

SPENA Board Meeting Minutes

Location: Rybarski residence, 1935 W. Colorado Boulevard, Dallas TX
Monday, February 26, 2024, 7:00 pm



(* = Absent)

Board Members	Committee Chairs	
Nathan Cox, President	*Lindsey Patterson, Social	*Joe Rybarski, NOCUPP
*Jessica Faulks, Vice-President	Saul Reyes, Beautification & Parks	Mike McVey, Heritage Oak Cliff
Larry Worden, Treasurer	Peggy Shipp, Welcome Ambassador	*Joanna Robben, Greenspace
Mary Calvo, Secretary	Kenda North, Communications	Jim Barnes, Historian
Carol Rybarski, Past-President	Hannah Coxon, Social Media	

Agenda Topics	Presenter(s)
Call to order	Nathan Cox
Treasury report (see attached for full report) <ul style="list-style-type: none">Larry reported that membership is down from last yearSaul suggested rounding up neighbors who have not signed upSPENA has marked funding for 2 events: 1) Block Party, and 2) Halloween police officersOther funding ideas were discussed (e.g., curb cuts, First Fridays, etc.)Consider targeting and contributing to households with pools to host summer 1st FridaysNathan passed out the SPENA by-laws (click here to access link)	Larry Worden
Neighborhood events <ul style="list-style-type: none"><i>Block Party</i>: May 4th at Annie Stevens Park (note that here will be no 1st Friday in May to highlight the Block Party)<i>Annual Business Meeting</i>: Carol and Nathan suggested targeting 1st or 2nd week of May at Golf Course Club House. Low attendance has been an issue in years past. Will invite School Board and City Council representatives to be in attendance in hopes to draw a larger group of participants.<i>New Neighbor Brunch</i>: October, date TBD, location Carol Rybarski residence. Today the Board manually tracks new SPENA residents by word-of-mouth, real estate postings, etc. Discussed how can we improve upon knowing who is moving in with alternative sources of information. Discussed forming a small task force to investigate options to report back.<i>Welcome Baskets</i>: Contents of the baskets were discussed including First Friday schedule, the new Marketing Flyer, list of references for home tasks, and the story of the Middlebrook sisters with the Iris bulbs. Saul offered to get Irises at a discounted cost. Saul can get flowers for FF as well if we want them.<i>Earth Day</i>: In the past, SPENA offered Iris bulbs for sale to the SPENA residents on Earth Day. Consider bringing this back for Earth Day this year (April 22, 2024).	Nathan Cox

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<ul style="list-style-type: none">• <i>Heritage Oak Cliff</i>: Mike McVey attended meeting as the new SPENA representative. Events discussed were float in Mardi Gras parade volunteers, grants to fund improvements (e.g., sidewalk repairs, etc). This organization is working hard to improve operations. Nathan will check in with Carol Sommers-Clark on how to get connected. Mike will also check in with Trudy.• <i>Neighborhood Event Signs</i>: Will be put out on Wednesdays before each event.	
Social media <ul style="list-style-type: none">• SPENA has an existing FaceBook page that has not been updated in quite some time.• There is a need to refresh the look, feel, and get people to sign up with various venues of social media.• As the site is being created be inclusive of the populations that reside in SPENA (e.g., Boomers, GenX, Millennials, GenZ); not all groups use social media the same.	Hannah Coxon
Communications <ul style="list-style-type: none">• <i>SPENA Directory</i>: Kenda discussed plans, pros and cons, on moving paper directory to digital format. There is an opportunity to cleanse the data and perhaps restructure the database design. A group of Board members will look into options to bring back for review.• <i>Oak Cliff Cultural District Task Force</i> (See attached for detailed information): Goals for this group are to identify tourism opportunities (e.g., cultural events, walkability, etc.) Once the Task Force is in place, local communities can apply for funding for various things (does not include capital funding). Final application for this Task Force request is in June 2024. Mike suggested to share this with Heritage Oak Cliff.	Kenda North
Beautification <ul style="list-style-type: none">• <i>Playground equipment at Annie Stevens Park</i>: Bond for the park is outstanding looking for resolution in May 2024 for new playground equipment and curb cuts totaling \$300,000. If SPENA only receives a small amount of funding through this request, consider looking at smaller projects (e.g., new park benches, etc). Per Jim Barnes, Annie L Stevens Trust is another source managed by Foundations Dallas.• <i>Quarterly Annie Stevens Park Clean-Up</i>: Saul discussed creating a family-friendly event on Saturday, March 23rd, for a clean-up day & brunch in the park. Hannah mentioned an opportunity for local vendors to sponsor the food (e.g., Southern Maid, etc.). Carol and Saul noted that we have an opportunity to partner Joseph Beckham, President of Combs Creek Conservation, for potential improvements.	Saul Reyes, Carol Rybarski

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Action Items	Assigned to
Rounding with SPENA residents to promote membership	Saul Reyes
Send highlights to include in Member Marketing Flyer to Hannah Coxon	Saul Reyes
Draft Membership Marketing Flyer for Board review	Hannah Coxon
Send old Membership Flyer to Hannah Coxon	Kenda North
Get price quotes for Iris bulbs and discuss use (e.g., welcome baskets, selling on Earth Day, etc.)	Saul Reyes, Kenda North
Distribute First Friday list to all SPENA Board members	Nathan Cox
Connect Lindsay Patterson in Social Committee activities	Nathan Cox
Create Task Force to address digital risks and opportunities related to new SPENA resident notifications, SPENA directory, etc. Recommendations will be brought to the Board for review.	Larry Worden, Hannah Coxon, Mike McVey, Mary Calvo
Contact SP Golf Course to schedule Annual Business Meeting	Nathan Cox
Get with Mike McVey to join Heritage Oak Cliff	Nathan Cox
Connect OCCD Task Force with Heritage Oak Cliff	Kenda North, Mike McVey
Mock-up up a new social media page on the existing FB site to present to Board for review	Hannah Coxon
Get with Heather Perlowski on where she left off with Social Media postings, etc. and get information to Hannah.	Larry Worden
Put "Network Event" signs out on Wednesdays before each event	Carol Rybarski, Kenda North, Saul Reyes, Peggy Shipp
Investigate how to engage with Annie L Stevens Trust (managed by Foundations Dallas) as a potential funding resource for SPENA opportunities.	Saul Reyes, Carol Rybarski, Jim Barnes
Send Board members calendar invite for next SPENA Board meeting invite	Mary Calvo
Post Board minutes to website	Mary Calvo, Kenda North

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Decisions	Made by	Date
Block Party	Nathan Cox	5/4/2024
1 st Quarterly Annie Stevens Park Clean-up	Saul Reyes	3/23/24

Next Meeting
Next meeting March 18, 2024, 7pm, Rybarski residence, 1935 W. Colorado Boulevard, Dallas, TX

Meeting minutes taken by Mary Calvo