhood.

Wilson wanted to reach out to OID about a parcel on W Market St next to Baho Convenience Store to express interest in WHNO maintaining the lot and taking ownership of it. This was tabled to next month.

Wilson shared that Progress Through Preservation (PTP) held a meeting at Glendale Steps last month. Wilson got more information from the group and mentioned that WHNO wants to partner with PTP or be involved in anyway.

Swirsky, Mohler, and Curl have been working on the CDBG grant to the city for \$5,000. Curl will finish it up in the next few days.

Mohler and Curl discussed changing the contact email on the website from westhillneighborhood@gmail.com to hello@whno.org so that emails could be viewed more regularly. Mohler also looked into a program, [Do 4 Good](#), from Triad to help redesign WHNO's website. Mohler offered to manage the application, which is due November 30. Further discussion will be had about what the board would like for the website redesign.

Mohler provided an update on Bounce's Aspiring Entrepreneurs program. She emailed Emmanuel Hilton and shared that WHNO was not ready to sign the contract and wants to revisit the agreement early next year. Hilton will reach back out in early 2024. Swirsky also mentioned looking into funding from Burton D. Morgan organization for funding for entrepreneurial programs such as AE.

Curl mentioned an interest in having a regular meeting of West Hill nonprofits and businesses, with the coalition meeting quarterly or every other month. Wilson suggested including this in WHNO's 2024 strategic plan. Crain, Swirsky, and Wilson are interested in helping form the coalition.

Curl shared updates on WonderFest. Curl and Wilson have been finding sponsors for the event. They will work on nailing down sponsors this week, then will start printing marketing materials with sponsors on it early next week. Curl stressed a need for a lot of volunteers (serving beer, parking, managing stages, taking photos and social media, kid area, orchard area, etc.). Crain asked if there was an app being used like SignUpGenius. Curl will create a list of volunteer tasks and will create a SignUpGenius for volunteers to sign up. It was decided that WonderFest fliers from last year will be used. Mohler will create an updated file and send it to the board for edits.

Curl shared the performer applications and there was discussion. Board members will email their top four favorites for main stage and side stage (8 total), then one alternative for each stage, by noon tomorrow.

Curl is planning to invite the media to come to the mural wall clean up event on August 27 to discuss the mural and WonderFest. The city said they will have the area cleared this week, but

in the case it does not happen, an evening or two will be needed in the coming weeks to get the wall primed.

Mohler motioned to adjourn at 7:53pm. Wilson seconded. All voted in favor.