

PARROT COVE BOARD MEETING MARCH 18, 2008

Attendees: Brian Gleason, Anna Schafer, Sandy Cocozzelli, Madlyn McKendry, Teresa Miller

The meeting included: review of the Home Tour, tree give-away, block party, Parrot Cove signage, dates and subjects of 2008 events and meetings, how to generate interest in the Association resulting in increased membership and participation, newsletter and postcard mailings, financial report and fund allocation for 2008.

Home Tour Review

Feedback indicates a very successful effort.

The Tour grossed \$9,795 based upon the sale of approximately 400 tickets. Expenses were about \$5,000 leaving net revenue of \$4,700. \$5,000 will be segregated in a 2009 Home Tour fund to cover anticipated expenses. The remainder will go into the general fund for a total of \$9,200 and a portion will be used for the Tree Give-Away.

Brian Gleason, Diana Scheiner, Anna Schafer, Madlyn McKendry and Teresa Miller will meet to begin planning the 2009 Tour.

Tree Give Away

Approximately \$3,000 will be budgeted for the Tree Give Away which will take place on May 10 or 17 in the parking lot of Believers Church on the corner of Lakeside and 10th. *Madlyn has secured permission from the minister to use the parking lot and either day works for the church.*

Trees will be given exclusively to members of the Parrot Cove Neighborhood Association who will be asked, via the newsletter to call in advance to specify their choice. Phil and Ann Weinrich will organize, including the choice of plants.

Block Party

Will be funded by the garage sale (\$600 in 2007) and will be in the same location as 2007 – the last block of north Golfview. It was agreed to follow the same format as 2007 so that the Association will rent a port-a-potty and barriers, hire a dj, purchase drinks, meat and bread. Attendees will be asked to bring ‘a dish’. The event will be tentatively scheduled for November 15, 6:00pm-9:00pm.

At this time, the Board does not have to act on any planning details. \$800 will be allocated for 2008. *Believers’ Church has offered their parking lot for Parrot Cove events and Madlyn suggested offering it to anyone who drives to the Block Party.*

Boundary Signs

Anna brought everyone up-to-date on her efforts to obtain permission for Parrot Cove signage either independent of the city's signs or affixed to current signs. The city has not given her any solid answers or direction. The second part of the issue, cost of signage, is unknown and cannot be determined until the type of sign is determined.

Sign locations were discussed and it was agreed the boundaries of Parrot Cove plus the 7th Avenue corridor into the golf club would be ideal. However, cost will determine the number of signs that can be installed.

This will be an ongoing project for the Board.

Parrot In The Hood Parties

Increase Association's contribution to \$200.

2008 Calendar

April 29	General meeting at Church Speakers: two landscapers. Brian to approach and confirm Each speaker allocated 20 minutes.
May 10 or 17	Tree Give-Away
May 16	Parrot-In- Hood Party. 7:00pm-9:00pm, hosted by Brian
June 7	Yard Sale. 7:00am -1:00pm, Anna's driveway
June 24	General meeting at Church Speaker: ?
July 18	Parrot-In-Hood Party. 7:00pm-?? At South Shore Restaurant/Bar.
August 26	General meeting at Church Speaker: ?
September 19	Parrot-In-Hood Party. 7:00pm-9:00pm hosted by Teresa
October ??	Face Painter and Balloon Person at Believers Victory Church's Halloween Party, sponsored by Parrot Cove Neighborhood Association. We send Invitation to residents of Parrot Cove. Date to be determined.
November 15	Block Party. North Golfview location, 6:00pm-9:00pm
December 19	Parrot-In-Hood Party. 7:00pm-9:00pm hosted by Anna.

Build Interest and Participation in Association

Welcome packet for new arrivals whether they are renters or buyers. Packet to include information that is available from Chamber of Commerce and Lake Worth (shops on Lake-Lucerne, important telephone numbers and addresses, calendar of Parrot Cove Neighborhood Association events, pound of Starbucks coffee (?). Teresa will check with Chamber of Commerce and city to find out what is already in print.

Brian spoke to three companies regarding obtaining mailing lists of new residents in Parrot Cove. It appears using data as well as our own observations is the most efficient way to find new owners and renters.

Packet to be delivered by members who are closest neighbors with a personal invitation to the next event.

Greeter at Parrot-In-Hood parties to introduce new attendees. Madyln mentioned how helpful it was when Diana did this for her and it was agreed to do at future events.

Postcards to alert community to special events which will be a supplement to the newsletter. Because the newsletter cannot always be timed to an event, the postcard is a more immediate reminder. Use for Yard Sale, Halloween Party and any other events that could be of interest.

Newsletter

There will continue to be six newsletters produced in 2008. Currently they are one page, printed two sides and hand delivered to the approximately 600 residences in Parrot Cove.

Teresa will attempt to sell advertisements in the newsletter to defray expenses (\$45 per newsletter) and, hopefully, produce revenue. Six business card size ads will be offered at \$25 each for 1-3x for and \$22 for 4-6x non-advertisers in the House Tour booklet and \$20 for 1-3x and \$18 for 4-6x for advertisers in House Tour booklet. Contracts are attached to these meeting notes. Please feel free to use!

Teresa will provide information to Will Grubbs to approach the church for a barter ad in lieu of the \$50 hall rental charge.

2008 newsletter goal is to increase general community news resulting in a higher profile for the Association. It could include book sales by Friends of the Library, Bryant Park events, watering restrictions, etc. The tax article provided by Brian will appear in the May newsletter. I will solicit information from the community and Parrot Cove Neighborhood Association member as well.