



LEADERSHIP MEETING AGENDA & NOTES

fernwoodtc.org

Monday, May 12, 2025, 6:30 - 7:30pm, Greg's House

Next Meeting June 9, 2025 @ 6:30 - focus on block party

ACTION ITEMS ARE IN YELLOW

Invited: Greg Wolfe (Chair), Camille Hoisington (Treasurer, Co-Chair), Becky Cain (Secretary), Monica Hackney, Christina Winter, Leah McCallum, Carol McIntosh, Kerry Lenaghan-Baughman, Jarka Caughran

Meeting Notes

Present: Greg, Becky, Kerry, Christina, Kevin Hackney

Administration

- Finance

- Amount in bank as of 5/4/2025 - **\$233.16**
- No spending since December
- Carol McIntosh donated on 12/9/2024

- Financial Support Ideas

- **50/50 Raffle**

- **Idea:** Sell \$1 raffle tickets both before the block party and during, then select the winner towards the end of the party.
- **Actions:** Greg printed tickets, Mitch and Cindy and Carol will go door to door before the party.
 - Greg to connect with sales team
- **Lead:** Mitch Tarras
- **Support:** Cindy Rydahl, Carol MacIntosh
- Decision to sell for \$2/ea or 3 for \$5

- **Fernwood Donor Yard Signs | Flags**

- **Idea:** Printed yard signs (similar to the Up North Pride) or flags with the Fernwood logo and "Donor" and sell for \$35 with raffle campaign & at party
- **Actions:** Kevin Hackney to research sign printing options and cost
- **Lead:** Kevin Hackney
- **Support:** Greg Wolfe
- Decision to make the flags a part of the Bonfire campaign; currently available in white, with and without the yard stake (w stake ~\$35)
- May start the campaign on May 27th

- **Other Community Activities**

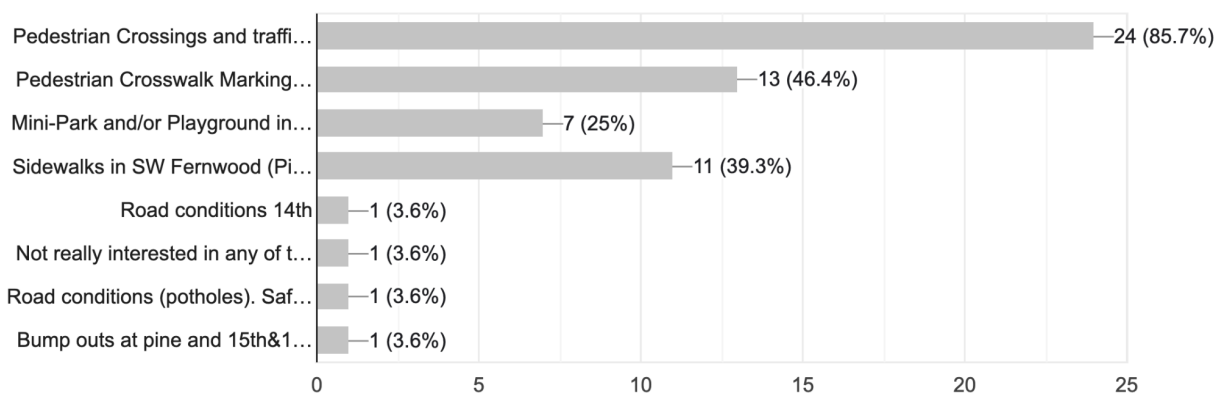
- **Garage Sale**
 - **Idea:** Printed yard signs (similar to the Up North Pride) o
 - **Actions:** Brittany DeFilippo to coordinate. Greg tpo get donation frames to Brittany
 - **Lead:** Brittany DeFilippo
 - **Support:** Gretchen Tarras
 - Request from Brittany to include information in an email; Becky to connect Brittany & Gretchen

Committees

- **Marketing & Communications (Monica)**
 - **NEW REQUEST:** Send email/newsletter update by 5/18- Greg will work with monica@kevandmon.com
 - **Content-** urgency of fundraising for block party, raffle ticket sales, bonfire campaign & garage sale (see flyer from Brittany in email)
 - **PR**
 - Monica posted Spring and Summer party's on the events calendar of *The Ticker* and *Northern Express*
 - **Association Feedback Survey Feedback**
 - Monica sent a reminder out and we now have 28 Responses
 - A couple key findings::

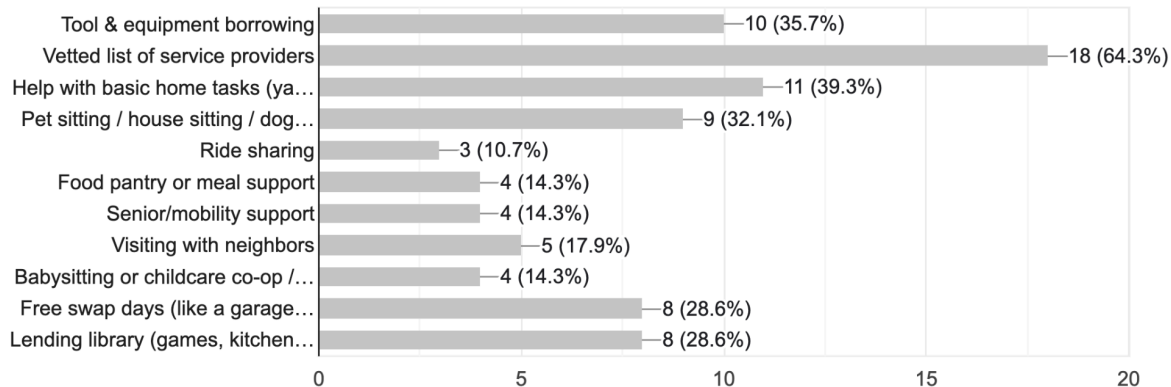
When it comes to neighborhood infrastructure and advocacy, what issue(s) would you most like to see the FNA tackle next? In other words, what issue(s) do you see as being the top priority?

28 responses



Which of the following would you find helpful in our neighborhood? (check all that apply)

28 responses



- **Events** (Christina)

- **Fernwood Spring Kickoff**

- Had approximately 30 people show up for the event at Right Brain
 - Great opportunity to share the status of the association

- **Fernwood Summer Block Party**

- Confirmation date positioned as Saturday, June 21st @ 1:30pm - 5:30pm
 - Established rain date for June 28th
 - Greg completed town application and approval given
 - Need to request street blocking week prior
 - Budget - **\$1,500**
 - Tables & Chairs - \$500
 - Food Supplies - \$400
 - Prizes & Misc Supplies- \$300
 - Porta John - \$300
 - Fundraising push needed! (see comms note above)
 - Perhaps a suggested donation of \$5/plate?
 - Perhaps asking folks to sponsor different aspects of the party? ie \$50 toward food, or \$25 toward tables/chairs

- Music

- goulding.camille@gmail.com to talk with Josh about involvement- perhaps his band from Interlochen along with students?-
 - UPDATE: Christina will take this
 - Greg to reach out to Sharon Fidler

- Logistics

- christina.gavin@gmail.com will create an events checklist / replicable spreadsheet?
 - Christina is keeping detailed notes
 - Set up from 12:00- 1:30
 - Arnold Court crew + Kerry x 2
 - Food purchase
 - Greg & Shawn? Costco or Gordon's

- Music

- Per notes above, Greg to reach out to Sharon Fidler;
Christina to reach out to Josh

- **Advocacy** (*Camille*)

- Note feedback in survey
- goulding.camille@gmail.com to connect with city clerk's office to find out who our neighborhood liaison is; city website needs updating with FNA info

- **Resources** (*Becky*)

- Need add a "Resource Hub" to website
- Becky will revisit post Memorial Day

Governance

- **Additional Association involvement**

- **Board Members** - would like to have 1-2 new board members (*preferred orientation to financial, town advocacy, event planning, PR*)

Next Meeting

- Next Board meeting: Propose **June 9th, at 6:30** at Greg's house to prepare for Block Party