

Admiral Heights Improvement Association
Board of Directors
AUGUST 16 2022 · Meeting Minutes

Board Attendees: Shivaugh Ahern, Jayme Brooks, Joe Flasher, Michelle Greenhalgh, Cat Marucci, Cindy Radulovich, and John Leupold (joining us via phone).

Board Absences: Liz Uehlinger, Amy Skinner, Lauren Heier, and Grant Garcia.

A quorum being present, Ms. Ahern called the meeting to order at 7:17PM.

Approval of Minutes

Upon motion duly made, seconded and unanimously carried, the minutes of the July Board Meeting were approved.

Committee Reports

Executive Committee:

AHIA business entity registration is currently out of date and needs updating. The board unanimously approves the renewal and updating of the registration. Board Secretary, Ms. Brooks, will oversee and be a second signature and witness to the signing of our updated registration in collaboration with Ms. Ahern. Any fees associated with this renewal are pre-approved. Our insurance is paid and up to date. Before our October meeting, the executive committee needs to review the number of properties and insurance policy, potentially adding alcoholic beverage liability coverage.

Communications Committee:

The committee has moved forward with the design of the website. Mr. Flasher has signed up for a WIX account and the website has preliminary edits. Mr. Gibson, former secretary, has been removed from AHIA's digital platforms for privacy purposes. Ms. Brooks has delivered the postcard design to Ms. Ahern. It has been reviewed and approved by board members and submitted to Posthaste. AHIA has paid PostHaste and the postcard will be delivered to every home in the neighborhood in the next week.

REMINDER DEADLINES: Committee agreed to the following deadlines: Wendy Hickok Photography has offered to donate pictures focusing on community signs, homes, water, etc. for the new website. The board agreed to a 9/1 deadline for photo submissions. September 20 will be the soft launch of the website (board meeting), and September 27 will be the full launch.

Grounds Committee:

The committee has reported that the tree work bills have been paid. Ms. Skinner, stating that the social committee has an abundance of support, has asked to support the grounds committee.

Social Committee:

Ms. Uehlinger and Ms. Greenhalgh are moving forward with the Admiral Heights Social on September 22. The social committee has agreed to see how the first happy hour goes before scheduling another or potentially switching the platform. The committee is starting to brainstorm what food truck(s) should join the Fall Fest on October 15. Ms. Ahern is organizing with other volunteers for kids related activities. Ms. Marucci is working on coordinating with a flower vendor for the Fall Fest event.

Weems Creek Matters Committee:

Ms. Ahern and Ms. Marucci recommended that the Severn River Association and Arundel Rivers Federation bring a table to our October 4 General Membership meeting community resource fair.

Treasurer's Report

Mr. Leupold provided a thorough overview of our finances via email prior to the start of our meeting to be reviewed by board members. Mr. Leupold presented the previously approved "base case" and "better case" budget comparison. Our total expenses currently look low at \$5,859.55. However, this does not include mowing bills (received 8/16 approximate \$1800) or the remaining half of our insurance payment. Other smaller expenses are also expected (social events, and power bills). Given these numbers, Mr. Leupold's recommendation is to keep at least 1 year worth of base operating costs on hand in the event of a worst-case scenario. Mr. Leupold's next report will include any bumps in membership that we gain from the community postcard.

Upon motion duly made, seconded and unanimously carried, the Board accepted the Treasurer's report.

New Business

- Ms. Ahern would like to meet with pool and boat club representatives to nurture working relationships with both. Both clubs will receive personal invites to attend our AHIA general membership meeting.
- A community resource fair will precede the general membership meeting, from 6:00-7:00pm, to include Severn River Association, Arundel Rivers Federation, Alderwoman Karma O'Neill, and an APD representative (likely Sgt. Becker for community outreach).
- Ms. Marucci is initiating welcome baskets for new neighbors. The board agreed to start this initiative in the late 3rd quarter/early 4th quarter.
- A brainstorming session ensued about how to handle future AHIA dues and recruit more membership. It was agreed upon that the board should target more neighborhood participation rather than raise dues at this time and work towards accepting donations at upcoming fall events.
- After both a social media and email blast, we have no leads in filling board vacancies. Board members are urged to talk to anyone who might be interested in filling a board vacancy position (REF: AHIA Constitution, Section 10, Ref a.)
- Our September meeting's focus will be on drafting a budget for presentation at the October Membership meeting.

REPORT (1) CRIME - Presented by Ms. Ahern: There has been a large uptick in crime in our local community. Neighbors have reported theft of a car, a catalytic converter, and vandalization of the pool (twice) on social media outlets and to APD. Ms. Ahern contacted APD on behalf of AHIA, and received a response from Sgt. Becker. Sgt Becker is in charge of community outreach and is in the process of gathering resources and information for our community, and agreed to increase patrols in the AH area.

Alderwoman, Karma O'Neill, has been extremely active in helping to coordinate responses with APD and working with AHIA. There has been recent neighborhood interest in reinstating a neighborhood watch program. AHIA would need a neighborhood lead to recreate the committee. The question was also raised if APD will reimburse for purchases of RING cameras. This has been noted and Ms. Ahern will follow up with APD for an answer.

MAIN MOTION (1): Ms. Brooks asked for a motion to move our next meeting to Wednesday, September 21. The scheduled meeting of September 20 conflicts with Germantown Elementary School's Back to School Night. Upon motion duly made, seconded and unanimously carried, the next meeting was changed.

MAIN MOTION (2): Ms. Greenhalgh made a motion that AHIA resources be focused on digital/shareable social media posts (free) as well as an investment in reusable signage for future events. Because yard sale advertising was not approved in the budget, the board agreed that newspaper advertisements were not a good use of AHIA resources. Upon motion duly made, seconded and unanimously carried, this motion was approved. **AMENDED:** this amendment requires multiple quotes for signage to compare costs and collaboration with Mr. Garcia on contacts.

ANNOUNCEMENTS/ACTION ITEMS:

- COMMUNICATION: Ms. Brooks will do a social media post when postcards are delivered.
- COMMUNICATION: Mr. Flasher tasked with adding Ms. Skinner to Grounds Communications.
- SOCIAL AND COMMS: Ms. Greenhalgh and Ms Uehlinger are tasked with coordinating with Ms. Brooks on language and timing of social and email promotions for the happy hour & fall events.
- COMMUNICATION: Mr. Flasher, Ms. Brooks, and Ms. Ahern tasked with carving out time to work on nailing down website architecture and language.
- WEEMS & COMMS: Ms. Marucci and Ms. Ahern are tasked with communicating with Arundel Rivers, Severn River Assoc. and others attending the community resource fair.
- COMMUNICATION: Ms. Brooks will utilize pictures of Admiral Heights from Wendy Hickok Photography (when delivered) for social media to drive membership and educate neighbors on how paid dues directly aid in the maintenance of our grounds.
- COMMUNICATION: Ms. Brooks was tasked with digital rendering for AHIA event signage.
- COMMUNICATION: Ms. Brooks to do a social media post ASAP for the annual stadium neighborhood meeting at Akerson North Club on 8/24 at 7:00pm. Ms. Ahern to assist with email blast.
- ALL: work on recruiting for board vacancies.

There being no further business before the Board, the meeting adjourned at 9:05 PM.

The next meeting is scheduled for:

WEDNESDAY, SEPTEMBER 21 at 7:00pm at 157 Williams Drive (Ms. Marucci's home).

Respectfully submitted,

Jayne Brooks, Secretary