

Clearwater Neighborhoods Coalition Meeting Minutes • Monday, May 1, 2017

1-3. Meeting called to order at 7:07 pm at the Countryside Library. President Howard Warshauer welcomed attendees and introduced the topic of the evening's speaker series event: How to Energize and Engage Your Neighborhood. President Warshauer also reminded attendees that the next speaker series event will be Monday, June 5 at St. Paul's Lutheran Church, featuring Whit Blanton, Executive Director of Forward Pinellas, who will speak on Transportation, Traffic and Complete Streets.

President Warshauer introduced representative Marybeth Dunn from series sponsor Recycling Perks. Ms. Dunn made brief remarks about Recycling Perks and urged attendees to sign up for the program. Currently 27% of eligible residents participate in Recycling Perks; the goal is to increase participation to 50%.

President Warshauer introduced CNC board members and attendees introduced themselves. President Warshauer then introduced the featured speaker, Natalie Nagengast, founder and CEO of the Pierce Street Market.

Ms. Nagengast reviewed the history of the Pierce Street Market and outlined several strategies the organization has used to build excitement and attendance. She explained that her organization uses Facebook extensively and urged neighborhood associations to create Facebook groups to build their membership and promote events; however, she also urged attendees to continue to use offline interaction as well. Ms. Nagengast suggested that other online services such as Nextdoor and Instagram are not as effective. Canva.com is an effective website for creating social media and online material from templates. Primoprint.com is a good online printing service.

Ms. Nagengast also urged neighborhood leaders to work with local businesses to promote events; creating a neighborhood directory and holding block parties, backyard movie nights and other regular events can help energize a neighborhood as well. Regular meetings, neighborhood watch programs and welcoming new families are also effective strategies. Ms. Nagengast fielded questions from the audience on the Pierce Street Market and other relevant topics and was thanked for her energy and enthusiasm.

Regular CNC monthly meeting called to order after the conclusion of the speaker series event.

4. Introductions: made previously before start of speakers series event.

5. Officers' Reports

Secretary Spencer Cook announced that April minutes were posted on the CNC website for review. Motion to approve made by Doug Williams and seconded by Jack Mortimer. Motion approved unanimously.

Treasurer Doug Williams presented Treasurer's Report. Several dues have been paid and a reduction of the monthly web fee from \$6 to \$5 is still under review. A \$300 payment from speaker series sponsor Recycling Perks has been received. Motion to approve made by Ric Ortega and seconded by Spencer Cook. Motion approved unanimously.

Vice-President Karen Cunningham reported that she's fielded questions asking why there is no phone number on the CNC website. She stressed that members can contact the CNC via e-mail to request a follow-up phone call. Members have also requested a desire to meet in a central location. One member suggested a return to the Long Center and the CNC will look into an alternate meeting site at the Long Center to alleviate concerns about the size and air quality of the room used in the past. Vice President Cunningham also reported that efforts are underway to develop a new CNC brochure and attendees were asked for suggestions for a graphic artist. Efforts are underway to present a neighborhood symposium in the fall so that neighborhood leaders can share ideas with one another directly.

President Warshauer received an email from an organization called Studio 1212 requesting use of CNC's mailing list. Other board members and attendees raised privacy concerns and the possibility of by-law conflicts. The request was tabled indefinitely. Suggestions were made that the organization could sponsor CNC events or speak at a CNC meeting instead.

6. Other Monthly Reports

Officer Raymond Croze, Clearwater Police Department reported that graffiti and tagging are currently among the city's biggest crime issues. Hate speech graffiti using blue chalk has been reported at a number of locations and the FBI is now involved. Anyone with information should contact Officer Croze directly at 562-4147 or 224-7240.

Lawrence Young, Clearwater Neighborhoods Coordinator, reported on a number of city events including Neighborhoods Day, Doughnuts with a Cop, the Lake Bellevue Neighborhood Cleanup, Painting in the Park, a Clearwater SPARK entrepreneurs' event, Groundwater Replenishment project public input meeting, Craft Beer and Music festival, and Downtown Gateway public meetings. An attendee asked for clarification of Mr. Young's role relating to further development of the CNC. Mr. Young stressed the importance of that part of his position and reiterated that he and CNC President Warshauer are in constant contact on relevant CNC issues.

7. Discussion of Speaker Series Subject

President Warshauer praised Ms. Nagengast for her speech and reiterated that Facebook is the key to reaching homeowners and building associations. An open discussion ensued concerning the pros and cons of online communications and marketing efforts vs. face-to-face and person-to-person communications. The benefits and drawbacks of Facebook, websites and e-mail communications were discussed with a suggestion that associations look into using Mailchimp for their e-mail efforts.

8-9. Old/New Business:

A motion was made by Doug Williams and seconded by Jack Mortimer to skip the July meeting, in keeping with CNC tradition. Motion approved unanimously.

Councilman Bill Jonson offered to pay for snacks at the next CNC meeting to help drive attendance. Board members and attendees suggested CNC reimburse Mr. Jonson and thanked him for his offer.

The next CNC meeting is scheduled for Monday, June 5 at St. Paul's Lutheran Church, featuring Whit Blanton, Executive Director of Forward Pinellas, who will speak on Transportation, Traffic and Complete Streets.

Meeting adjourned at 8:45 pm.

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