

Membership Committee Minutes  
March 19, 2016

MC: Cheryl Shapiro, Ron Shapiro, Lisa Ray, Carl Haberberger, Nina Eisenberg, Robyn Jagust, Marshall St. Clair, Michelle Chang

- Mixer at Michel held Feb 21
  - All agreed that this was a success as it was well-attended by a mix of new and long-time residents, with a great deal of positive feedback from attendees
  - Resolved to do it again
    - Frequency/timing
      - Discussed 3x vs 4x/year, generally favoring 3x given the rhythm of the school/holiday calendar and competing events such as National Night Out on 1st Tuesday in August
      - Next event would therefore likely be in June
    - Location - TBD, options discussed:
      - Michel - might get some awareness/expectation going if it had a fixed site. It is a nice walkable location right across the street from a gateway to the neighborhood. Downside would be favoring one business and having only one style/character of event.
      - Ordinaire - a good place that is also interested in hosting us. Downside is that it is on Grand Avenue, away from the border of the LHA and parking is challenging
      - LHA Park - would have the opportunity to have a more family-friendly event outside that would have a more community feel and be visible while in progress. Would require more work and possible permitting and arrangement for food vendors/trucks, as well as understanding of rules regarding alcohol.
      - Crocker School - Same advantages as LHA Park above with added upside of a large amount of available space and existing play area for children. Would like require more prep work to make arrangements with the School
- New Newsletter/Posting of Minutes
  - New newsletter design was emailed to the Membership Committee as a test with general agreement that it is very good, with kudos to the preparers and a recommendation to proceed with the plan to use the new email service to email to residents.

- The Committee is looking forward to the use of the new design to ability to include links to provide neighborhood news, historical info and LHA matters in a more engaging way
  - The newsletter has a box to click to take readers to board/committee minutes, triggering a discussion of the posting and communication of minutes
    - Agreed that it is important to post minutes in a timely manner and actively communicate their availability online to (1) engage residents in the community and board matters and (2) inform residents as to the matters taken up by the committees/board and how they are decided
    - We are a behind in posting minutes. A solution might be leveraging another participant at the meetings to record minutes to reduce the burden on one resource to prepare and post them, but there would need to be committee review before posting to even out potential biases of the writer and also to consider deletion of certain personal information
    - Discussed frequency and content of communication making residents aware of minutes being posted. An approach of using of using our new email/newsletter capability to email a link once/month with a link to minutes that includes some other useful updates and some attractive picture to increase the likelihood of opening generated the most support
    - General agreement that great progress has been made to improve communication, and that attention will be put on continuing the improvements
    - We should also continue to be considerate and mindful of people who do not have or use email, perhaps leveraging cluster captains to reach out with important matters from time to time (in addition to the legally required notices that are sent)
- 100th Anniversary
  - Discussed the 100th anniversary celebration planned for June 2017
  - A great deal of work is to be done and soliciting will be done for a separate committee of volunteers that will be formed - past events have included parades, fire trucks, printed materials, food etc.
  - Discussed options such as walking tours, or arranging with residents for home tours