

NORTHDALÉ CIVIC ASSOCIATION

MINUTES

May 21, 2019

The meeting was called to order by President Ann Frisbie at 7:00 PM. Directors attending were Bill Castens, Robert DeMeo, Ann Frisbie, Martha Hughes, Robert Mantler, Nelson Marcano, Tom Murray, Raymond Powell, Chelsea Walkenhorst. Absent were Claude Siler-Nixon, Bruce Poli, Nancy Stearns and Jessica Watterson. Guests attending were Maureen and Al Smith.

After the pledge to the flag, the minutes of the April 16, 2019 meeting were approved following a motion from Nelson Marcano and 2nd by Tom Murray.

Deed Restrictions-Tom Murray

- Tom started off by saying that we still having a lot of people we are working with, we have 17 lawyer letters going out this month which will cost \$500 total. However, many cases have been closed since our last meeting.
- The problem we have is that it's a shotgun approach with Merit. We don't know when letters are sent out to people with extenuating circumstances. We need to let people know that we are here to help in those situations.
- Merit has let us know that to assess all of Northdale it will cost \$3, 250 per month. The question is do we want to go forward? We may not be able to continue indefinitely, but we are going to move forward for the next few months.
- Robert- Would it be better to run the full assessment only 3x per year?
- Tom- That's a good idea...maybe down the road but right now we just need to get the neighborhood looking good.
- Bill- We budgeted \$30,000 per year for deed restrictions. I purpose we try it for a year and see if Merit reduces their cost as it gets going. Generally, resident feedback is that they want Merit to keep going. We can raise dues or look at festival funds to offset costs in the future. Merit says they rarely have to take residents to court and that the letters work.
- Nelson- I agree, it comes down to the risk of how we modify the budget.
- Tom- Many residents in Northdale have expressed that they think we don't do anything but in Gables 1 where we've been working on deed restrictions for five months residents have seen improvements.
- Ann- 150 items in Gables 1 have been resolved in the course of five months.

A motion was approved for the Executive Board to be allowed to spend up to \$4,000 to work with Merit for the next year.

Financials

Financial Report-Bill Castens

- The NCA has moved \$70k to savings, not too much coming in from rates so may move it back to checking.
- We are budgeted to break even this year.
- Expenses: we spent less in four months then we budgeted for. However, we are going to use up the deed restriction budget pretty quickly.
- Festival money gets dispersed to the many organizations that helped. We'll be about \$1,200 better than budget when it's all wrapped up.

A motion was made by Raymond to accept the Financial Report and a 2nd was made by Martha.

Membership Report- Bill Castens

- We have about 2,700 homes Northdale. We get about 750 people paying dues. We aren't an HOA, we are a civic association so it's a voluntary payment. As of April we have about 552 members. We did see a jump in membership after the 2nd membership mailing in April.

Membership

Membership Drive-Robert Mantler

- Ann asked, do we want to do a 3rd mailing, door hangings or board members meeting neighbors?
- Mantler- I can get the team together to come up with some sort of meet and greet to get to know neighbors. Some people have offered to walk around and hand out membership letters and explain that deed restriction violation letters aren't personal.
- Powell- Maybe that will help us reach some people who haven't joined the NCA yet.
- Marcano- We could try doing one community at a time to see how it goes.

New Resident Welcome Packets-Robert DeMeo

- We had six new names on the list.

Communications

Newsletter-Nancy Stearns

- Robert Mantler will cover the newsletter in Nancy's absence. Please get all articles to him by June 7.

Facebook, Neighbors of Northdale and Nextdoor Northdale-Bruce Poli

- We are up to 577 Facebook members from 567

Website- Chelsea Walkenhorst

- I am meeting tomorrow with the woman who reached out to help us with our website.
- Nelson- focus groups for layouts would be good, present them to the board before going forward.

Community Events

- OWLS Disco/Sock Hop (\$7), Saturday, September 14 -Hughes
- Fall Community Garage Sale- Need to set date - Stearns
 - Update flyer: Reduce price for inclusion on map and no charge for NCA members.
- 5K Pumpkin Run- Saturday, November 2nd - Watterson
 - Brunchies to donate batter
- Howl-O-Ween at Northdale Park- Friday, October 25 (volunteers wanted)
- Tree Lighting at Northdale Park (in partnership with CABA)- December 7.
 - Claywell choir performing?
- Holiday Lighting contest (selections 12/14-12/17) Final Judging date Saturday 12/21
 - Open to everyone, not just NCA members
 - Award NCA membership for following year
- New Year's Eve Party at the Park- December 31(\$13)
 - Bring dessert to share

Old Business

NCA By Laws have been published on the Northdale website to reflect the change of annual meeting and election from May to January after receiving email approval from Bruce Poli.

Proposed sale of Bardmoore Golf Course in Largo to a developer by same company that owns the Northdale Golf and Tennis Club.

Public Comments

- Maureen and Al Smith- Moved to Northdale in February and have already joined the NCA.

The motion to adjourn was made by Bill Castens and 2nd by Robert DeMeo.

Minutes prepared by Chelsea Walkenhorst, Secretary.