

**Minutes of Meeting of Board of Directors**  
**of**  
**Fox Chase Boulevard Median Foundation, INC**  
**September 28, 2020**

The board of directors of Fox Chase Boulevard Median Foundation, INC held an annual meeting on September 28, 2020, at 6:30pm. This meeting was held via Zoom online due to the COVID pandemic.

The following directors, constituting a quorum of the full board, were present at the meeting:

Robert Walters

Todd Henning

Lynne Hepler (First 30 minutes – resigned from position as Vice President)

Chairpersons Present:

Jayne Muenz (Southgate volunteer) (Nominated and Elected as new Vice President)

The following directors were absent:

None

Chairpersons absent:

None

## **Governance**

### **Approval of Minutes from Previous Meeting**

The Minutes of the March board meeting were emailed to the board prior to the meeting. Bob pointed out an inaccuracy with one date and a correction was made. A motion was made and seconded to accept the corrected minutes. A vote was taken and the corrected minutes were accepted.

### **Filling of Vacancy - Vice President**

Lynne Hepler notified Bob via email of her intention to resign as Vice President of the Board effective September 28<sup>th</sup>. Lynne and her family are moving to Wisconsin and will

no longer be able to fulfill the duties of Vice President. The board accepted Lynne's resignation.

Jayne Muenz was notified before the meeting that the Board was considering her to replace Lynne as the foundation's Vice-President. Jayne agreed to be appointed as the new Vice President.

Jayne was nominated, seconded, with no further nominations. A vote was called and she was elected unanimously.

There ensued a discussion on the media and government contacts that Lynne had made over the years that would be helpful to the foundation. Lynne emphasized the importance of keeping communications open with the community and recommended we have a collection of photographs of the median to enhance these communications.

The board would like to thank Lynne for her significant contributions to the foundation over the years. Her skills at helping the foundation promote itself in the community has undoubtedly led to the foundation's ability to maintain its high level of donations. Between interfacing with local media and her mastery in drafting the donor letters each year, Lynne has left a mark that will benefit the foundation for years to come.

## **Treasurer Report**

Todd presented a financial review and reports:

- Foundation cash is \$17717.69
  - Does not include Aintree donation
  - Does not include Paypal and check donations in recent days
  - About \$500 less than cash position at same time last year when accounting for paypal and recent check donations
- Income is on pace to meet budgeted contributions.
- Expenses in line with budget but Todd noted the following:
  - **Front Entrance Center Island** budget item new
    - Budgeted amount included watering costs
    - Invoices from Sitarz included watering costs but it was unclear if the watering was at Front Entrance or general watering. Expenses were allocated to **Watering of New Plants** item
    - Bob will clarify cost breakout with Sitarz
  - **Website fees** more than budgeted amount
    - Budgeted amount will be increased to match increased expense of this item

## **Fundraising Status**

Bob presented update on fundraising. Highlights:

- \$5,225 in donations from 124 donors. This includes all donations since the start of the new year that we included in 2020 results. Goal is to exceed last year results of 194 donors with \$7,730 donated.
- \$1,500 donation from Aintree Homeowners Association was received. This was earlier than years past.
- \$535 in paypal donations (\$519.03 net after fees).
- Received several positive comments, one donor suggesting establishment/use of a Facebook page
- Plan to post signs in early/mid-October for a few days and send out reminder email to addresses on file

## **Ongoing Business**

Bob led a discussion on the following topics:

### **Maintenance update**

- Sitarz did nice work maintaining the beds during the year, stayed on top of weeds for the most part
- Edging was completed and a fresh layer of wood chips applied to the landscape beds in the past couple weeks; also supplemented perennials on Aintree hill
- Flowers at Dunham Road entrance look good - expense for installation & watering as expected so far
- City removed two dying trees in median, will replace this fall; the drought this summer may impact several of the older flowering crabapple trees, will continue to monitor and remove dead branches
- Very few incidents of brush placement along boulevard parkway areas; continue to notify City of incidents when they occur
- City has been responsive to resident requests to replace several dying crabapple trees in south parkway area; has helped improve the appearance
- Contacted City to obtain approval for Sitarz to prune/trim a grouping of three crabapple trees on the north side of the parkway near Aintree Road, across from the "Aintree hill" perennial plantings. Still awaiting response.

### **Ongoing Discussion Items**

- Survey donors for feedback on planting annual flowers at entrance
  - There has been no negative feedback on the Front Entrance flowers
  - It was pointed out that a survey would be more appropriate if there seemed to be different points of view on the project

- It was decided to delay the consideration of a survey until negative feedback is received from donors
- Professional photography for median
  - Jayme will look further into this as a follow on to Lynne's efforts
- Communication with city leaders and promotional efforts
  - Bob mentioned that it has been difficult to communicate with the City on foundation issues since Ryan Myers replaced Jeremy Craft at the City as our point of contact
  - Todd pointed out that this may be that the City is overwhelmed with the response to the COVID pandemic and our working foundation is not a high priority
  - The foundation will continue outreach efforts with the City and may explore contacting aldermen or proposing a remote meeting via zoom

### **New Items**

- Holiday Wreaths
  - Three (3) holiday wreaths to be placed at Dunham Rd entrance - coordinated with Aintree Community Association wreaths placed at Aintree and Squire Ln entrances - will purchase from Boy Scout Troop 13 again this year. Same price as last year.
  - Bob will hang the day after Thanksgiving and take down the first week of January 2021
  - Received quote for Holiday wreaths at Dunham Rd; cost remains same at 3 for \$35 ea = \$105 total. Todd will mail a check.
- Investigate establishment of Facebook page, other social media
  - One donor suggested the foundation create a facebook page
  - A discussion followed reviewing the ways that donors have to obtain information, provide feedback and donate to the foundation.
  - While the addition of facebook as an additional method of contact would be an incremental improvement, it was decided that it was not advisable at this time given the effort needed to maintain a professional and updated facebook page.

There being no further business, upon a motion made and carried, the meeting was adjourned. Next meeting in February or March of 2021.

Dated: September 29, 2020

*Todd W Henning*

Signature

Todd Henning, Treasurer / Secretary