

NORTHDALE CIVIC ASSOCIATION (NCA) MEETING MINUTES  
February 20, 2017

The meeting was called to order by Vice President Tom Murray at 7:00 PM. Directors attending were Bill Castens, Robert DeMeo, Ann Frisbie, Frank Giordano, Martha Hughes, Robert Mantler, Jan Marshburn, Tom Murray, Raymond Powell, Bruce Poli, Nancy Stearns and Jessica Watterson. Claude Siler-Nixon was absent.

After the pledge to the flag, the minutes of the January 2017 meeting were discussed and approved on a motion from Bill Castens and a second by Nancy Stearns.

Financial Report

Bill Castens, Treasurer, presented the financial report indicating that, at this time, net income is better than budget. Membership Income and Advertising Income have improved slightly and expenses are significantly under budget. On a motion by Nancy Stearns and a second by Raymond Powell, the January financial report was unanimously approved.

Deed Restriction Report

Frank Giordano is working with our attorneys regarding a scribners error they reported related to the golf course deed restriction renewals. He also reported on other deed restriction complaints including one related to neighbors feeding stray cats.

Membership Report

Jessica Watterson reported on the recent membership committee meeting. The committee proposed several options to improve membership including:

- Article in newsletter about NCA activities with strong emphasis on the positive
- Publish names of NCA members in the newsletter
- Update the NCA website
- Actively post on Facebook
- Create member brochure
- Prepare a membership packet

Communications

Ann Frisbie has received a proof of the March/April newsletter for review. She also wants to make sure the NCA webpage gets updated for all upcoming events. There was discussion about the need for a person on the Board with webpage development experience. Nancy Stearns will talk to a resident that volunteered to help with updates to the garage sale map on our webpage.

Bruce Poli is now posting information on Facebook. He reported that we now have 267 "likes". He requested that we put a request in the newsletter for residents to "like" the NCA webpage.

Community Relations and Other Reports

Tom Murray reported that the 2017 calendar has been distributed and is also included in the new resident welcome bag. Tom asked for a vote on whether to do a 2018 calendar. Discussion ensued and there was a unanimous vote to go forth with a calendar for 2018. Becca Mendoza will help with photos this year.

Martha Hughes reported that there were 12 new Northdale residents in the month of January. Bill Castens reported that the membership committee wants to pare down the contents of the welcome bag and make it more professional. Discussion ensued about what items should be included in the bag.

Concert in the Park – March 10, 2017- Frank reported that the Lint Rollers will be performing this year. There will be **no** vendors so “Bring Your Own Food.”

Garage Sale – March 18, 2017

Family Fun Fest - April 1, 2017 – Ann reported that we are seeking sponsorships for the Northdale Family Fun Fest. Several food vendors have confirmed but we still need more. Tom asked each Board member to recruit a food vendor.

Easter Egg Hunt – April 15, 2017 – Martha asked for volunteers to help with the Easter Egg Hunt and she needs donations of baskets.

#### Old Business

Ann reported that NCA is sponsoring the Ladies Professional Tennis Tournament at Northdale Golf and Tennis Club starting on March 12, 2017.

The meeting was adjourned at 8:15 PM on a motion by Frank Giordano and a second by Bill Castens.

The next Board Meeting will be held on Monday, March 20 at 7:00 PM at the Bill Castens’ Building Conference Room. The Executive Committee will meet at 6:30 PM.

Submitted by Jan Marshburn, NCA Board Member