

ECCO Board Minutes
April 12, 2012
Warren Methodist Church – 7PM

Board Members Present: Ann Bleed, Mary Eisenhart, Tom Madsen, Roy Maurer, Patti Pierson, Danielle Shea, and Brian Striman. It was determined that we have a quorum present to conduct business (7 of 13 current Board members).

President A. Bleed called the meeting to order.

- She directed M. Eisenhart to take minutes in the absence of Secretary Cindy Stuefer-Powell, and asked that votes be clarified in the Minutes from now on, as to whether they are unanimous; whether there were votes against a motion; and/or whether members abstained.
- She added the following to the agenda:
 - ✓ NeighborWorks Program for Building Leaders and Building Communities
 - ✓ KZUM – ECCO representatives going on the radio's Street program to talk about upcoming events, etc.

Minutes – M. Eisenhart

Some small changes/corrections were made to the March 8, 2012 Board meeting. Minutes were approved as corrected. M. Eisenhart will forward the corrected Minutes to Webmaster B. Striman for posting to our website.

Treasurer's Report – R. Maurer

- \$6,382.00 in checking account
- \$50 Expense – donation to East Campus Starrs to support ECCO Easter Egg Hunt
- \$99 Printing Expense for the newsletter
- Website expenses will also be received
- R. Maurer is continuing to develop the 2011/2012 budget. If the revenues and expenses run as they do currently, he indicated we would have negative cash flow for the year.
- A discussion ensued regarding donations and increased membership, in an effort to boost revenues, including a thank you from B. Striman as to the work R. Maurer has done in putting together our budget.
- Tom Madsen asked if his membership dues were current; as they were not, he offered to pay both his individual and business membership that evening, plus a donation (total \$100) this evening.
- The Treasurer's Report was approved as presented.

President's Report – A. Bleed

Electronic copy of Report is attached. Highlights included:

- ***Valentino's Block update.*** Main concern was traffic going back onto Holdrege vs. exiting into the neighborhood; and making the fronts of the buildings more attractive. When the building design is completed, they will contact us. She spoke w/the Mayor regarding the use of TIF funds; he indicated that he appreciated her input, and discussed the funding for improving Idylwild Blvd. and Triangle Park.
- ***Easter Egg Hunt.*** Thank yous received from East Campus Starrs members for our increased support of this event. 150+ children participated – a real boost to participating was in getting the word out via the newsletter prior to the event.
- ***Newsletter.*** Thank you to those who helped deliver the newsletters.

- ✓ T. Madsen asked whether he should be delivering to all apartments/residents in his sector? The hallway is a semi-private space, and he is uncomfortable going inside. It was determined that leaving behind a copy on or near the door would suffice.
- ✓ A. Bleed received a call from the owner of the apartment immediately to the West of the proposed Valentino's Block project. He expressed an interest in becoming a business member of ECCO.
- **Insurance.** Detailed discussion under Old Business below. E-mail survey sent to other neighborhood associations – results discussed.
 - ✓ M. Eisenhart indicated that she also called INSPRO Insurance Agency at A. Bleed's request; they insure several Lincoln neighborhood associations; all have purchased General Liability; Directors and Officers purchase is less common. Jeff Greenwald of INSPRO indicated that the pricing we had received from Forsyth was very competitive, and he had no offerings at a lesser price for the coverages indicated.
 - ✓ A. Bleed indicated that insurance would be a major agenda topic at the next Mayor's Neighborhood Round Table meeting.

Communications – B. Striman

Electronic copy of report is attached. Highlights included:

- **Newsletter** – Thanks to all to helped – we can reduce the number printed by about 150 for the next issue. R. Carr will continue to format the newsletter. Related discussion points included:
 - ✓ P. Pierson asked whether newsletters should be delivered to businesses. M. Eisenhart asked T. Madsen what he thought, since he owns a neighborhood business. T. Madsen indicated that it is best to ask for the owner – don't leave anything with other employees, as the owner will probably never see it. He indicated that he prefers to receive calls on his cell phone as well.
 - ✓ A. Bleed brought up the idea of a "Sponsoring" membership option for businesses – and perhaps having information about this in time for our next newsletter (or Membership table at upcoming events). T. Madsen suggested a \$100 level for this type of membership/sponsorship of ECCO. The idea of different levels used for other organizations for increasingly higher donations was cited as well. T. Madsen indicated there would be expectations by such members, for instance of advertising in our newsletter or at events that might be sponsored.
 - ✓ T. Madsen suggested a membership benefit – a Bowling Party – to be held at Madsen's. It would provide an opportunity for everyone to get to know one another (including businesses) one-on-one. P. Pierson and M. Eisenhart will work with T. Madsen to develop a plan to bring back to the Board at next month's meeting, including the Sponsor membership.
 - ✓ Distribution management for newsletter. There was discussion regarding clarifying the maps as well. A. Bleed indicated that all Board members who are responsible for delivering need to find a substitute, if they are unable to deliver.
- **Website** – Being kept up – new page, including several design photos for Val's Development has been added. As he receives A. Bleed's approval, he'll continue to update project information.
 - ✓ He requested Easter Egg Hunt photos. Roy will forward those he has. Mary has some that Roy can scan to forward as well, if needed.
 - ✓ Amy Hampton is B. Striman's backup – he let the Board know that she is qualified to jump in at any time, should it ever become necessary.
 - ✓ He indicated that Fat Cow (our vendor) indicated that our website is not secure (hackers, viruses, spam, etc.) – there is a \$13 fee for resolving this issue. D. Shea made a

motion that we approve this expenditure to secure our website. Patti Pierson seconded the motion. Motion carried unanimously.

- **ECCO Yard Signs.**
 - ✓ Screen Ink doesn't do yard signs – B. Striman has contacted Sign Pro. They have 3 levels of signs available – mid-level seems appropriate (double-sided, white, one-color print). 25 signs = \$223.75 w/o tax (he believes we are tax-exempt, as a non-profit).
 - ✓ He provided a proto-type, including our website information. At first the discussion was tabled. P. Pierson indicated made a motion that we should give B. Striman the authority to spend up to \$225 on the signs. The motion was seconded by T. Madsen. Motion carried unanimously.
- **Google Groups.** Some have difficulty getting on it. A. Bleed indicated she has been using her own e-mail group, as have others, for some time. Brian will populate a new e-mail program over the weekend; he has pre-tested it with some Board members. There is no additional cost.
- **Clean-up** – A. Bleed wants to get the word out prior to the event. R. Maurer will forward the Membership list, including e-mails to B. Striman – may be able to do a blast e-mail. R. Maurer also noted that several new members indicated their willingness to help with “anything” – we should contact them to help with this event.
- **Facebook Page** – P. Pierson indicated our page is not up-to-date.
 - ✓ Discussion about best way to communicate; the issue of keeping up both our website and a Facebook site; and the possibility of using Twitter.
 - ✓ Decision was made to continue to keep the website very fresh; put a “business card” link to our website on Facebook; and to look into using Twitter for messages about events, etc. We want to keep it simple for our webmaster – and communicate in the best way possible with all members.

Membership – M. Eisenhart

Electronic copy of report is attached. Highlights included:

- ✓ 8 new memberships totaling \$165 in past 2 weeks
- ✓ P. Pierson and M. Eisenhart working to develop list of all businesses/contacts in ECCO to develop more business memberships (and possibly “sponsor” memberships as discussed earlier)

Yard of the Month – R. Carr

- ✓ No report – Susan Nichols' has thanked the Board for recognizing her yard
- ✓ Yards will be indicated in the newsletter – no photo, since newsletter is black and white; however, directing readers to the website, to see the yards honored since the last newsletter each time

Historic Preservation – M. Eisenhart

Nothing new to report

Old Business

Neighborhood Cleanup

All in readiness – R. Leiter is handling. P. Pierson asked if we had enough pick-up truck volunteers. A. Bleed said questions should be directed to R. Leiter.

Valentino's Block Project – Covered in President's Report

Discover ECCO Event – Covered in President's Report. Some additional items:

- ✓ A. Bleed spoke w/KOLN – they do not contribute cash to events; but we can get on their calendar of events – they will cover the event

- ✓ A. Bleed is trying to put together an event budget to forward to Treasurer R. Maurer. We will have to pay for the park permit and insurance (if overall General Liability insurance is not purchased).

Insurance – A. Bleed commented that while it is great to communicate as a Board via e-mail, it is generally not appropriate to have discussions via e-mail that could be better handled in person at our Board meetings. It is important to attend our meetings for the best result, especially on complex issues. All were in agreement with her observations.

- ✓ See notes above RE other Lincoln area neighborhood associations' responses to A. Bleed's request for their Board insurance information.
- ✓ M. Eisenhart was asked by Ann to prepare a report on our insurance options. She indicated that we had several outcomes as a result:
 - No insurance purchased
 - Special events General Liability ("slip and fall") coverage only, purchased piecemeal, as events come up
 - General Liability only
 - General Liability + Directors & Officers Liability
- ✓ M. Eisenhart provided report of requested research, including proposal for General Liability and Directors & Officers Liability insurance. Report is attached. Total cost is \$846. Highlights included:
 - Previous indication is no longer available – prices are increasing, and carrier has stopped writing insurance for neighborhood associations.
 - Brief explanation of various pertinent concepts was presented.
 - New indication (Auto-Owners Insurance is the carrier), includes Employers Non-owned Auto coverage on General Liability; also includes Blanket Additional Insured coverage. Previous indication would have included \$50 per Additional Insured charge (for instance, for the City of Lincoln for the Discover ECCO event), for each event requiring this coverage. Coverage provided for written contracts, with the Blanket Additional Insured endorsement.
- ✓ A detailed dialog ensued, as Board members asked questions regarding the proposal. Various scenarios were described, where coverage would apply, and how it would apply, to cover the Board and/or Board members. The major advantage is having defense cost coverage in place, in the unlikely event of a lawsuit against ECCO and/or the Board or its members.
- ✓ A. Bleed indicated that this is a one-year decision; the decision can be revisited annually, as our policies renew.
- ✓ A. Bleed brought up the particular scenario shared in her President's Report RE a particular Lincoln neighborhood association that was threatened with legal action (discrimination) if they opposed a group home they did not want in their neighborhood. Had they had insurance, there may have been a different outcome; the Board members could not take the risk of a lawsuit, and they were forced into a situation where they could not act in the best interest of the neighborhood as a result.
- ✓ A. Bleed indicated that she does not want the ECCO Board to say, "We don't want to do that event" or "We can't oppose that situation in our neighborhood", etc., because we are afraid of being sued. We need to be able to act in the best interest of the neighborhood. She also added that it would behoove the Board to work to increase our revenues via membership dues and donations, in order to be certain the insurance costs can be handled budgeted appropriately.
- ✓ B. Striman indicated that the membership-increasing opportunities should provide a good opportunity to increase revenues to cover all of our operating costs, including insurance, and mitigate fears regarding affordability.

- ✓ R. Maurer made a motion that the Board approve the purchase of General Liability and Director & Officers Insurance per the proposal of \$846. P. Pierson seconded the motion. The motion carried unanimously.

New Business

Election of a New President-elect, due to Resignation of Rich Leiter from the Board

- ✓ Discussion included recommendation that Bylaws be amended to two-year terms for Officers (not just Treasurer) for best level of consistency. M. Eisenhart commented that it would be a good thing to have A. Bleed continue for another year in the best interest of the organization, as this has been a time of transition. A. Bleed is amenable to continuing as President for an additional year. B. Striman and P. Pierson both concurred that this would be a very positive thing for ECCO.
- ✓ R. Maurer nominated M. Eisenhart to fill the open position of President-elect. There were no additional nominations; President A. Bleed closed the nominations, and M. Eisenhart was elected unanimously by acclamation.

NeighborWorks Program for Building Leaders and Building Communities

- ✓ Leadership training series - \$2,500 to \$3,000 grant provided to help fund our own action plan
- ✓ Shawn Ryba has provided some dates for the 13-part program (condensed into 5 segments of 3 hours each): June 9/June 23/July 14/ August 11/September 8
- ✓ Would like to have 8 members attend – must attend at least 6 of the 13 segments
- ✓ P. Pierson, M. Eisenhart, R. Maurer, A. Bleed, and T. Madsen are interested in attending
- ✓ Note: Attendees do not have to be Board members. A. Bleed will send information to others who might want to attend. Board members should consider who might want to be included.

First Lutheran Church "Serve Event"

- ✓ B. Striman indicated he's heard from them – they are looking for something to do for our neighborhood – a "serve event". Suggestions from the group included:
 - Picking up litter on the MoPac Trail
 - Having them contact the City Parks & Recreation Department – probably could provide a better idea of a project for them, especially in light of the timing of our current Clean-up/Big Event April 21.

KZUM – ECCO Representatives going on radio to discuss upcoming events, etc.

- ✓ In the interest of time, this item was tabled for our next meeting.

Meeting was adjourned at 9:20 PM.