

# West Kessler Neighborhood Association

## MINUTES

MARCH 21, 2017

7:09PM – 10:04PM

808 N HAMPTON RD

MEETING CALLED BY	Regular Schedule of Monthly Meetings
TYPE OF MEETING	Monthly Board Meeting
FACILITATOR	Joseph Beckham
NOTE TAKER	Shawn Johnson
ATTENDEES	Joseph Beckham, Jonathan Saxer, Teresa Harvey, Shawn Johnson, David Cooper, Angie Mobley, and Stuart Gill
CALL TO ORDER	Joseph Beckham at 7:09PM

### Approval of Meeting Minutes

Shawn Johnson

- February 15, 2017 minutes approved
  - Motion to Approve (Passed): David Cooper moved to approve, Teresa Harvey seconded

### Treasurer's Report

Jonathan Saxer

- Balance: \$6,558.86
- Adjusted the final budget to match the last board meetings approval.
- Checks that were ordered on February 1, 2017 were canceled by the bank. Jonathan went to the bank and received temporary checks from the teller and confirmed new checks are on order.

### Membership Drive

Joseph Beckham

- May 2017 will be the official membership drive
- May events will have an element of increasing membership
- Would like to consider doing memberships at different levels: Silver, Gold, Platinum
- Social media accounts push will include an introduction to neighborhood, what have we done the last few years, update of member information
- Kent suggested a survey to gather information from membership and potential members about how they would like their membership dues used

#### Action Items

- Shawn will begin to gather questions related to a survey

### PayPal Account

Joseph Beckham

- Collecting funds through PayPal – on website. 2.2% plus .30 fee
- Double Your Donation button for the website?
- Teresa Harvey paid for PayPal Here Mobile Card Reader (\$40 cash)
  - Motion to add PayPal payments to the website: David Cooper motioned / Stuart Gill seconded, no opposition

#### Action Items

- Shawn will begin the processes of adding PayPal option to the website. Will need login details to the PayPal account.
- Shawn will begin researching a "Double Your Donation" button for the website
- Jonathan Saxer will request PayPal Here Mobile Card Reader (\$14.99)

### General Meeting in April

Joseph Beckham

- Meet-and-Greet between Scott Griggs and Stephen Winn at Stevens Park Golf Course clubhouse.
- Consider requesting questions in advance and having a moderator host each candidate in an individual setting and not use a debate style platform.

#### Action Items

- Joseph will follow up with both campaigns to see if the schedule matches.

### Mural for Davis / Tenna Loma

Joseph Beckham

- Need to determine the owners of the retaining wall
- Research mural projects with the City of Dallas

#### Action Items

- Beautification Committee will determine the owners of the homes that own the retaining wall and reach out to the owners about a plan to paint the mural.

## West Kessler Cares

Teresa Harvey

- Two charities have been researched and were presented to the board to consider as support for the “West Kessler Cares” initiative.

**The Promise House** – For 31 years, Promise House has stood at the forefront of combating youth homelessness in Dallas. Our agency began as the result of a community needs survey conducted by Lover’s Lane United Methodist Church (LLUMC) in the early 1980s. This project uncovered that homeless and runaway youth were the Dallas demographic with the greatest unmet need for services. As a result, LLUMC devoted their energy to this underserved population: they bought a large blue house in Oak Cliff, and in 1984, Promise House was born.

Promise House began as a 16-bed emergency shelter for youth in crisis. However, in 1996 the visionary leadership of Promise House broke ground on a new building, which allowed for a drastic expansion in the services offered. The Emergency Youth Shelter Program moved into the new building in early 1997, leaving the original blue house vacant. With the space for additional residential programming now available, the Wesley Inn Program was created, allowing homeless teen mothers and mothers-to-be a place to learn to raise their children. Additional residential programs and non-residential, community-based programs were added over the years to come.

Today, Promise House is an independent 501(c)(3) organization encompassing multiple programs for service.

**Sunset Foundation** – The Sunset Foundation is organized exclusively for charitable and educational purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code and Section 11.18(c)(1) of the Texas Tax Code including, but not limited to, the purpose of providing financial assistance for higher education by establishing a high school scholarship foundation. Through the Foundation, financial assistance in the form of scholarships shall be made available to deserving young men and women who graduate from Sunset High School for the purposes of pursuing and furthering their higher educations.

The IRS has ruled that the Foundation, Employer Identification Number 75-2558949, is tax-exempt and that contributions are tax-deductible.

The authority for the management, control and operation of the Foundation is vested in its Board of Directors. The street address of the registered office of the Foundation is 102 S Plymouth Road, Dallas, Texas, 75211, and the name of the registered agent at this office is James W. Rutledge.

The standing committee structure of the Foundation includes a Committee on Selections and Awards, a Committee on Investments, a Committee on Development, and a Committee on Planning and Programs.

All gifts to the Foundation remain perpetually in a permanent endowment. Scholarships are given annually to deserving Sunset graduates from the earnings generated by the endowment.

- Board agreed to support The Promise House as the first event for West Kessler Cares.
- Board will consider a second event to support The Sunset Foundation at its planned golf tournament.
- **The Promise House:**
  - Backpack drive on an annual basis, members buy and donate backpacks and those backpacks are stuffed with materials that help them survive on the street.
  - Association will donate \$600 to begin the process and have an event to create the backpacks.
- Motion to use \$600 for The Promise House Backpack Project: Angie Mobley motioned / Jonathan Saxer seconded, no opposition

### Action Items

- Teresa to get information and dates related to The Sunset Foundation golf tournament.
- Teresa to set up a general meeting with them speaking in the summer session.
- Teresa to get a list of items that should be added to the backpack and determine the price-per-backpack

## Oak Cliff Chamber of Commerce

Joseph Beckham

- WKNA is listed in the Membership Directory, published for 2016, with a phone number of 972-546-0616
- Kessler Neighbors United
- Old Oak Cliff Conservation League
- No other neighborhood associations appear in the membership directory
- Non-Profit and Individuals Membership Dues: \$231.00
  - Motion to suspended renewal: David Cooper motioned / Angie Mobley seconded, no opposition

## 501c3 Status

Joseph Beckham

- EZ has been filed
- Waiting on status from IRS

## New Member Welcome Kits

Teresa Harvey

- Oak Cliff Coffee will provide a bag of coffee at their cost - \$5
- Cheese and Chutney – Going to come up with a discounted item or coupon for a free item
- First round of kits will include: Welcome letter, directory, flyer card, and Oak Cliff Coffee.

- Motion to send our Welcome Kits to new homeowners/renters that moved in from January through February: Jonathan Saxer motioned / Angie Mobley seconded, no opposition

**Action Items**

- Teresa will follow up with Kessler Bakery and Nova
- Shawn will design a marketing flyer with contact information, social media sites, and website details

**Park Reclamation Project**

**Joseph Beckham**

- Joseph is currently researching the title to the property, approximately 4 days worth of work will cost \$1,600.
- *The Hidden City* book refers to the park that was given to the Golf Course and the family.

**2017 Bond Package Review/Recommendations**

**Joseph Beckham**

- Consider having questions for Scott Griggs and Stephen Winn at the April general meeting to discuss bond issues
- Would like to gather information from the neighborhood about things they would like to see part of the bond package

**Annie Stevens Park Water Fountain**

**Joseph Beckham**

(for Kurt Johnson)

- Still waiting for timeline of completion
- Burden to the association could be \$140 additional.

**Little Free Library**

**Joseph Beckham**

- Still waiting on completion of the LFL

**Action Items**

- Joseph Beckham will follow up with Carrie to determine the location of the LFL on her property
- Teresa Harvey will reach out to Jeff to determine completion

**Social Committee**

**David Cooper**

- Signs
  - 10 18" X 24" corrugated plastic signs with wire stakes
    - o \$25 set-up
    - o \$37 each
    - o Expedite fee on 3 signs
    - o Total Paid: \$213.50 + \$289.93 = \$503.43
      - Check issued by Jonathan Saxer for \$425 for cost of signs. David absorbed the cost of taxes and expedite fees.
- Placement
  - Request Teresa and Joseph take signs
  - David will coordinate and notify Teresa and Joseph on the appropriate times to display signage
- Neighborhood Night Out
  - 4/4 Movie night at Texas Theatre (calendar not yet posted) – possible 1984 special screening for 50<sup>th</sup> anniversary
- Monthly Wine Down
  - 3/24 Evan and Stephanie Engwall (confirmed)
  - 4/28 Jonathan and Amanda Saxer (confirmed)
- Annual Events
  - Easter Egg Hunt (4/16) – will follow up on association participation, budget \$100 to this event to be used on children items or bunny
  - Spring Salad Supper (May)
  - Summer Pool Party (August) – follow up with Glenn
  - Fall Fest (October)
  - Holiday Walk-a-Bout Progressive Dinner (December)

**Mardi Gras Parade Committee**

**Kent Frederick**

- Expenses:

Parade Expenses			
<b>Joseph and Angie</b>	Costumes	\$	300.00
	Beads/throws	\$	818.37
	Float	\$	2,400.00
<b>Kent</b>	Hats/throws	\$	283.67
	Costume/large	\$	190.56
	Tip for driver	\$	50.00
<b>Stephanie</b>	Costumes	\$	500.00
<b>Association</b>	Parade Entry Fee	\$	100.00
		2017 Total Expenses:	<b>\$ 4,642.60</b>
		Association Contribution:	\$ (500.00)

Collection from Riders/costume/beads:	\$	(600.00)
Contributions to Float:	\$	(800.00)
	\$	<b>2,742.60</b>
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Expense Donation (Kent/Steph)	\$	(949.23)
	\$	1,793.37

- Lessons:
  - All the committed riders didn't show
  - People didn't give because they thought the association should have covered all cost associated with participation
  - It's not possible to raise all funds required for participation.
  - 17 walk/riders.
  - Liked to hand deliver items to the participants on the parade and would like to continue that theme next year.
- Joseph wants to communicate the cost of the parade to members to ensure they understand the association wasn't covering the entire cost of the float and party.
- Disclose the total cost of the event to neighbors
- Kent appointed as Mardi Gras Committee Chair for 2018
- Checks issued to Joseph Beckham of \$500 (WKNA budgeted amount) and \$1,300 from collected funds (from Kent Frederick)

#### Communications Committee

**Shawn Johnson**

- Shawn designed three new logos for the association to be used for general marketing, arbor initiative, and charitable events



**WEST KESSLER**  
NEIGHBORHOOD ASSOCIATION



- We have explored the use of two vendors for swag to be sold on the site, Gallore and Printable. Both vendors are viable but will require additional research to with the owner of the domain and host accounts.
- Joseph would like research done for a vendor to handle printing of initial cost for tote canvas, coffee mug, koozie, and Jonathan suggested a pocket tee.

#### Action Items

- Shawn will research cost of initial printing needs for membership drive

#### Beautification Committee

**Stuart Gill**

- This Saturday will have a Tenna Loma clean up at 10am... at the rock, trash bag, rakes, and gloves needed
- East side of Oak Cliff Boulevard (needs cleanup)
- May 20 is Operation Beautification for City
- WKNAI Flyer Needed:
  - 20 – 30 trees
  - 3-year-old native tree
  - Planting on Earth Day, April 22
  - Canvassing will begin second week of March
  - Flyer Details:
    - We would like to give you a tree
    - Do you want one
    - Email someone at west Kessler
    - We will come out and plant

#### Action Items

- Shawn to add clean up event to social media
- Shawn will create messaging for WKNAI flyer

#### Development Oversight

**Joseph Beckham**

(for Stephanie Engwall)

- A lot of discussion about the new carwash that has been planned on Davis
- Appears Scott Griggs and the community surrounding the carwash are not in favor

- WKNA does not need to be involved is taking a position related to the discussion, at this time.

**Conservation League**

**Angie Mobley**

- Need to start thinking about what to do for a grant.
- Deadline May 31
- Ideas proposed: mural, electricity, QB, sign toppers, poll toppers/flags banners

**Crime Watch/NOCUPP**

**Teresa Harvey**

**Angie Mobley**

- Kessler Woods did not join the group
- Need to include NOCUPP information in the welcome packages

NEXT MEETING	May 17, 2017 at 7:00PM – at 808 N Hampton Road
ADJOURNMENT	Motion by Angie Mobley and seconded by Teresa Harvey to adjourn the meeting at 10:04PM.
MINUTE APPROVAL	Recorded: Tuesday, March 21, 2017 Approved: Wednesday, May 17, 2017 Published: Thursday, May 18, 2017