

## **Westgrove PACK board meeting March 20, 2024**

Attendees: Liz Yap; Jeff Pandin; Sam Longstreet; Steve Zielenski; Shawn Bloom; LeeAnn Williams; Yvonne Kinkaid; Michelle Primack

Regrets: Mike Bober

### Financials (Jeff):

\$12,647.13 B&H

\$7,277.39 Paypal

\$0 Venmo

\$19,924.52 total

### Old Business

**Membership software update** (Jeff): Liz, Shawn, and Jeff met twice. Jeff hasn't had a chance to meet with Nabeel yet, but he will work on new requests probably starting next week. We can demo the membership software after the general meeting if people are interested. AI generated a great fundraising letter with minimal required input. We can probably generate a newsletter with AI and human review/input. Right now AI scrapes publicly available information - can we point it to our internal information e.g., Facebook page?

**Turf Update** (Jeff, Shawn, Steve): Turf work has been paid for. ~\$4300. Included aerating and reseeding, applying compost. Leaf mulch donated by county. We should aerate the north end when the south end opens back up. Maybe we should reseed the north end this spring? Requires labor... something to think about. Shawn will work with Steve and Sam to make the decision. Water feature in north end does not always turn off - Steve will put up a sign and Liz will put in email and on socials. Also, we will put up a banner with our website.

**Meeting with Adam Wynn and William Douglas** - project drawing (Jeff, Steve, Shawn, Liz, Sam): We didn't like the line they had put on the map for stone dust. They wanted it for ADA reasons. We asked where they needed it for drainage issues. They agreed to move the line back to where we suggested with the possible inclusion of an ADA apron. Seems to be a working compromise. Adam will have a drawing for us before the general meeting. Next step is to get budget approval at the general meeting. Unrelated: they also said we need to get serious about a small dog park. Jeff mentioned that the small dog park might work best at the small park at the top of the hill - they said no.

**Gates/Springs update** (Shawn): Shawn has emailed more than three times asking to put on the springs - no response. Motion raised, seconded, and approved to go ahead and do it on our own. Each spring is \$35 on Amazon. We will try out one spring on the south side gate. Shawn will give an update in April.

**Follow-up on Chat about Aggressive Dogs** (Steve, LeeAnn): We need to remember that we don't have enforcement responsibilities or capabilities. County has responsibility and they have a form on their website where we should send people who encounter an aggressive dog. Will address in April.

**Small Dog Park updates** (Mike): Jeff is reluctant to agree to something in the north end without an understanding that it's temporary. We need to identify a permanent location first and start that process. Small dog owners don't seem to be as interested as they were - maybe we hold off until the small dog owners take some ownership of the process. Tabled for now. Mention at general meeting.

**Bird Houses Update** (Michelle): Process is moving along. Hopefully will happen this spring, depending on NCAC (Scout) approval timing.

**New Bench for River Birch** (Liz/Jeff): We can probably get it in before Memorial Day weekend. We are going to table the grant and pay for it.

**Hold for April meeting:** Social media post suggestions (LeeAnn/Chair); Friends of Dyke Marsh (invasive species training with Glenda Booth 703.765.5233 gbooth123@aol.com)

**Hold for May meeting:** season kick-off Hot Dog Friday - include messages of safety

### Board Positions Discussion

Keep in mind we can't randomly change the bylaws - would require an amendment. Adding new positions to the board would require a bylaws change, but we can do committees and sub-committees.

Our big gaps are: COMMUNICATIONS, MEMBERSHIP (maintaining and cultivating membership, related to fundraising), FUNDRAISERS because membership/fundraising board position is empty.

Chair has been acting as communications director - heavy lift.

*Things these positions would encompass:*

- Email
- Social media
- Kiosk
- Website
- Newsletters
- Signage
- On-site engagement
- Volunteer solicitation.
- Fundraising events
- Communicate events.
- Social events
- Projects/management

### *Next Steps*

We need to write up job descriptions for these functions.

**Communications:** social media, email, website

**Membership:** member growth outreach, engagement, awareness

**Fundraising:** Business sponsors, event organizing, grants

**Next meeting: April 17th 7PM via zoom**

**Meeting adjourned at 9:03**