

PPCA Board Meeting Minutes_Final Wednesday, January 17, 2024

Purpose Statement

The purpose of the Association shall be to promote social welfare and the upkeep and maintenance of the neighborhood through the promotion, organization, and the preservation of Peachtree Park as a residential neighborhood for the mutual enjoyment and benefit of all the residents of and visitors to Peachtree Park.

1. Call to Order and Roll Call- Fuller

a. Attendees: Steve, David D., Jon, Fuller, Libby, Katie C, Laura, Jordan, Ashley, Allene, Maria, David O.

2. Approval of Minutes- December 13, 2023 Meeting - Approved

3. Officer Reports

a. President's Report- Steve

i. 3121 and 3125 Piedmont Road Development

1. Send memorandum to Denise Starling, Chair, SPI-9 DRC stating concerns and recommendations regarding the development plan- copied the applicant team; Thomas Otto, City of Atlanta planning office; PPCA board of directors and PPCA zoning committee
2. Attended the SPI-9 DRC Zoom meeting on January 3, 2024 to hear the presentation and comments of the DRC
 - a. The DRC members are confused about many aspects of the plan and recommended that the applicant meet collectively with City of Atlanta departments of planning, building and transportation to get their feedback on the project plans
 - b. One of the primary issues raised by the DRC is the applicant's plan to link the two properties with a second-floor deck- the properties will need to be consolidated into one in order for the two buildings to be connected as proposed
3. A second memorandum was sent by the PPCA to Denise Starling on January 16, 2024 with further details about neighborhood concerns about the proposed development plans- copied the applicant team, Thomas Otoo, Howard Shook, PPCA board of directors and PPCA zoning team
4. Next SPI-9 DRC meeting will be held on Wednesday, February 7, 2024

ii. 29 Park Circle

1. Nancy Yates inquired about demolition activities; Jason Kendall discovered that the owner/contractor has applied for a permit, but it has not yet been granted; a Stop Work order has been issued by the City
2. The plans are to build a three-story structure behind the principal house; Jason believes there may be nothing to stop the construction if the structure is properly located on the lot

iii. Burke Marker- re-established contact with the contractor- he had a death in the family who live in Ecuador and had been out of the country for an extended

period of time; someone broke into his business while he was away and he's assessing the amount of stolen property; he wants to do the project and will get back to me once he has gotten better footing. Awaiting weather to improve prior to getting started.

- iv. SouthState Bank- met with Chris H and Jordan to transfer signatory authority to Jordan and me; checks that allow for two signatures have been ordered
- v. Expectations
 - 1. Our Purpose
 - 2. Communication
 - a. Board
 - b. Neighbors
 - 3. Monthly meetings
 - a. Attendance is mandatory
 - b. If unable to attend, then notify me and/or Katie B in advance- can designate a proxy vote
 - c. Preparation- read agenda, minutes and reports in advance
 - 4. Reports- post/send by no later than Monday of the meeting week; do not want verbal reports; will presume you have no report, if not provided in advance

b. Vice President's- David D.

c. Secretary's- Katie

d. Treasurer's Report- Jordan- financials and proposed 2024 budget posted on Slack

i. Action Item

1. Reserve Fund-

- a. How much should be held in the reserve fund for future emergency situation
- b. What are the factors that will determine when excess funds beyond this amount will be available to spend? – we will track progress over the course of the year for membership & sponsorship
- c. What are the priorities for how excess funds beyond this amount may be spent?

ii. Discussion: Goal – move as much money as possible to money market account and keep minimal (10k) in checking account

- 1. We have a major capital expenditure (9-12k) with the Burke Marker expected in the first half of this year
- 2. What else might we do this money? → update playground, landscaping at Darlington
- 3. Propose we make decisions as needed throughout the year
- 4. Examples of when we've had to expend money – hiring attorneys (\$35k), extra security – something could always happen
- 5. Its 60k now, but was more in prior years – perhaps having a target number of lower isn't serving us. Costs went up in the past years (inflationary) and we added services like tree trimming that weren't budgeted
- 6. We've been able to raise money as needed in the past for major issues like zoning/legal issues – do we think this is still feasible with the neighborhood landscape today?

iii. **Decision** – Table until February meeting

1. **Action Item** – Libby to research when legal assistance has happened in the past -> Wanting to build the townhomes on Dale
2. **Action Item** – Provide any updated budget line items that weren't included in the December planning -> Burke Marker \$11,000

e. **Parliamentarian Report- Fuller**

- i. Squarespace, Godaddy & Google Drive handed over from Chris Heath

4. **Committee Reports**

a. **Communications- Libby**

- i. No newsletter sent in December
- ii. Managed Hyatt reception for pre-Board meeting: invitation, RSVP tracking, communication with Hyatt
- iii. January newsletter successfully sent
 1. 696 recipients
 2. 78% open rate
- iv. Security alert sent on January 15 after 5 'creeper' incidents the week of the 8th. Two unlocked cars, one stolen laptop
- v. For the agenda, I'd like quick discussion on following three items regarding website:
 1. Adding a street captains page on the PPCA tab underneath the Leadership page. Or a separate tab if more appropriate. List all street captains and email link.
 2. And, what about adding our community volunteers to the Leadership page - development, NPU etc.?
 3. I often get emails that is a reply to something I sent out, but nothing to do with what had been sent. The resident simply has a question about something random and doesn't know who to ask. I also get emails on where to mail dues checks. We need a 'contact us' tab somewhere that is visible, easy to see and contains our physical mailing address and email address. It could go under the PPCA tab or even as a separate stand alone tab on first page. Address and email on the first page of website in the footer section all the way at the bottom. You need to scroll through everything to find it.
- vi. **Action item** – follow up with Zoning Committee team about if they are comfortable with being added to the website

b. **Buckhead Council of Neighborhoods January 2024 meeting:**

- i. BCN fed first responders in our community for both Thanksgiving and Christmas holidays. Great success and great appreciation.
- ii. Alfred "Shivy" Brooks won the Atlanta School Board December 5 Seat 7 At-Large run-off election. BCN wanting a volunteer to track and monitor school board going forward. Thinking things are going to change and since APS receives 51% of our property taxes, need to make sure they are running schools correctly and spending money correctly.
- iii. Loud cars resolution moving forward.
- iv. BCN has a room reserved at the state capitol on February 20 and will provide food for legislators. Anyone welcome to attend and meet lobbyists, legislators.

- v. Efforts underway to have the \$34 for 911 removed from the solid waste bills as it does not go to 911. The money being dumped into the City's general fund. Wanting the \$34 to go directly to 911. Lawsuit filed to make this happen.
- vi. Debra Wathen, BCN Chair, successful in getting a 3rd car donated for the Buckhead Safety Alliance program. The third car will cover all 5 commercial corridors from 3:30pm until 11pm. The newly instituted commercial corridor patrols have been successful in stopping crimes, arresting criminals.
- vii. Jahnee Prince, Commissioner of Community Planning, has set a goal of meeting will all 10 NPU's twice, 50 meetings total. Wanting to know what neighborhoods are wanting in regard to zoning. We should make a list.

c. Sponsorships- Allene/Jon

i. Activities:

- 1. Created comprehensive spreadsheet for all past/current/prospective sponsors
 - a. this will be our master tracker going forward.
 - b. I would like to review this spreadsheet during the meeting and get feedback, and see how we can split up some of the contacting
 - c. Spreadsheet:
<https://docs.google.com/spreadsheets/d/12NzwZoH40cm3vWkYOAPtZIBFPcse35RZouZ-0Z567Ms/>
- 2. Created full sponsorship marketing package (rough draft on Slack for review)

ii. Goals:

- 1. Hit up all the nearby businesses that I did not see in our historical tracker for additional sponsorships/income
- 2. Obtain funding for greenspaces

iii. Action items for review by board:

- 1. Review Sponsorships Master Tracker for feedback and divvying up the work/process for reaching out
- 2. Sponsorship email address, payment online only? Or do we still want to accept checks?
- 3. Make decision on Greenspace funding - will it only go to Greenspace projects? – concerns that keeping up greenspaces for sponsors could be tricky, or have them manage all maintenance (as in Morningside) – decided getting money is easier to manage
- 4. Review benefits levels - need to brainstorm if these benefits will be worth it and what other benefits we can provide. Would like to finalize
 - a. Social?
- 5. Any other levels other than greenspace? Social? Lots of neighborhoods have sponsors for specific events.
- 6. Review sponsorship marketing packet

iv. Notes from meeting

- 1. Need to be able to get tax receipts or invoices for sponsors – need to develop template
- 2. Need to finalize the sales pitch to share with broader board to support outreach

3. Ask to board – By January 24 review list, add new businesses, fill in additional details where you can, reach out to Jon/Allene if you want someone else to manage it
 4. Need to remember to follow up with sponsors on their benefits like being able to attend social events, annual meeting
 5. Discussed adding another sponsorship level with more money, people gravitate to middle options.
 6. What about 5k t-shirts? – Add to premier sponsorship
 7. Follow-up – Update Premier to Platinum and change price to \$2500, keep Silver & Gold – Update benefits for Gold. Only differentiation would be tshirt, table at the
- v. Voting activity
1. 3 levels at 1500, 1000, 500 – Approved
 - a. Consider having different paperwork for massive businesses like Delta, Suntrust, Simon who we may ask for more \$\$\$
 2. Greenspace –
 - a. Need list of all neighborhood greenspaces
 - b. Will have varying levels for different sizes of greenspaces
 - c. Benefit – write up in the newsletter + sign at greenspace + social media post
 - d. Motion to have a committee establish Greenspace sponsorship guidelines
 3. Sponsorship packet approved
- d. Social Media- Allene**
- i. Need ideas of things to post other than women’s club and holidays
 - ii. 118 followers on IG. Perhaps we continue promoting on newsletters
 - iii. Also need to discuss how often we “promote” a sponsor so we can add it to the benefits. Example: reposting stories/posts by sponsors.
 - iv. Post Ideas
 1. Membership – Laura to send Allene the proof for stickers
 2. Sponsoring social events
 3. Dog pictures – dog of the week
- e. Social- Ashley-** see social schedule posted on Slack
- f. Membership- Laura & Katie**
- i. 2024 renewals - we have 142 paid members so far this year! Most through auto-renewal at start of year.
 - ii. Mailbox stickers have been ordered, plan to distribute last week of the month, assuming they arrive. Will be ordering Thank You post cards to pair in mailboxes, along with reminder cards to join so that everyone gets something in their mailbox. We will create packets and coordinate with the street captains to distribute.
 - iii. Planning to send an email reminder to 146 past-due members and anyone who didn’t join in 2023 in our database to try to get some additional sign ups prior to first round of sticker pass out - working with Katie & Libby on content
 - iv. David O submitted security booster dues + \$150 for landscaping
 - v. Discussed having prizes and engaging the street captains more to drive membership – we will revisit after we see how membership numbers are looking through first part of the year

- g. Welcome/Newcomers- Maria**
 - h. Infrastructure- Alex**
 - i. Follow up on signage in neighborhood to be pressure washed or replaced – start by requesting city to replace
 - ii. Propose try to clean then have an inventory of things to be replaced by city – David O to reach out to contractor. – Approved
 - iii. Maria raised issue on graffiti – Livable Buckhead – Steve to follow up
 - 1. Can we get kids to come paint murals – SCAD?
 - 2. Need to work with Livable Buckhead
 - i. Security- Emily**
 - i. Random weird incidents – sent an email alert
 - ii. Revisit Flock in August because of auto-renew
 - j. Landscaping- David O.**
 - i. Pressure washed the playground
 - ii. Will dump more mulch and coordinate a volunteer day to
 - k. NPU- B/Zoning- Shawn Perez**
- 5. Other Business**
- a. Friends of Peachtree Park – are there things we can collaborate with them on to get sponsorships or donations with tax benefits?
 - i. Libby will follow up with Peter
 - b. Please post ASAP if you will not make the February meeting (known conflicts with APS winter break)
- 6. Next meeting- February 21, 2024- Libby will host. Collides with school winter breaks, expect many to miss. Let Steve know ASAP**
- 7. Adjourn**