



MORNINGSIDE LENOX PARK

ASSOCIATION

Monthly Board Meeting Minutes

July 8, 2024

Board members present: *(asterisk indicates not present)*

President – Donald Campbell
Vice President – Rob Schuler
Secretary – Brandon Dhande
Treasurer – Marc Tammes
Membership – Kristen Pollack
Security – Phyllis Wingo
Parks – Micah Coleman
Marketing – Eric Lewis*

Technology – Grant Davies*
Events – Ryan Murphy*
Zoning – Rebekah Falkler*
Legal – Josh Kirschner*
Communications – Marla Johnson
Licensing – Ashley Milam
Public Affairs - Michael Parkerson
Business Liaison – Nick Vachon

Call to Order and Welcome

Don Campbell called the meeting to order and opened the floor to discussion topics.

Initial discussions included:

- **Notes from President Campbell:** We have received responses from Board members for 2025. The nominating committee may need to consider paring down the scope of Board roles. Discussion about merging Board roles with related areas of responsibility. Positions available next year: President, Vice President, Secretary and other roles.
- **Sgt. Lucien, on behalf of APD Zone 6:** We've had some simple assaults, but we are up in property crimes about 14%, including some motor vehicle thefts. Kia and Hyundai thefts have gone down, but other vehicles have been targeted. Please don't leave any bags, even if empty, in the car. Zone 6 has moved to 10 hour shifts, to allow for overlapping schedules, to prevent crime during shift changes and other benefits. The incoming shift has particular hot spot areas to focus on during change.
- **Major Ben Vayens on behalf of APD Zone 2:** We are proud of the safe Peachtree Road Race last week. Year to date, crime is down 12%, with violent crime down 40%. Reminder that leaving any visible items in your car or firearms leads to significant theft crimes.
- **Councilmember Alex Wan:** City Council is currently looking at our city pensions to see how this can help with retention. Some discussion about going back to a defined benefit plan (traditional pension). Increased salaries are helpful for recruitment, but pensions are targeted at retention. On July 11, we will have a community update about Monroe Drive Complete Streets, the area to Armour Circle. There was a recent stabbing on the Beltline by the Ansley Mall Kroger. There is a suspect under arrest and the cameras are



MORNINGSIDE LENOX PARK

ASSOCIATION

functional, which assisted with the apprehension of the suspect. The incident involved homeless individuals. Regarding Amsterdam Walk: Alex thanks the MLPA Board for their effort during the process, and he appreciates the work that the Board did on taking an informed position. Currently, nothing is moving forward, because Portman/Halpern have not successfully negotiated the Evelyn Street situation. That was one of the conditions. So, we need to see if that milestone is met. We don't anticipate seeing this at the City Council until the fall.

Finance Discussion:

- At end of June, we had \$116k in bank, but we should not get too comfortable with that balance, as our revenue is front loaded and expenses are back loaded in the year.
- For sponsorship we are below budget on sponsorships, but we are waiting on more funds that are pledged. We budgeted 10% growth on membership but likely will not hit that target.
- Expenses are backloaded with matching of the Park Pride grant, MLP Way, events, and other big items.

Licensing/Zoning Discussion:

- No Licensing or Zoning applications this month.

Membership Discussion:

- We've had stronger months in terms of membership. Some members have dropped to a lower level of membership that does not include security. We've been sending new neighbor bags and have a new neighbor social on August 15 at 6-8pm.
- We do not have a privacy policy on the website; some members have received emails from sponsors. We are not sharing anyone's information as a marketing approach.

Security Discussion:

- We previously discussed the uptick in burglaries and we have a special meeting set for tomorrow night, via Zoom. One of our officers who works at night is no longer able to work; we only have two nights per week covered. Discussion about increasing MLPA Security Officer pay for this shift to try to fill the evening shifts.

Parks Discussion:

- Smith Park renovations is coming along nicely. Herbert Taylor – we spent a lot of time with a consultant regarding an infrastructure bond and how to allocate for neighborhood parks.



MORNINGSIDE LENOX PARK

ASSOCIATION

Sponsorship Discussion:

- All our sponsors are enthusiastic. We are promoting through social media and in person events. We are in a good place regarding sponsorship payments. As we think about sponsorship outlook, we are at about \$30k with a few additional prospects, though recruiting new 2024 sponsors halfway through the year is a challenge. Nick is departing the Board due to his family moving out of the neighborhood, and he will work for a transition regarding sponsorship matters.

Communications Discussion:

- We need to be mindful about how we qualify MLPA sponsorship opportunities. It would be helpful to establish whether the recipient is nonprofit, covered by our neighborhood boundaries, etc.

Concluding notes:

- Don thanked the meeting attendees and concluded the meeting.

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