

BOARD MID-YEAR STRATEGIC REVIEW & PLANNING NOTES

July 12, 2025 9:30- 1:30 Marc Johnson's rooftop

Call to order 9:45 am

Attendance: Marc, Janice, Angela, Deborah, Lauren, Bill & Andy

BIG PICTURE:

Current Membership 236

We have outraised membership from the last 2 years and are on track to outraise our best membership record from 2022

Deborah, Andy & Janice will meet on Friday 7/18 to discuss membership initiatives/ideas

2025 EVENTS:

* For more detailed event information, please review the Events 2025 Programming excel in Google Drive

March	Pub Crawl – expenses \$60 / donataions \$140
April	Party on Park Bike tune-up net \$330.94
May	Bike to work net \$0
June	Volunteer mixer net \$57
July	\$74+ spent on signage
Aug.	Summer Mixer – may have \$100 expense Art Appreciation Mixer – will have some expense no profit
Sept.	Movie in the Park Art Walk Appreciation Puzzle Swap no cost/no profit Fall Festival – should be -0- cost may get donations
Oct.	Halloween Trick or Treat Maryland Street – some cost but likely no donations
November	Taste of UH - UHCDC Sponsored should we co-sponsor?
December	Caroling in the Heights Holiday Lights in the Heights bike ride – approx. \$100 cost may net -0- if donations

In Conclusion: Over all we are either net zero or slight profit for all events thus far this year.

QUESTIONS/ACTION ITEMS FOR BOARD MEETING:

1. Halloween on Maryland Street
 - a. Crossing guard signs secured, need 6 volunteers
 - a. Need 2 volunteers to set up cones day before
 - a. 80 flyers dropped at Maryland Street neighbors homes to discuss this change, FB group also was alerted, lots of chatter there
 - a. Map to be created with article for October News
2. Cecilia's info for Halloween stroll?

3. Caroling - BFD secured, Pemberly secured; carolers? Cookies/cocoa for Vermont Street Bridge? Sponsor?
4. Lights in the Heights contest - QR code signage for voting this year. Figure out better system. 2026 STRATEGIC PLANNING:

5. Which events should return in 2026?

We all agreed to continue with the following UHCA events and to support the Birney (item g) and Maryland Street Halloween (item i). Possibly include

- a. Pub Crawl
 - a. Party on Park – need to create a committee to spread out the work
 - a. Bike Tune Up / Bike to Work
 - a. Volunteer Mixer
 - b. Movie in the Park - need to create a committee
 - c. Puzzle Swap
 - d. Fall Festival – Participation only Birney Event
 - e. Halloween Trick or Treat
 - f. Support Halloween on Maryland Street
 - g. Caroling in the Heights – create a committee
 - h. Lights in the Heights & Bike in the Heights events
6. Cadence:
- Do we need monthly events? No, we need to not overload our board or volunteers with too many events, especially those requiring lots of planning and work.
- How do we increase the volunteer support for events? Creating committees for the larger events to tighten up the volunteer efforts

Other ideas:

5. Historical Society partnership:
Combine a Historic Homes Walk into a single event - mirror after Mission Hills, \$20-\$30 and include Bungalow Courts with a Cocktail Hour Soiree, Consider February or November to hold 10am to 3pm with cocktails at the Bungalow Courts 3-6 (before dark)

Earthwell has requested they participate in our events even though they are not officially a part of UH, the owner is a resident.

2026 EVENTS:

– which events should we do again??

We all agreed that in order to spread out the workload a committee/committees need to be created to help Lauren plan and manage events including more leadership for each event and more volunteer support for Janice.

- JANUARY: - dark
- FEBRUARY –
 - Birney Elementary Hive Hunt – with Birney
 - Possible Historic Home/Bungalow Court tour – see also November as an alternative time
- MARCH
 - St. Patrick's Day Pub crawl 2-6
 - Party on Park – lots of work but profitable (our biggest income generator)
- APRIL –
 - bike tune up clinic
- MAY –
 - Bike to work day
 - Party on Park
- JUNE
 - garage sale / recycle event. Find a way to reduce the labor efforts
- JULY-
 - Concerts in the Park-UH CDC event we support
- AUG
 - Summer Mixer
- SEPT.
 - Movies in the Park
 - Puzzle swap – do 2x p/yr
- OCT
 - Halloween on Maryland Street -we support
- NOVEMBER
 - Taste of UH – UH CDC event – undetermined if we should support/participate
 - Possible Historic Home/Bungalow Court tour – see also February as an alternative time
- DECEMBER
 - Caroling in the Heights
 - Lights in the Heights & bike ride

VOLUNTEER DISCUSSION:

How do we keep volunteers and how do we get greater participation (i.e. no shows etc.)

Provide incentive to those who provide most hours/consistently?

Work with volunteers to get feedback.

PARTNER EVENTS:

Birney Elementary PTA would like to partner with UHCA. Here are some of their ideas. What 'in kind' donations do they want? A new banner (\$700+?)

- Run Club
- Birney Memberships + UHCA Business Membership (probably not)
SNAP Benefits – clothing, food. SNAP benefits going away so possibly do a food swap.
What does the Temple do? Maybe a Thurs. food give away???
- Birney Harvest Fest/Fall Fest- should we collaborate in partnership? Primarily donations are what they want.
- Birney Parents Night Out-coordinate with one of our mixers and/or Pub Crawl
- Clothing Swap – Women's Walk is already doing something

DEBORAH & JANICE to set up meeting with Birney PTA to work to help promote a food pantry that they manage and run. Hanna Goinz

HISTORICAL SOCIETY COLLABORATION:

There would be costs involved. November or February could be a good month and combine the 2 events together 10-4pm

- Bungalow Court Cocktails event (60 plus in UH) – first affordable housing in SD – informal block party with historical informational background.
- Historic Homes walk-purpose to celebrate the home styles in UH; generate donations;

UH FRIENDS OF THE LIBRARY:

Do we want to take on a fundraising event with the Friends of the UH Library or Friends of the Library? The general consensus is not to become involved at this time as we have plenty of events already on our calendar and 2 that we will support. We can take a look to see if this is something we can/should do for 2027

How do we help them? In the meantime, Angela said she will help them with more marketing and social media to draw more attention to them without UHCA getting directly involved.

GARDEN CLUB –

Earthwell business would like to do a Loquat Festival which Lauren will work with her under the Garden Club

Marc stated that Venerable from the Temple on Park would like us to participate in Oct. 8 Full Moon event asking for community representation only.

FINANCES:

Our P&L currently shows a balance in Checking of \$24,876 at the end of June 2025. We started with about \$12k

Most income was increased due to membership, advertising and Party on Park (\$7k)

Newspaper with 7 editions so far we've spent \$16,838 of which \$2,100 was left over bills from the prior board that were unpaid. \$2,100 p/issue is our cost with a total of revenue of \$14,429 (ad revenue). Biggest source of revenue resource is events (all), advertising and membership. We are currently breaking even each month with the UH News

The balance in Savings Accounts is:

- \$9,560 – in an 8 mo CD expiring in November
- \$5,080 – 5 mo CD expiring August
- \$6,999 – checking account
- 4 savings accounts:
 - Native Plants \$289
 - Garden Club & B Team - \$200 each

We need to start creating a budget for 2026 based on this year's expenses and income. A separate budget meeting will be set at a future date.

MEMBERSHIP:

Deborah to edit the automated 'thank you' message to membership Marc created.

Janice, Andy & Deborah to meet at Deborah's on 7/18 to discuss other membership ideas.

Some ideas on strategy are:

Current membership is at 236 however, we can reach out to more – over a \$1,000

What can we say to promote memberships

- What does your membership get you? What do we do? What are the value perks?
 - Member & non-member pricing
 - Discounts
- Allow people to pay lump sum or monthly contribution for higher level memberships
- Give aways such as an embroidered tote bag; 4 tickets to PoP; partner with some of the restaurants with gift certificates (50/50 split with restaurants –(i.e. \$50 gift card)
- Janice stated from her experience we are small enough of a non-profit to not be giving gifts with membership. How do we do more without doing more. We can do tickets for PoP; specialty merch through discount code
- Event discounts; name on website; merch discount code; discount drink tickets for some other events (such as Pub Crawl)
- Better rates on advertising as business membership (current 10% discount) commit to 5 issues another 10% and all issues another 10% with a spotlight article in UH News and social media cross posting. Consider offering a reel on social media & a UHCA business member decal 4"x5" but need to figure out residential membership stuff. **-see business brochure for full pricing/discounts.**
- First right of refusal for sponsorship or businesses such as non bar/restaurants; inclusion in Pub Crawl, PoP

- Consider extending business membership to UH contingent businesses

We all agreed that we need to determine more about membership benefits before we start changing prices or categories. This will be discussed in the 7/18 meeting.

We discussed creating a survey for Aug. e-blast newsletter and create a 'pitch' we all can use to invite membership.

POSSIBLE SURVEY QUESTIONS:

- What about UHCA is most meaningful to you? – provided several options with choice to choose 3
- What are your top neighborhood concerns?
- What is missing?

Have Stephanie Gomez – our business outreach person – to find out what businesses would like to see from UHCA as business members?

OTHER IDEAS FOR BRAND EXPANSION:

Craft club

Book club

Senior support-neighbors helping neighbors

Ask current successful clubs to come under the UHCA umbrella

We need new banners – Cost \$800 to change out; cost of new banners approx. \$90 p/banner X 38 (approx. cost \$4k plus \$1,500 - \$2,500 to change out 3-4 x per year in non UHCD areas.

Find a grant writer –

Meeting adjourned at 1:25 pm

Respectfully submitted

Deborah Morrison - Secretary