



# MORNINGSIDE LENOX PARK ASSOCIATION

## Monthly Board Meeting Minutes

September 9, 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.

Unanimous vote to approve the August minutes.

### Initial discussions included:

- **President's Notes:** We remain very concerned as a neighborhood about the recent burglaries. Everyone needs to be vigilant and call 911 to report suspicious behavior, even if it does not involve a clear criminal violation.
- **No Zoning or Licensing** application this month. We may have some zoning issues upcoming, including billboards in our neighborhood that are requested to be transformed into digital billboards. One example is above Smith's Olde Bar, not facing into homes. Will be up at the NPU for a vote.
- **Councilmember Alex Wan:** We've been fielding a lot of questions about 10<sup>th</sup> and Monroe – the intersection is not finished and awaits an asphalt cap. Construction aims to be done by the end of September. Separately, a man was found deceased in Piedmont Park earlier today; it is under investigation but it appears to be a self-inflicted wound. The cameras are working in the park. Additionally, in light of recent events in the neighborhood, Alex's office is moving funds from his office to support the MLPA Security Patrol.



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## **Finance Update:**

- We have \$109k in the bank at the end of August, which includes new funds from membership increases, sponsorship, and the Monster Dash. We are at a 4% increase in revenues year over year, with 29% of neighbors as members.
- Nominating Committee is working on an onboarding process to ensure the 2025 Board will understand the purpose of their role and expectations.

## **Membership Discussion:**

- We had a good month for new households joining in August, up to 1,001 active memberships total. Membership growth is doing well, though we see some declines associated with memberships lapsing and households moving out of the neighborhood. We want to encourage auto-renew for memberships and need to understand what we can do with Wild Apricot to support these efforts.

## **Marketing Discussion:**

- For the Monster Dash, we have yard signs up around the neighborhood parks and Beltline. So far, we have 161 people registered, with the hope of getting to 500 by the end of October. We have also reached out to the Morningside Neighbors magazine to promote the event.

## **Communications Discussion:**

- We have another Concert in the Park coming up on September 20. We've sold 57 tickets for the Morningside Mingle. A lot of sign-ups are taking advantage of the MLPA member discount code.
- Morningside Village is doing another wine walk; this was very popular last year. We will have another Membership table at the event, which takes place on October 24. We are not sure about rescheduling the rained-out Concert in the Park from August; may consider doing it without a food truck due to the cost and required minimums.

## **Parks Discussion:**

- No significant updates on any individual parks; some discussion about tree removal at Smith Park.
- Soon we will split off the Morningside Community Foundation and close the Parks Director Board role. We have an EIN and are close to filing for the 501(c)(3) for MCF. We will soon get the MCF Board together and talk about fundraising goals.



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## **Sponsorship Update:**

- We were able to bring Six Feet Under into a sponsorship role, with revised promotions in social media and upcoming events. We are informing sponsors about the end of our event calendar. Marc has helped Nick track whether sponsors plan to use their tickets for the Morningside Mingle.

## **Security Discussion:**

- Don provided an update: a group of neighbors are planning to hold a backyard security-related event /block party on Thursday, September 19. We want to be mindful that this is not an MLPA event; it is a neighborhood event that MLPA is supportive of in concept and it may raise funds through membership or other MLPA-related funding.
- We did not have any burglaries in the neighborhood over the Labor Day weekend, which was when MLPA Security Patrol had extra shifts as a proactive measure in coordination with APD Zone 6. With a unanimous vote by the Board, we are planning a similar number of extra shifts for Columbus Day and Thanksgiving, including an extra \$1500 in funding from Alex Wan to assist with shifts over the upcoming holidays.
- A group of neighbors would like to raise funds to add more License Plate Reader (LPR) cameras for the neighborhood entrances, similar to the effort last year.

## **Public Affairs:**

- No updates this month.

## **Concluding notes:**

- Reminder that we have the opportunity to update our Bylaws (if needed) during the November Annual Meeting.
- Don thanked the meeting attendees and concluded the meeting.

**ADJOURN**