

York Neighborhood Association Board of Directors Meeting

Nelson's Market, 514 Potter Street

April 18 2024 Minutes

Approved: Motion 2024-09-25.1 ✓

Present: Colin Beazley (President), Chris Donaldson (Vice President), Opie Knechtel (Treasurer), Mark Ellis Walker (Secretary), Jeremy Ferrera, Kevin Cussen, Megan Doyle. **Quorum satisfied.**

Excused: Élan Engel, John DeOrio.

Absent: Tom Scott, Mars Lindgren.

Guests: Past Board member Todd Kleinbrook, Board prospect Paul D'Agnolo, and Sehome Neighborhood Association Treasurer Ian Whiteford.

Action Items for specific Board members are listed at the end of the Minutes.

The meeting was called to order at 6:35pm.

1. Approval of Recent Meetings' Minutes

- Motion 2024.04.18.1: Chris moved to approve the minutes from the January 25 and March 27 Board Meetings and the February 28 General Meeting, and Todd seconded. Passed.

2. Mayor's Neighborhood Advisory Commission (MNAC) Update

Élan was unable to attend, so Colin reported for now that Élan said the most recent MNAC meeting was wild. We'll have to hear the full story at our June Board meeting.

3. Planning for York / Sehome Social at Harriet Spanel Park

Colin gave an overview of the context of this proposed event's genesis which the Sehome Neighborhood Association (SNA) approached us about cohosting, which has to do with the Bellingham Plan update currently in progress and especially the issues of housing and development. He emphasized that this comprehensive plan's update is not specifically related to the recent state legislation which will change housing-density restrictions and residential land use...rather, that the plan's update is already mandated by the City to happen at this time.

In any case, City representatives from the update will be our big invitee for the event. Jonathan Schilk will be representing the Planning Department, and Greg Hope will have information available about the City's emergency preparedness.

As the City's Party Trailer is not available this early in the year, the question of what our alternative draw could be was a first topic of discussion. The consensus was that this should be (in Megan's words) an information fair, with the City present at perhaps three tables and YNA Board members at two or three others (one for the Rock Hill Park Refresh project, hopefully one for the Historic Preservation Committee's activities such as the Interactive Walking Tour, and maybe one jointly representing both York and Sehome's Boards in general and serving as a fundraising effort). Jeremy and Paul indicated that they have tables and chairs available.

It was agreed that attendees should be encouraged to bring chairs or picnic blankets, as there will be some seating available but probably not much. For food and beverages, the consensus was that this should be promoted as an informal potluck; Megan indicated that she has a lot of pop left over from her recent birthday party, but Colin can get more at Grocery Outlet as needed. Board members should be sure to bring food so it's not all on the neighbors to do so.

For entertainment, Megan will approach Gallowglass (the contemporary-Celtic band who played at the annual Holiday party in December); they are not likely to need amplification. She also has some yard games she can bring.

Anticipating Opie's report next on the agenda, there was some discussion of ways to make this event a fundraiser for the YNA and SNA. Jeremy suggested offering a raffle, and ideas floated for the big items it could feature included food from McKay's (which is in Sehome) and from Nelson's Market's diner and possibly Aslan Brewing Company. A QR code for our Venmo page should be posted on the shelter at the park, plus one for the SNA to whatever link is appropriate.

Finally, Chris agreed to produce a poster promoting the event, and each neighborhood association will print and post its own supply of copies.

4. Treasurer Update

Noting that the YNA has largely been operating on funds raised in past years, Opie provided a budgetary table indicating that, if we don't actively raise some more, our bank balance will be around **\$400 (?)** by the end of this year at our current rate of activities. She indicated that she feels we should raise the rates for advertisements in the newsletter, which Mark (as its producer now) has wanted to avoid but agreed to consider it further.

Fundraising ideas were then discussed and included selling York-branded merchandise such as hats and shirts; there could be a contest for a York logo design, or, as Jeremy suggested, we could use the "Welcome to York" signs' art. Todd offered to look into the options and costs of producing such hats, but it was agreed that this effort won't be practical too attempt to achieve in time for the May 16 event.

The consensus was that we need to organize a sponsorship strategy. Chris agreed to champion this effort but asked that no deadline for it be set just yet. Suggestions for strategy elements included pushing for more companies to sponsor events and print materials (and, per Todd, that we push the value of sponsoring York events) establishing sponsorship tiers.

5. Historical Preservation Committee Report

Chris related that the photos they selected with Jeff Jewell of the Whatcom Museum for the Interactive Walking Tour have now all been printed and that it's now time to review them and select the ones to be used in the tour. It is also time to determine who wants to be part of that process.

Also, he mentioned that Jeff Jewell recommended hiring the Good Time Girls to lead some tours but that this might be more than the YNA can take on financially.

6. Status of Upcoming Newsletter

Mark says the April issue is almost ready to be printed, pending review and approval by certain Board members of their articles' final form.

As a side note, in his capacity as a YNA webmaster, he requested that the most recent Board additions send him a head-shot photo and a brief blurb for the website; he will reiterate this via email after the newsletter is out of the way.

7. Dumpster Day Planning and Yard Crawl Outlook

Mark notes that he reached out to "Dumpster Queen" Carolyn Mulder about the likely date of this year's Dumpster Day, in hopes of including it in the newsletter's calendar of upcoming events at least, and that she said June 15 was looking most likely (as it coincides with Western's graduation date and the end of finals week).

Colin will check in with her about the planning soon; he will also be talking with Chris Roselli, director of Western Washington University's Community Relations Department, about possibly dovetailing the York Yard Crawl with their Couchella drive (in which students no longer needing their couches give them to a communal holding space to be used by incoming students later rather than abandoning them to curbs as often is the case). Megan says that a date has not yet been determined for the York Yard Crawl but that it can move to August if that will facilitate such an effort.

8. Board Nominations and Confirmations

This being Paul's second meeting attendance, and Todd having been on hiatus as a board member but now being ready to rejoin:

- Motion 2024.04.18.2: Kevin moved to have him join the Board, and Colin seconded.
- Motion 2024.04.18.3: Colin moved to have him rejoin the Board, and Jeremy seconded.

Both motions passed. There not being sufficient time to deal with elections of Board officers, the current officers agreed to remain in their roles and put the matter off until the Board's next meeting (June 19).

Meeting adjourned (properly, for a change) at 7:59, a full minute early despite its late start.

Action item for all Board members: Personally invite neighbors to the May 16 event, bring a dish for the potluck part of it, and encourage neighbors with local businesses/causes to promote it (possibly by staffing a table). Also, please distribute newsletters when they have been printed and announced.

Individual Action Items:

Chris:

- Produce a flyer promoting the May 16 event.
- Prepare to organize a sponsorship strategy with Opie.
- Promote the May 16 event and May 11 Rock Hill Park Work Party via YNA social media.

Colin:

- Discuss with Chris Roselli the possibility of dovetailing the York Yard Crawl with Couchella.
- Confer with Carolyn Mulder about the date of Dumpster Day and notify Mark when it's set.
- Send an invitation to the Rock Hill Park Work Party to the YNA listserv.
- Check with the Bellingham School District about their new office's printing capacities as an option for reducing newsletter print costs.

Jeremy:

- Make table and chairs available for the May 16 Social.
- Inquire with Minuteman Press as to cost of printing the next newsletter.

Kevin:

- Send a note to the Rock Hill Park Refresh Committee about the timing of a meeting with regard to the May 11 work party there.
- Look into whether you have a merchandise hookup for drop shipping YNA goods as part of the fundraising efforts.

Mark:

- Promote the May 16 event in the newsletter issue about to go to print.
- Revisit the possibility of raising newsletter ad rates.
- Transcribe and distribute minutes for this meeting for Board review.

Megan:

- Bring yard games and beverages to the May 16 Social, and see if Gallowglass will play.

Opie:

- Prepare to organize a sponsorship strategy with Chris.

Paul:

- Make table and chairs available for the May 16 Social.

Respectfully submitted, Mark Ellis Walker, Secretary.