



Board of Directors

Minutes October 1, 2020

- I. Call to Order: **Marcus Coenen 7:00 PM** Meeting held virtually due to Covid-19 Health Emergency and at 4304 New York Ave
- II. Board Attendance:
 - A. **Officers:** President Marcus Coenen, VP Chris Friest, Secretary Brent Millis, Treasurer Jay Kozel .
 - B. **Board:** Edward Fishman, Tom LaPointe, Nicholas Mertes, Adam Plagge, Kate Ross, Carl Saxon, Kimberley Strobe-Boggus
 - C. **Guests:** Aaron Graves, Austin Tasler, Bill Gray
- III. Approval of Agenda: **Marcus Coenen**
 - A. Kate Moved, Kimberley Seconded, Approved
- IV. Approval of September Minutes: - **Brent Millis**
 - A. Chris Moved, Kimberley Seconded, Approved
- V. Treasurer's Report/Budget Approval: **Jay Kozel**
 - A. Membership incomes continues to do well
 - B. Moved, Seconded, Approved
- VI. Board Vacancies - **Marcus**
 - A. Resignations
 1. Cece Ibson
 2. Molly McGrane
 - B. Open Positions
 1. President to Appoint
 2. Marcus reached out to interested members
- VII. Beaverdale Park - **Aaron Graves**
 - A. Survey
 1. 29 Questions - Microsoft Forms
 2. To be sent to Beaverdale and surrounding neighborhoods
 - a) Lower Beaver
 - b) Drake
 - c) Merle Hay
 - d) Waveland
 3. Board to provide feedback on survey by Oct. 9 or Oct. 10
 4. Go live around Oct. 16.
 - a) gather data for approximately two weeks
 - b) close around Nov. 6
- VIII. Holiday Happenings - **All**
 - A. Promotion
 1. Start ASAP
 2. Poster proof week of Oct. 5
 - B. Events
 1. Virtual Santa
 2. In Person Santa at Tree Lighting

3. Shop Hop
 4. Light Contest
 - a) additional prize incentive for BNA members
 5. Fundraising has been positive
 6. Sell Ornaments?
 7. Nick and Jay are working with Businesses
- IX. Fareway - **All**
- A. Site Plan
 1. Sketch released
 2. Des Moines Register Article
 - B. Zoning Meeting Oct. 15
 1. Chris to represent BNA
 2. Jay to represent Beaverdale Business
 - C. Neighbors in close vicinity feedback
 1. Jay reached out Brindusa Velica (2721 41 Pl)
 2. Marcus reached out to another resident
 - D. Mural
 1. Site sketch suggests Mural is visible
- X. Membership Gift - **Kate**
- A. Calendar
 1. Artwork / Photos submitted by Beaverdale residents
 2. Cost to print, approximately \$10
 3. Distribute in late summer/early fall
 - a) i.e. August 2021 distribute 2022 calendar
 - b) During Qtrly Meeting to incentivize attendance.
 4. **MOTION:** Create Calendar. Jay moved, Kimberley Seconded, Approved
- XI. Merchandise - **All**
- A. Get existing merchandise to Chris Friest
 - B. Discussion
 1. Red t-shirts not good seller
 2. redo t-shirts before next Farmers Market
 3. New Resident mailer with option to buy Mural Print
- XII. Other Business
- A. Trick or Treating - **Kimberley**
 1. City to make recommendation middle of October
 2. BNA to refer residents to Polk County Health/CDC for guidance
 - B. Happy DSM - **Jay**
 1. New Business in old Floor Doctors space
 - C. Duds and Suds - **Jay**
 1. Moving out
 2. To be converted to 3 spaces/stalls (2 of 3 already leased)
 - D. Hy Vee - **Bill Gray**
 1. Plans unknown
 2. No Response
 - E. Parks and Rec - **Austin Tasler**
 1. Parks to switch to winter hours
 2. Water to spay parks turned off soon
 - F. Future city plans - **Bill Gray**
 1. Merle Hay Mall
 2. Casey's on Forest

XIII. Adjourn: **8:15 PM**