



MORNINGSIDE LENOX PARK ASSOCIATION

Board Strategic Planning Meeting Minutes

January 8, 2025

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

President – Marla Johnson

Vice President – Sejal Patel

Secretary – Steven Cayton

Treasurer – Marc Tammes

Membership – Kristen Pollack

Security – Phyllis Wingo

Public Affairs/Infrastructure – Michael Parkerson

Events – John Hults

Zoning – Leslie Bristow Mather

Licensing – Ashley Milam*

Sponsorships– Rachel Palumbo *

Board Action Items(items requiring follow up action) will be bolded.

Board Votes will be in bold.

Call to Order and Welcome 7:01 pm

Marla called the meeting to order and postponed review of the minutes due to a couple missing BOD members who were on the 2024 Board. **(Previous meeting minutes were not approved during this meeting)**

- I. Update from APD Zone 2 Sgt. Williams:
 - a. APD Sgt. Williams from Zone 2 gave an update on Zone 2 crime stats.
 - b. Sgt. Williams gave an update on the suspects from the recent string of burglaries and confirmed one suspect remains in custody while another is out on bond/bail.
 - c. Sgt. Williams suggested residents visit <https://www.onesafecity.com/> to see some of the various safety initiatives across the city.
 - d. Sgt. Williams told the meeting that residents and business that are interested can register their security cameras with the city to allow better access by law enforcement. Interested residents should visit Onesafecity.com
 - e. Phyllis Wingo asked Sgt. Williams if the PAD diversion program for the unhoused was back working and Sgt. Williams indicated that as of last week it was working.
- II. Foundation Update
 - a. Set up is still in process and discussions were had about initial funding an how to properly account/categorize the funding. No decisions or votes taken.
- III. Technology Update
 - a. MLPA is continuing to improve its technology resources and next up will be the establishment of a Google workspace update with the providing of a drive and



MORNINGSIDE LENOX PARK

ASSOCIATION

folder set up for board members and chairs to use instead of their personal storage.

i. Emails will be moved over to this platform as well but no definite date.

IV. Update from the President Regarding MARTA's Proposed Bus Route Changes

a. **Marla reminded the group of previous emails concerning the upcoming MARTA Bus Route Review.**

b. Marla Recommended MLPA advocate for proposed Route 11 to operate as route 36 currently does – providing station to station access from Midtown to Decatur without a transfer, with a letter being sent on behalf of the organization. Marla made a motion and Michael Parkerson seconded - **Unanimous approval.**

V. Zoning

a. Permit Updates

i. Zoning Committee recommended approving the permit application for: 1739 Pineridge Dr. Ne., Motion to Approve(“MTA”) by Leslie Mather 2nd Marla Johnson – **Unanimous approval.**

ii. Zoning Committee recommended approving the permit application for: 848 Courtenay Dr., MTA by Leslie Mather, 2nd by Marla Johnson— **Unanimous approval.**

iii. Zoning Committee recommended approving the permit application for: 1346 Avalon Place Ne., MTA by Leslie Mather, 2nd by Marla Johnson— **Unanimous approval.**

VI. Atlanta Public Schools update from Ken Zeff

a. School Board Member Ken Zeff gave an update on most recent neighborhood school performance scores – All positive

b. The new Superintendent is about to mark 100 days on the job

o Mr. Zeff encourage residents to sign up for his newsletter
<https://www.kenzeff.com/newsletter>

c. Mr. Zeff offered his contact info should anyone want to reach out about APS matters. Kenneth.zeff@apsk12.org or 404-889-6553

VII. Finance – Marc Tammes

a. Marc presented on 2024 Results:

i. Ended the year with approximately \$100k in the bank

ii. Member Revenue was up 2% for 2024

iii. Total event revenue was up \$68k revenues minus expenses of \$59k net gain 9K for the year.

iv. Additional revenue received from film industry

v. One time donation from a neighborhood resident for the security patrol

vi. Master Plan funds that went unused in \$2024



MORNINGSIDE LENOX PARK

ASSOCIATION

- vii. Tech spending was below budget
 - b. **A budget draft was sent around to all board members and Marc is asking all BOD members with Budget items to submit in advance of February's meeting so that the budget can be voted on during the regular February meeting.**
 - c. **Marc informed the group that tax forms are required and asked that all chair make sure we have tax information prior to payment for any vendors we engages as an organization.**
 - d. Marc also informed the group that for our tax forms as a non-profit we need to list the number of volunteers and attendees at events. (At a minimum a best estimate).
- VIII. Security – Phyllis Wingo
 - a. Phyllis discussed the need to increase the management fee for the Security Patrol Manager Rick V....; Rick has not asked for an increase but Phyllis does not believe he has ever had an increase. Current fee is \$13k per year. Based on Rick's past performance and a history of going the extra mile for the association, and with a goal of keep Rick in his role recommended an increase and asked the Board if anyone had a suggestion as to amount. Marc Tammes (Treasurer) suggested to go from a current payment of \$500 per pay period to \$800 for a total annual of \$20k representing a \$7k increase annually. MTA Marc Tammes, 2nd Sejal Patel – **Unanimous approval.**
 - b. Phyllis discussed the opinion that the security patrol extended hours over holiday weekends should be continued and made a motion to approve for MLK weekend. MTA Phyllis Wingo, 2nd Sejal Patel – **Unanimous approval.**
 - c. License Plate Reader Cameras (LPR) Campaign has raised about \$38,000 plus the \$8,000 from Alex Wan/City of Atlanta. Currently have approximately \$3k more than required to buy five cameras and so there will be no further push at this time and excess funds will go to purchasing a 6th LPR.
 - d. There is a new neighborhood watch lead, Alexadra Weber-Blazer.
- IX. Events – John Hults
 - a. John presented on the planned events for 2025
 - b. John informed the Board that the events team and sponsorship team are working together to create an events package with standardized branding and scheduling processes. This process will include an effort to make it easier for neighbors to see upcoming events.
 - c. First Half of the year events coming up:
 - i. Volunteer Appreciation event on February 11th
 - ii. New Parents meet up brunch April 26th



MORNINGSIDE LENOX PARK

ASSOCIATION

- iii. First Concert in the park will be scheduled for late April with a back up date in May.
- X. Membership –Kristen Pollock
 - a. Kristen updated the group on current numbers
 - i. 1,026 active households
 - ii. 2024 saw a 2.5% increase in security patrol memberships
 - iii. 2024 saw an increase in basic memberships of 15%
 - iv. Approximately 25% of households in the neighborhood are active in the MLPA
- XI. Sponsorship – No update given
- XII. Infrastructure – Michael Parkerson
 - a. Michael informed the group that he had no updates for this meeting from Alex Wan on the Atlanta Botanical Gardens Project or the scheduled roundabouts.
 - b. Michael informed the group that the focus this year on infrastructure in the neighborhood is centered around sidewalk repair and the construction of two roundabouts.

7:56pm ADJOURN