

## **HANA Board Meeting Minutes**

**Date:** November 13th, 2007

**Time:** 7:30p.m

**Duration:** 1:25

**Place:** Recreation Park West Meeting Room

**Recorder:** Barbara Doulas

**Attendees:** Michael Weber, Frank Lenahan, Nick Julian, Pat Rosen, Mike Kalway, Barbara Doulas, Ed Sobon

### **Proceedings:**

- 1) Introductions and attendance
- 2) Review of October meeting minutes
- 3) HANA financials
  - a) Total Current Assests: \$2633.09.
  - b) Total Liabilities & Equity: \$2633.09.
  - c) Net Income September 2006 through November 2007: \$446.24.
- 4) Old Fashioned Xmas Carriage Rides
  - a) Decided to rent one larger wagon that seats 12-16 people for \$1050 and offer a slightly longer ride than in previous years.
  - b) Only need 105 tickets sold to break even. Compare to last year when we sold 180 tickets using 3 smaller carriages and HANA lost money on the carriage rides.
- 5) Charity Advertisement
  - a) Board voted on whether PACT (People and animals in community together) charity ad should be printed complimentary or for a fee.
  - b) Decided not to allow the ad (and similar ads) to run free of charge because of political and space issue concerns potentially arising from multiple charities requesting complimentary advertising. Note board also felt that in this specific case that wording of ad gave free advertising to Petsmart, a for-profit corporation.
  - c) Board was agreed upon continuing to allow complimentary classified ads for HANA residents.
- 6) Newsletter
  - a) Newsletter distribution seemed timely based on personal feedback from meeting attendees.
  - b) Proposed e-newsletter during off-times of printed newsletter to provide updates to community. Need to determine responsibility – assume it would be an extension of the newsletter and thus be owned by the newsletter editor. ? Need to discuss more.
- 7) Christmas Greens
  - a) Down from \$2400 last year to \$1700 this year.
  - b) Last minute phone campaign for greens orders was not done this year, most likely affecting the drop in greens sales.
  - c) Greens order email reminder was sent, though its effectiveness is unknown.
- 8) HANA email list

- a) List needs to be updated to prune out several invalid email addresses and add new addresses.
  - b) Dan Walsh to supply Frank Lenahan and Ed Macke with the new email addresses provided on the greens forms just submitted.**
  - c) Board to coordinate with Ed Macke to update HANA email list.**
- 9) Membership Initiative
- a) Recap of 2007 Q4 and 2008 Q1 membership initiatives provided by Mike Kalway (please see addendum at end of meeting minutes).
  - b) Board is in agreement to pursue all proposals.
  - c) Michael Weber to distribute newsletters for Xmas open houses and inform hosts to prominently display them.**
  - d) Mike Kalway to be 4<sup>th</sup> of July Parade chairman. Need to investigate parade participation application deadline. Also consider adding a HANA booth on Dunton (HANA territory) with refreshments at the 4<sup>th</sup> of July Parade.**
  - e) Additionally, plan to send a HANA holiday thank you to the block captains. Plan to prepare for distribution at December meeting. Mike Kalway to get cards, stamps and labels. Michael Weber to get addresses from Dave Landeweer.**
  - f) Also plan to increase publicity for the HANA April elections
- 10) Old-Fashioned Christmas
- a) Curently have 2 open houses and would like to get at least one more. **Pat Rosen and Barbara Doulas to pursue soliciting an additional home.** (Note, in the interim the Nemanich's have volunteered their home).
  - b) The Devito open house is providing one free 5x7 family portrait for each group of visitors, and thus would prefer to not host Santa.
  - c) Pat Rosen to enquire of other open houses if they would be willing to host Santa.** (Note, in the interim the Sallsman household will host Santa).
  - d) Michael Weber in the process of applying for village permits for event.**
  - e) Still need to secure Santa for event. (Note, in the interim Dan Tinley has enthusiastically agreed to be santa once again and also is in possession of the HANA Santa suit).
  - f) Board needs to "sell" HANA carriage rides.
  - g) Still seeking location to prepare luminaria on the day of the event. Requires a temperate (above freezing) location such as a garage with heaters, with enough room to accommodate a long table and the readied luminary bags (which require a significant amount of space). Barbara Doulas to follow-up a couple potential locations.**
  - h) Various board members to donate firewood for the event.
- 11) Christmas Greens Delivery
- a) Distribution of greens to proceed from Goldberrys' home to HANA households on November 17<sup>th</sup>. Still seeking additional volunteers to help with HANA deliveries.
- 12) The drop box location will move to the Lenahan residence in April 2008.**
- 13) HANA Plaques
- a) Pat Rosen proposed offering a HANA house plaque, similar to historic house markers in other towns, that supports HANA – picture a cast aluminum plaque

with the words “HANA Historic Community” or something similar that can be displayed on homes in the neighborhood. This could be in addition to pursuing signage at the borders of the neighborhood similar to Sherwood.

b) The plaques could be offered as a HANA fundraiser item, and could be possibly be offered as gifts to open houses for the Xmas event.

c) **Pat Rosen to investigate plaque costs and styling.**

14) Adjournment

## **Addendum 1: Membership Initiative Recap by Mike Kalway**

---

---

### **MEMBERSHIP INITIATIVE RECAP**

---

---

**TO:** HANA BOARD MEMBERS  
**FROM:** MIKE KALWAY  
**SUBJECT:** HOLIDAY 2007 /SPRING 2008 MEMBERSHIP INITIATIVES  
**DATE:** 11/26/07

---

With the continuing goal to increase participation in HANA, the following is an outline for discussion of thoughts and initiatives for holiday and spring:

- ❑ Have copies of the most recent HANA news letter available at the Old Fashion Christmas open houses, with the news letter include a remittance form for dues payment
- ❑ In late January or early February, host a thank you event for the Block Captains. The purpose to thank them for their support in 2007, and engage them (hopefully) into a expanded role for 2008
- ❑ In late January or early February, mail invoices to all non participating residents
- ❑ In the first newsletter of 2008, ask volunteers to form a 4<sup>th</sup> of July Parade committee. I will chair
- ❑ Look to potential community sponsors to help support various efforts

Thank you for your consideration