



Friends of Midtown Board Meeting
January 18, 2022 ~ 6:00 pm- 7:30 pm

Board Members in Attendance: Molly Haragan (President), Nate Lotze (Vice President), Eileen Carson (Treasurer), Hannah Witwer, Autumn Anderson, Ben Hinnemkamp, Cat Kustes, Heavenly Smith, Jodi Sanger, Lina Beron Echavarria, Lindsey Sansoni, Lisa Sanford, Mikell Simpson, Rhiannon Jacobs, Zoe Hall, Priscilla Morales.

- **New Board Nominations** (Cate, Nate, Hannah, Autumn)
 - Puja Gellerman has resigned from the FOM board due to family and other obligations. We are extremely grateful for her contributions to FOM while on the board and wish her luck.
 - Rhiannon Jacobs has also resigned from the board and this will be her last meeting with FOM. Rhiannon has moved to Washington DC to pursue a new career.
 - Open Positions -
 - Hannah Witwer is taking a Monday evening class and will no longer be able to act as secretary. We are looking for a board member to step up to take on the role for the next few months.
 - Rhiannon is leaving the Development (Membership & Fundraising) Committee and we will need to replace her role.
 - We are looking for Business & Safety co-chairs, Katie Talada had her baby and resigned from the board, and we have standing openings on the Safety Committee.
 - Eileen is looking for someone to act as Treasurer “shadow” as she will not be on the board forever, Zoe Hall mentioned that she is interested in shadowing Eileen in this role.
- **Treasurer’s Report** - Eileen Carson shared the Treasurer’s Report.
 - Eileen sent out the November and December 2021 Treasury Reports. There will be adjustments made to the report once the insurance provider is alerted that the Dog Park has closed.
 - Nate Lotze motioned to approve the November Treasury report, Zoe Hall seconded the motion. The board has voted to approve the November 2021 Treasury Report.
 - Hannah Witwer motioned to approve the November Treasury report, Zoe Hall seconded the motion. The board has voted to approve the December 2021 Treasury Report.
- **Membership Report** - Rhiannon Jacobs shared the membership report. In January 2020, FOM only had 4 sustaining members so it is exciting to see how things change over time. This month we also got a Platinum business member!
 - Total - 191
 - 81 Individual
 - 74 Household
 - 23 Business
 - 13 Sustaining Members

Board Business (vote)

- The board reviewed the November meeting minutes for approval. Eileen Carson motioned to approve the minutes, Cat Kustes seconded the motion. The board approved the publishing of the November meeting minutes to the FOM website.



Board Discussion Items *(for items that require board feedback/discussion)*

- The FOM Board strategic planning session will be held on February 16th from 6pm until 8/8:30pm. Molly has created a quick deck that she will make available to the board to use as prep work for the Strategic session.
 - Cat Kustes pulled videos from every committee and created a year end reflection video from 2021. We accomplished quite a lot and this video is a great testament to that. We will take clips throughout the year to highlight things that each committee is doing.
 - Location for this strategy session is TBD, this could be a virtual or in-person meeting depending on how comfortable the board feels.
 - The session's goal is to look at the outlook for 2022 in terms of activities, making sure they further FOM's mission, they contribute to the strategic goals, and think through funds, volunteers, and resources that are required are available.
 - The FOM strategic goals from the 2019-2020 planning session were
 - Diversity, Equity & Inclusion
 - Access
 - Visibility
 - Sustainability
 - Other priorities for the board are increasing and retaining FOM membership and sponsorship, board member recruiting, continuing to deliver our FOM core programming, outreach and developing new partners and programs/events.
 - In 2019-2020 we did a community survey and the themes that stuck out as areas that FOM can focus were home ownership, retain and attract residents, political advocacy, connection to other orgs, connection to business.
 - Pre-work for the session:
 - Create a calendar planning sheet, a template is created and each committee should think about events and activities that will happen in this coming year. These should be completed by February 12th so Molly and Nate can prepare for the session.
 - Fill out columns A through D, you're encouraged to complete columns E through N which surround FOM's progress towards our priorities and goals.

Committee Updates:

- **Safety Committee**
 - Weekly "Midtown Walks" will be halted until further notice due to COVID-19 concerns among the committee members.
 - Ben will not be able to join the strategic session but will do the pre-work and create next Month's Schedule.
 - Ben announced the Safety Committee page will no longer be active and is pointing all members
- **Business Committee**
 - January & February Meet & Greets
 - Autumn is meeting with business members to develop relationships, hand out decals, discuss upcoming events (below), and hear how we can best support
 - 1/21 with Jennie from Knead
 - 2/16 with Vivi from Vivi on Verbeke
 - Business membership reach out, Autumn identified four businesses that she felt would be good additions to FOM and will be meeting with them to discuss potential partnerships.
 - Met with Erica from City House who signed up for Platinum membership.



- Talked with Peter from Little Amps and sent message to set up formal meeting
 - Need to follow up with Steffan from Good Brotha's
 - Dee McGee design studios.
- Spring Business Bingo Raffle
 - Zoe and Autumn met and talked about how to collaborate with business members and the idea of bingo raffle was brought up. This would be a 10 day event where people would go around Midtown, buying items from businesses and have a grand prize at the end.
 - Begin promoting at the end of February/beginning of March.
 - Launch mid-April (one week or 10 day event ex. Friday-following Sunday)
- Spring Biz Member Event
 - City House BnB location?
 - Knead food?
 - Need to connect with Molly and Eileen on budget
- **Events Committee**
 - Spring Midtown Meetup Ideas
 - City House BnB
 - Ted's Midtown
 - Business Member Scavenger Hunt
 - Looking forward to more planning during the Strategic Planning Session
 - May 16, 2022 - EFP Harvest Open 2 Golf Tournament, FOM promote event
 - Don't play golf? Donations help too
 - Canned fruits, vegetables, meats, canned soup and beans, pasta and sauce, rice and cereal, baby food and diapers, soap, toothpaste, personal items, financial contributions
- **Community Building Committee**
 - The Committee is looking forward to the strategic session to put together ideas and a plan for 2022
- **Dog Park Committee**
 - Met with exec team to go over survey findings, brainstorm next steps
 - Making some final updates and will share findings with rest of FOM board
 - Plan to engage city government post-inauguration, once settled in new positions:
 - Jocelyn Rawls appointed Parks, Rec & Enrichment committee chair
 - Mikell Simpson will help Jodi connect with Jocelyn Rawls
- **Communications Committee**
 - Cat has finished the board video, Zoe has been in contact with Events and Business Committee on ideas and connecting with the community.
 - The team has cleaned up social media feed to create a more succinct look, lots of posts have been moved to the archive.
 - The Committee is working together to create a 2022 timeline. Priscilla reminded the board to put together items for the newsletter, which will be due by the 26th so the newsletter can be sent on the 31st.
- **Beautification Committee**
 - MLK Day Event went great, 16 people volunteered to pick up trash along the river on Sunday, January 16th. They will be brainstorming event ideas and welcome any and all feedback and thoughts.
 - The committee has created a living document outlining objectives and potential projects for 2022.
 - The Beautification Committee is looking for areas within Midtown that need trees. If any board members (or community members) know of areas that need more trees, let the committee know. The board discussed the need to show up in all areas of Midtown and encouraged the board to look for tree plots towards Maclay and between 3rd and 6th.
- **Nominating Committee**



- Current Board Members:
 - Comms - Priscilla, Cat, Zoe, open
 - Beautification - Lindsey, Lina
 - Safety - Ben, open
 - Business - Autumn, open
 - Dog Park - Jodi, open
 - Community Building - Mikell, Lisa
 - Events - Hannah, Heavenly
 - Nominating - Hannah, Nate, Autumn, open
 - At Large - Puja
- Open Positions:
 - Development Co-Chair
 - Comms liaison for Beautification & Safety Committees
 - Secretary
 - Business

Closing - Eileen Carson motioned to close the meeting, Nate Lotze seconded the motion. The board voted to close the meeting at 6:54 PM.