



**2022
PEACHTREE PARK
ANNUAL MEETING**

**OCTOBER 20, 2022
7PM-9PM**

Agenda

- 7:00PM-7:30PM - Social Time
- 7:30PM-7:35PM - Call to Order/Welcome (Esther Udoji Knoblauch/Steve Pracht)
- 7:35PM-7:55PM - Maj. Alien Mitchell, Zone 2 Commander, APD; Mr. Michael Paul, Nightlife Manager, City of Atlanta
- 7:55PM-8:05PM - Q&A
- 8:05PM-9:05PM - PPCA Business Meeting
 - Acknowledgement of Premier Sponsors- Jon lowder
 - Presentation of Bylaws Amendments- Esther Udoji Knoblauch
 - Officer/Committee Reports
 - Vice President/Newcomers/Street Captains (Maria Wieters)
 - Membership (Laura Miller)
 - Sponsorships (Jonathan Lowder)
 - Security (David Darden)
 - Treasurer (Chris Heath)
 - Communications (Libby Viergever)
 - Landscaping (David Orrison)
 - Infrastructure (Ashkan Seyedi)
 - Social (Tyler Sant)
 - President (Steve Pracht)
- 9:05PM-9:10PM - 2023 Board of Directors Announcement- Esther Udoji Knoblauch
- 9:10PM - Adjourn



**2022 PPCA ANNUAL
MEETING**

GUEST SPEAKERS

MAJ. AILEN MITCHELL
ZONE 2 COMMANDER, APD

MR. MICHAEL PAUL
NIGHTLIFE MANAGER
CITY OF ATLANTA



**2022 PPCA
ANNUAL MEETING**

PREMIER SPONSOR
RECOGNITION

JON LOWDER

2022 PPCA PREMIER SPONSOR



Mercedes-Benz
of Buckhead



**2022 PPCA ANNUAL
MEETING**

ESTHER KNOBLAUCH
Parliamentarian

OVERVIEW OF BYLAWS
CHANGES

2022 BYLAWS CHANGES

❑ Objectives

- ❑ 1. To make the Bylaws tell a more accurate story of how the PPCA functions
 - ❑ Ex. Sections mismatched or contradictory, update duties of officers and processes to call meetings
- ❑ 2. To preserve the notions and tenets that protect PPCA, Board and its Members
 - ❑ Ex. Liability and voting/action items
- ❑ 3. To create a comprehensible and intelligible document

❑ Process

- ❑ General Discussion over 6 Monthly Board Meetings April-September [6+ hours]
- ❑ In depth discussion, proofreading, editing and revisions individually by myself and in small group setting with volunteers from Board (Many thanks David Darden, Libby Viergever & Steve Pracht) [20+ hours]

❑ Result

- ❑ Fantastic document—accessible, preserves the important aspects of PPCA and reflects the day to day functions of the Board.

2022 BYLAWS CHANGES

ANY ADDITIONAL CHANGES TO THE BYLAWS?

MOTION TO APPROVE





**2022 PEACHTREE PARK
ANNUAL MEETING**

**VICE PRESIDENT'S
REPORT**

**NEWCOMERS & STREET
CAPTAINS**

MARIA WIETERS

What We Do / 2022 Activities/Accomplishments

What We Do

- Welcome new neighbors
- Deliver Packets with PPCA info
- Distribute pertinent PPCA material to Street Captains to disburse

2022 Accomplishments

- Welcomed over 65 new homes!
- Amazing team of Street Captains serving their streets

Street Captains List

- Burke Rd- Desiree Walls (719)
- Park Circle- Lisa Bianchi-Fossati (6)
- Martina- Stephanie Davis (581)
- Arc Way- Hannah Sibley (12)
- Highland Dr- Jason Abbott (32)
- East Paces Ferry- Greg Zimmerman (670)
- Peachtree Dr- Maria Wieters (3138)
- Dale Dr- Cassie VanLandingham (3021)
- Greenview- Libby Viergever
- Timm Valley- Mike Chlopek (655)
- Darlington Circle- Esther Udoji (759)
- Darlington Rd- Jessica Jaret Sant (692)
- Elliott Cir- Mary Margaret Lewis (2872)



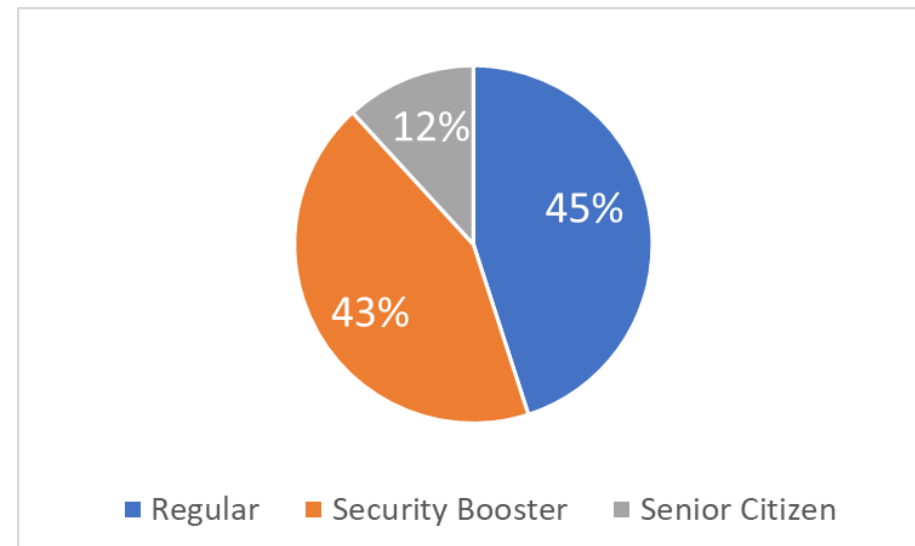
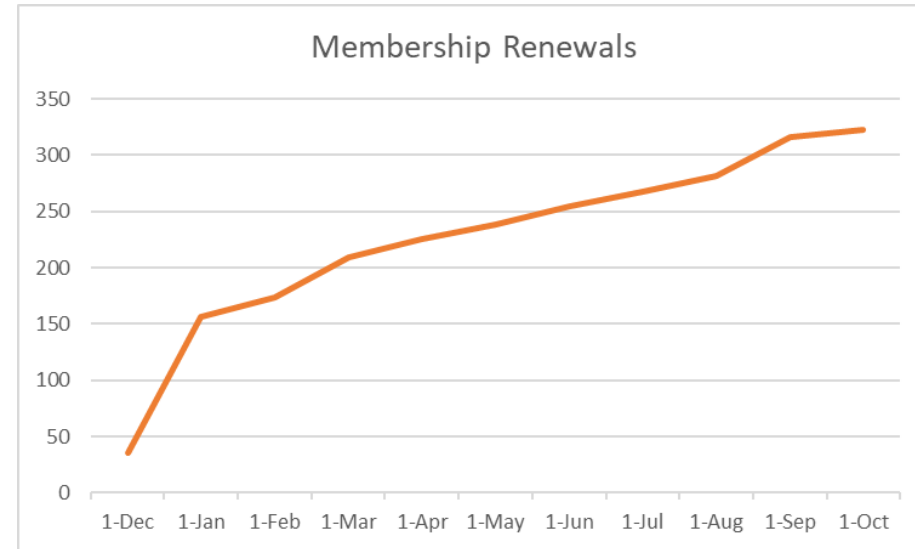
**2022 PEACHTREE PARK
ANNUAL MEETING**

MEMBERSHIP

**ANNE CLARK
LAURA MILLER**

What We Do / 2022 Activities/Accomplishments

- What We Do
 - Encourage residents to join PPCA
 - Manage member database
 - Deliver decals and directories
- 2022 Activities/Accomplishments
 - Successful membership drive!
 - Currently at 322
 - Decals ordered and delivered
 - Directory in process





**2022 PEACHTREE PARK
ANNUAL MEETING**

SPONSORSHIPS

JONATHAN LOWDER

What We Do / 2022 Activities/Accomplishments

- What We Do
 - Reach out to area businesses to secure their financial support and partnership for the PPCA and its mission
 - Ensure fulfillment of sponsor benefits associated with their sponsorship level
 - Communicate results to the PPCA board
 - Referrals are welcome and appreciated
- 2022 Activities/Accomplishments
 - Reached out to returning and new sponsors in 2022
 - Headwinds due to some economic challenges
 - Raised \$7,800 in sponsorship support vs \$7,500 goal

Premier Sponsors



Mercedes-Benz
of Buckhead



Gold and Silver Sponsors

Gold Sponsors



Realtime Electronic Payments

Silver Sponsors



In Kind Sponsors



MIKE RUSENKO, CPA

O: (404) 262.2181 | F: (404) 262.2781

mrusenko@bermanrusenko.com

3445 Peachtree Rd, N.E.
Suite 1150
Atlanta, GA 30326

BERMAN + RUSENKO

Tax, Estate and Charitable Planning



**2022 PEACHTREE PARK
ANNUAL MEETING**

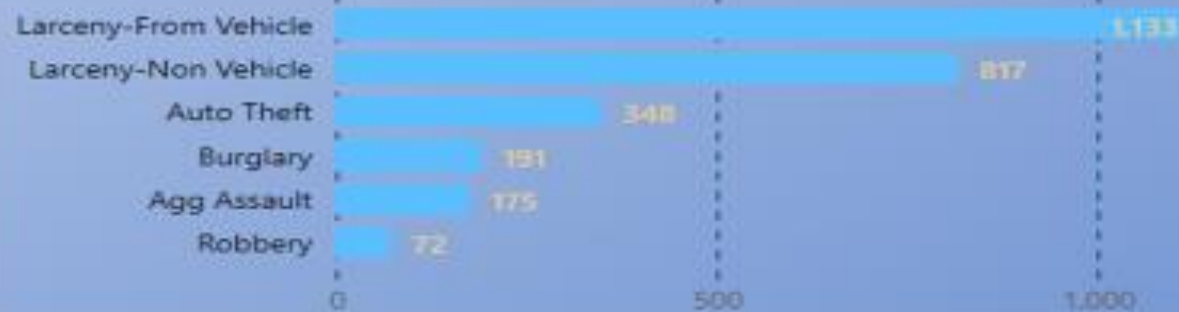
SECURITY

DAVID DARDEN

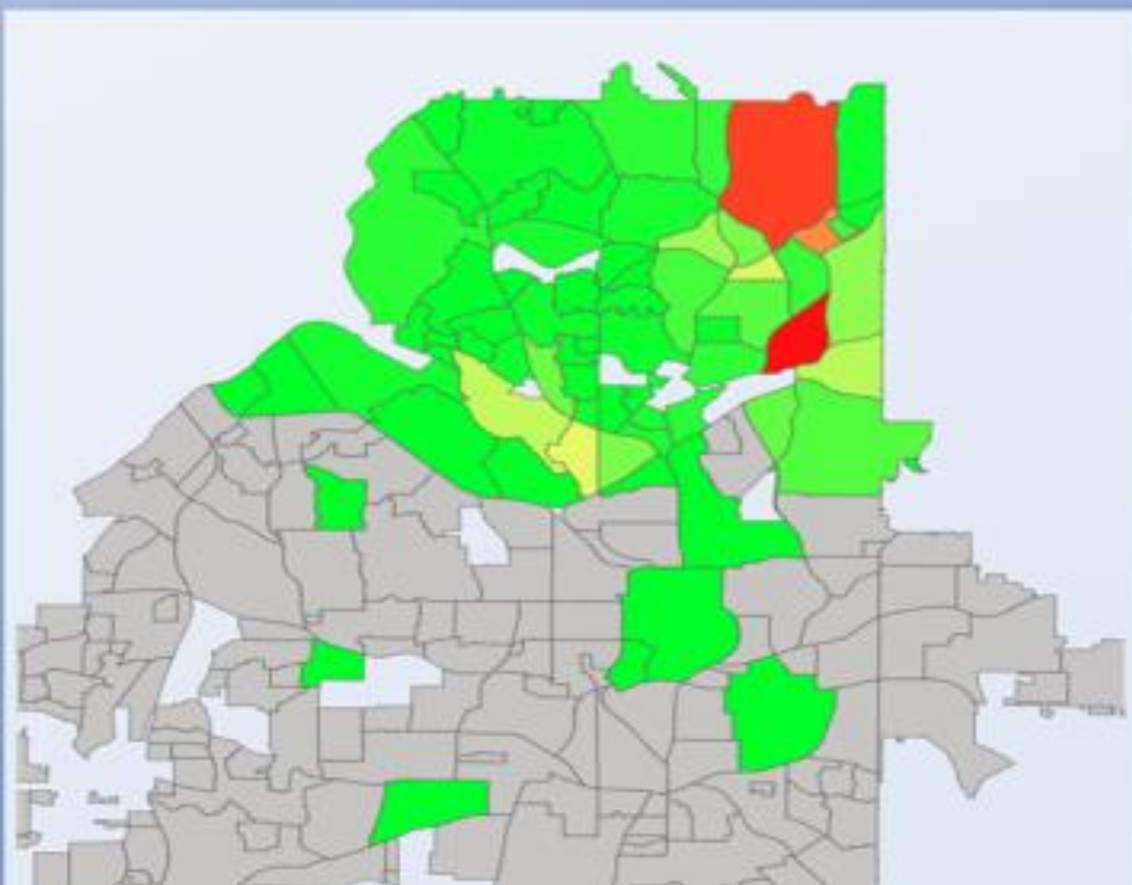
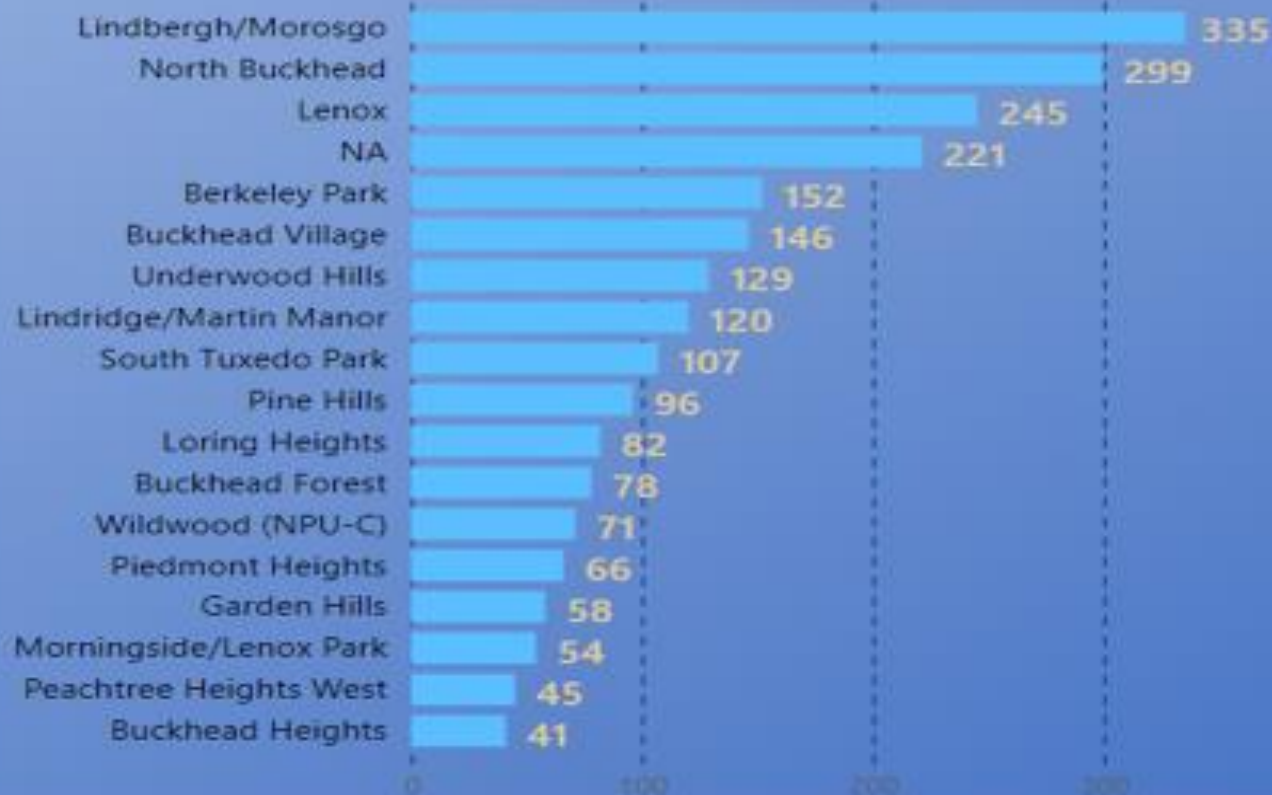
TOTAL

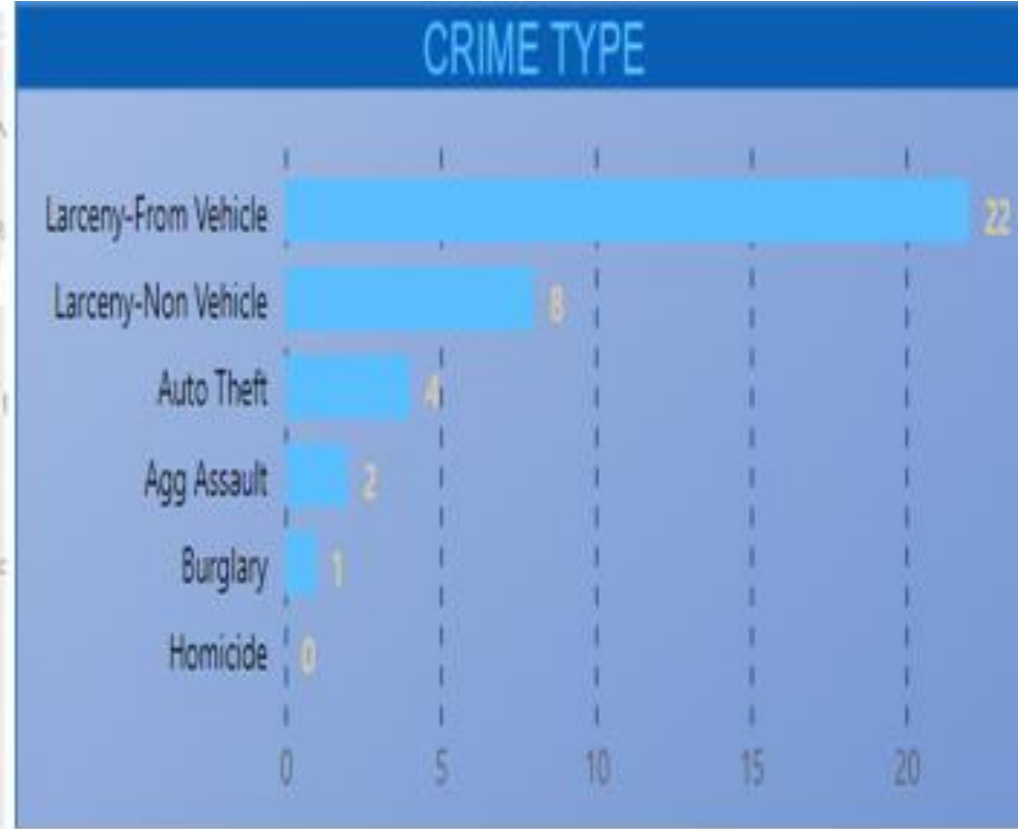
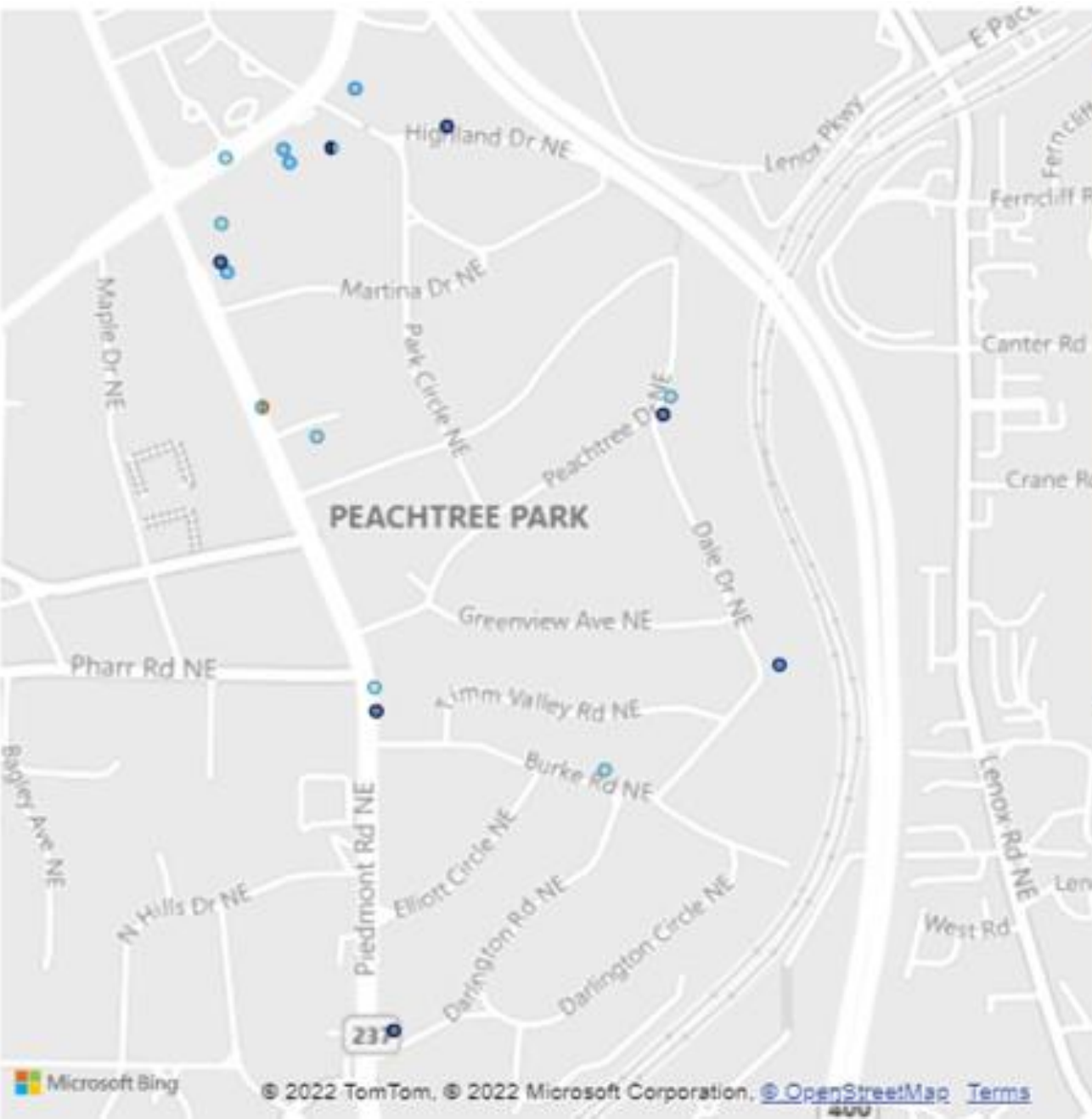
2,728

CRIME TYPE



Total Crime by neighborhood





PPCA 2022 Security

- 12 reports received via PPCA security report form
 - Down from 19 in 2021
- 36 APD-tracked crimes in 2022 through September
 - Compare to 58 in first 9 months of 2021, 82 for complete year
- Both measures indicate crime is down by a third from 2021

PPCA Security – Assets/Strengths

- No resident-on-resident crime originating from within neighborhood
 - Some prior trouble houses have changed hands
- Good relationship with APD
 - Connections at Department for prompt information
 - Officers know they are appreciated and welcome in Peachtree Park
- Tight-knit neighborhood
 - Residents know when something is strange and communicate about it
- No through traffic, somewhat hidden
- Lots of resident pedestrian traffic
 - Very difficult for criminals to go unobserved during normal waking hours

PPCA Security – Challenges

- Proximity to dense, higher-crime commercial areas
- Neighborhood streets are public
- Non-resident pedestrian access via Path 400, bridge, archway

PPCA 2022 Security Expenditures

- Largest component of PPCA budget
 - ~\$55,000 out of ~\$98,000 total
 - Two elements of security spend
 - Off-duty APD patrols
 - \$55/hour
 - 4 nights per week during highest risk hours
 - Cameras
 - Flock (tag reader cameras)
 - Arlo (observation of pedestrian traffic in public areas)

PPCA Security - 2023

- Could we increase security patrol hours?
 - ~\$11,000/year to add additional 4 hour block per week
 - Would require 38 additional members at \$300/year
- Can we influence crime levels around us?
 - PPCA and others try to use NPU and permitting process to shape Piedmont corridor
 - Calling 911 for all crimes helps resource allocation to our area



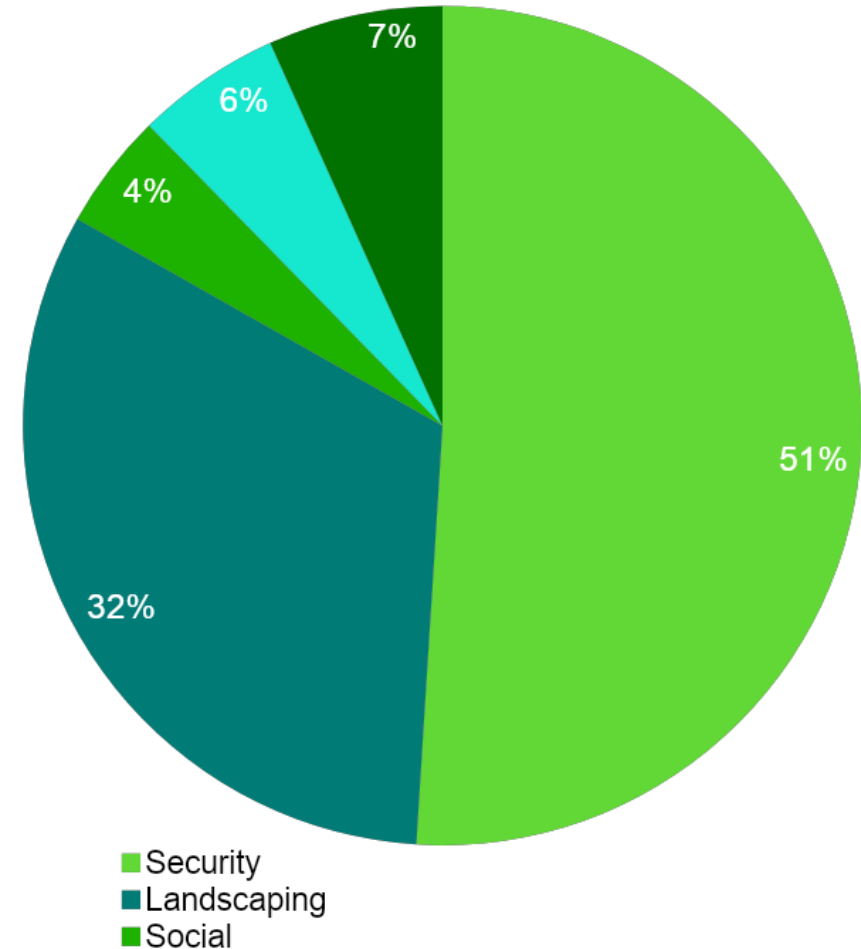
**2022 PEACHTREE PARK
ANNUAL MEETING**

**TREASURER'S REPORT
CHRIS HEATH**

Treasurer Report

- What we do:
 - Maintain the PPCA's finances
 - Ensure budgets are set and reported upon at each board meeting
 - Pay bills, keeping books and records
 - File annual tax forms
 - Procure insurance, business license, etc.

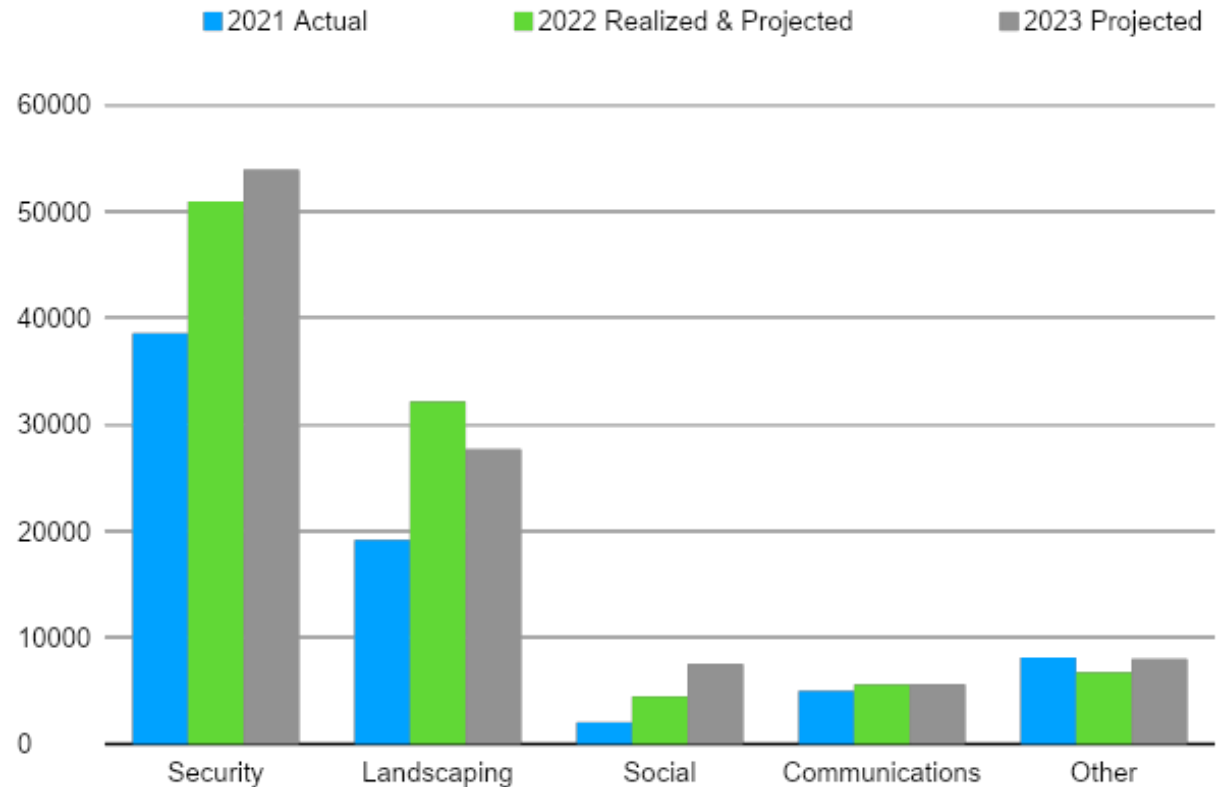
2022 PPCA Budget



Treasurer Report

- Expenses are increasing
 - Spend on APD patrols increased ~50% year over year for same number of hours
 - Landscaping costs have gone up
 - Social events starting up again
 - Expecting more increases in 2023 but uncertainty on magnitude

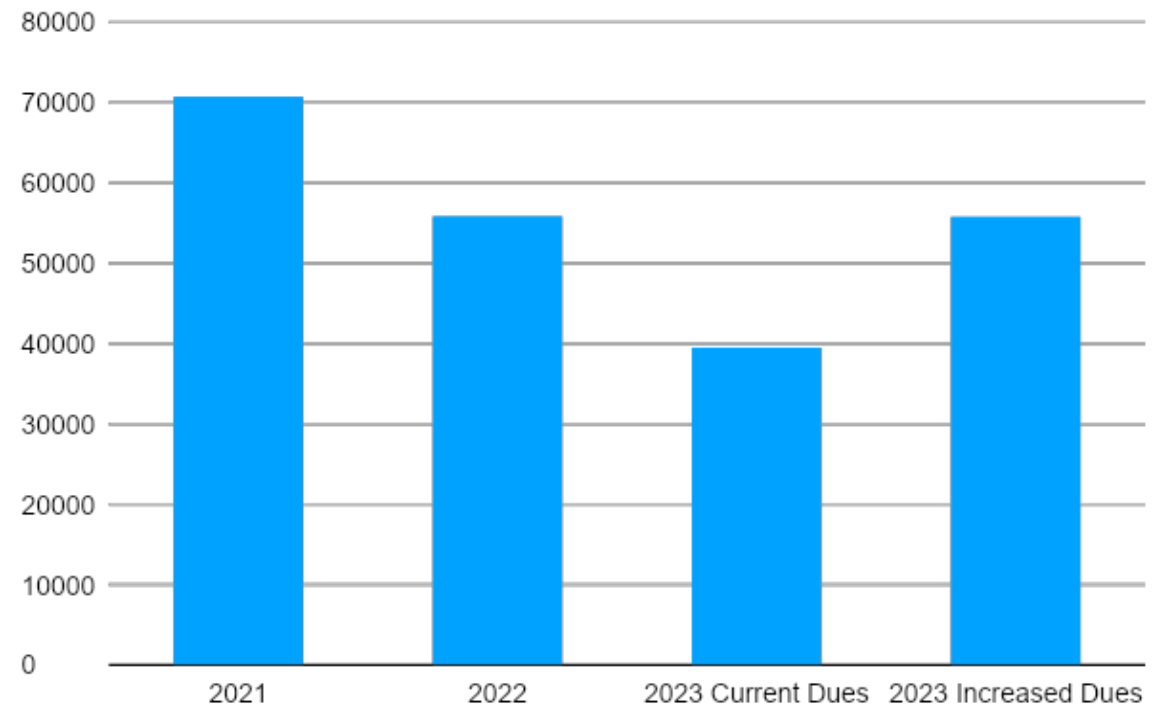
PPCA Expenses by Year



Treasurer Report

- Balances decreased by ~15k in 2022 due to expense increases
- Increasing dues next year to cover increasing expenses
 - \$50 annual increase to dues (security booster, regular, and senior)
 - Will lead to breakeven 2023 income vs expense given modest projections on expense inflation
 - Current balances are large enough to cover unexpected 2023 expense increases while maintaining current levels of service

PPCA Ending Balances by Year





**2022 PEACHTREE PARK
ANNUAL MEETING**

COMMUNICATIONS

LIBBY VIERGEVER

What We Do / 2022 Activities/Accomplishments

- What We Do
 - Send out all PPCA communication electronically via Mailchimp from email address, communications@peachtreparkatl.org
 - Communications include monthly newsletters, special announcements, social events and security alerts
 - To receive communications from the PPCA, residents must have an online membership profile with accurate email addresses.

Communications- Activities/Accomplishments

- Successfully delivered all monthly newsletters, announcements and alerts year to date
- With help of membership committee, increased recipients by 115 registered email addresses
- Increased newsletter opens by 13%
- With help from Chris Heath, added a News Tab on the website to allow those “browsing” Peachtree Park or the PPCA to read newsletters and get a feel for what goes on in the neighborhood
- Also added a Newsletter Sign Up tab on the website to allow residents to register for communications which has generated several new “readers” all of which transitioned to PPCA members



**2022 PEACHTREE PARK
ANNUAL MEETING**

LANDSCAPING

DAVID ORRISON

2022 Budget- \$25,000

- ❑ \$12,000 Weekly Maintenance
- ❑ \$3,000 Weekly Dog Waste Collection
- ❑ \$3,000 Pocket Park Playground
- ❑ \$3,000 Nature Trail
- ❑ \$3,000 Plants, Mulch & Miscellaneous
- ❑ \$1,000 Restore Highland Granite Wall

Key Accomplishments

- ❑ \$9,000 Additional Approved for Tree Removal/Trimming
 - ❑ Safety at Pocket Park Playground
 - ❑ Crepe Myrtles at Darlington Triangle
 - ❑ Lower Highland overhanging branches
 - ❑ Bridge Park dead trees and overgrowth
- ❑ City Removed Dieing Leland Cypress Trees at Darlington Road Entrance
 - ❑ Dangerous conditions—are planning to re-landscape the area
 - ❑ Special thanks the City Councilperson Howard Shook's office
 - ❑ Stumps also removed

Key Objectives in 2023

- ❑ Landscape Darlington Road Entrance
- ❑ Joint Project with Lenox/Hyatt Centric to Landscape GA400 Pedestrian Bridge
- ❑ Improve/accent Street Curbing on Entry Streets from Piedmont
- ❑ Restore East paces Ferry Entrance Marker

Recognition and Thanks for Volunteers

- **Park Circle/Arc Way Traffic Island**

- *Stella and Jack Wissner*

- **Martina Entry Marker**

- *Lisa Bianchi Fossati, Colleen Weaver and many others*

- **Peachtree Drive Entry Marker**

- *Libby Viergever*

- **Burke Road Entry Area**

- *Denise Oleska*

- **Darlington Road Entry Marker**

- *Steve and Darlene Pracht*



**2022 PEACHTREE PARK
ANNUAL MEETING**

INFRASTRUCTURE

ASHKAN SEYEDI

What We Do / 2022 Activities/Accomplishments

- What We Do
 - Help maintain a safe & visually pleasing neighborhood
 - Address repairs to our streets, lights, etc.
 - Maintain the beauty of our historic neighborhood
- 2022 Activities/Accomplishments
 - Removal of downed trees from storms
 - Fire hydrant fixes
 - Coordinate repairs for Google Fiber installation



**2022 PEACHTREE PARK
ANNUAL MEETING**

SOCIAL

TYLER SANT

What We Do / 2022 Activities/Accomplishments

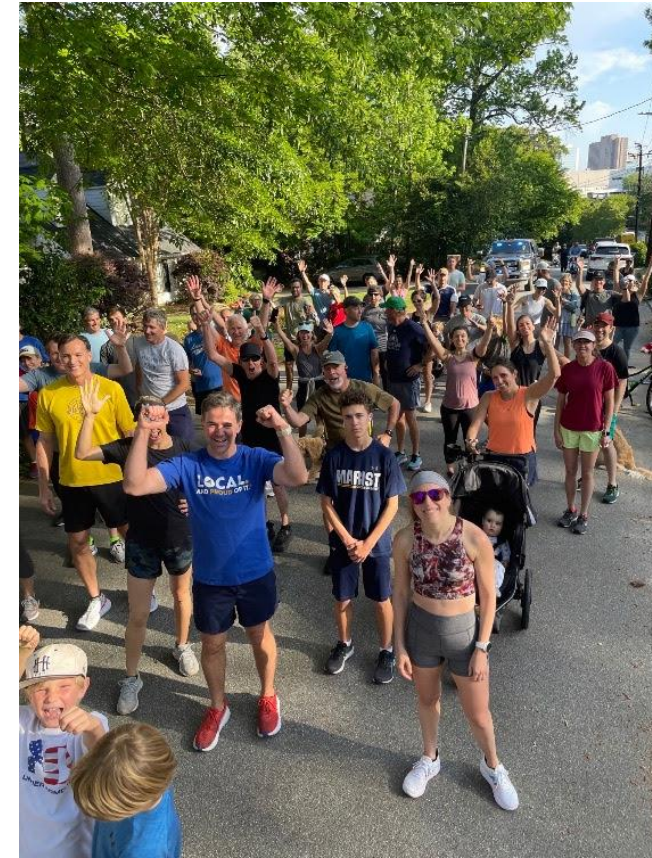


What We Do

- Provide opportunities for neighbors to connect
- Plan neighborhood events and gatherings

Activities/Accomplishments

- PPCA 5k fun run
- Annual adult social
- Friday afternoon social walks
 - More to come!





**2022 PEACHTREE PARK
ANNUAL MEETING**

PRESIDENT'S REPORT

STEVE PRACHT

2022 Priorities & Activities

- ☐ Communication

 - ☐ Internal

 - ☐ External

- ☐ Documentation- procedures guides for officers and committees

- ☐ Burke Road Entry Marker

- ☐ Peachtree Park Master Plan

- ☐ Thank you!



**2022 PPCA ANNUAL
MEETING**

ESTHER KNOBLAUCH
Parliamentarian

NOMINATED & ELECTED
2023 BOARD MEMBERS

New members are in **bold**.

Thank you to the returning members for your continued service!



KATIE BENNETT

East Paces Ferry Rd (2022 Secretary)

LAURA BRASWELL

East Paces Ferry Rd

DAVID DARDEN

Dale Dr (2022 Security)

CHRIS FULLER

Dale Dr

BRIANNE GOLDSTEIN

Darlington Cir

ZACH GOLDSTEIN

Darlington Cir

CHRIS HEATH

Peachtree Dr (2022 Treasurer)

JONATHAN LOWDER

Greenview Ave (2022 Sponsorship)

EMILY O'BRIEN

Park Cir

DAVID ORRISON

Greenview Ave (2022 Landscaping)

STEPHEN PRACHT

Darlington Cir (2022 President)

TYLER SANT

Darlington Rd (2022 Social)

ASHKAN SEYEDI

Park Cir (2022 Infrastructure)

LIBBY VIERGEVER

Greenview Ave (2022 Communications)

MARIA WIETERS

Peachtree Dr (2022 Vice President)

Motion to Adjourn