

NORTHDALÉ CIVIC ASSOCIATION (NCA) MEETING MINUTES

March 20, 2017

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

After the pledge to the flag, the minutes of the February 2017 meeting were discussed and approved on a motion from Ann Frisbie and a second by Nancy Stearns.

Financial Report

Bill Castens, Treasurer, presented the financial report indicating that, membership income and advertising income were under budget, but that the loss was offset by savings in professional services. At this time, net income for the year is still better than budget. There was discussion about the need to increase advertising income or reduce the costs of publishing and distributing hard copies of the newsletter. On a motion by Tom Murray and a second by Bruce Poli, the February financial report was unanimously approved.

Deed Restriction Report

Frank Giordano reported on some issues related to Northdale golf course deed restrictions. He also reviewed other deed restriction complaints including one related to a tractor trailer being parked in a front yard. Frank reminded the Board that the Special Taxing District is preparing new signs for each neighborhood in Northdale

Membership Report

Bill Castens reported that February membership income was higher than in past years. The increase is attributed to the payment reminder that was inserted in the newsletter a few months ago. Bill also reported that more people are paying with PayPal which generates a 3% charge to the vendor. Jessica Watterson brought an updated draft of the NCA brochure for review. Robert Mantler agreed to complete the design work. The brochure is scheduled to go out with the membership invoices. Jessica wants to publish an article in the newsletter responding to the results of the survey we sent out several months ago.

Communications

Ann Frisbie reminded everyone that the cutoff date for adding content to the May/June newsletter is April 10. She will include a thank-you to all Family Fun Festival sponsors in that newsletter.

Bruce Poli reported that we now have 283 "likes" on Facebook. He suggested that we publish a list of NCA members on Facebook. After much discussion the Board decided not to publish NCA member names on either Facebook or in the newsletter.

Community Relations and Other Reports

Tom Murray reported that October 1, 2017 is the deadline for receiving pictures and sponsors for the Northdale calendar.

Martha Hughes was absent but Robert Mantler reported that he has been helping Martha to distribute the new resident bags. Continuing the same discussion from February, Board members agreed that we should change the new resident packet to include ONLY information about the NCA. Bill Castens suggested that we give away the remaining bag stuffers at the Family Fun Festival.

Concert in the Park – Frank reported a smaller turnout at the concert this year due to the cooler weather.

Garage Sale – Nancy reported that there were only 16 homes on the Garage Sale treasure map this time.

Family Fun Fest - April 1, 2017 – Ann asked for volunteers to direct sponsors to their tables early in the morning. Ray, Frank, Robert and Claude volunteered. Sprouts will provide bottled water for the event and Ray and Claude volunteered to help with distribution. Tom will pick up the hotdogs at Publix at 7am. Bimble Bakery will donate the buns. Ann ordered a banner for the information table and has t-shirts for volunteers and sponsors. Jessica and Nancy will help Ann with the t-shirts. Bruce reported that the Northdale Golf and Tennis Club will not be a sponsor, but will provide 2 golf carts.

Easter Egg Hunt – April 15, 2017 – Ann reported that registration for the Easter Egg Hunt will begin at 9:00 am.

New Business

Jose Infiesta attended the meeting as a guest. He reported that the newsletter has been delivered late several times and consequently, event notifications were published too late. James Salgado also attended as a guest. He is interested in volunteering and he shared his ideas on various topics.

The meeting was adjourned at 8:30 PM on a motion by Frank Giordano and a second by Robert Mantler.

The next Board Meeting will be held on Monday, April 17 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