

PPERRIA Community Meeting

March 23, 2015
PPUMC

6:30 pm

Board of Directors Present:

1. Richard Adams
2. Eric Amel
3. Phil Anderson
4. Stu Anderson
5. Dick Brownlee
6. David Coats (Sigrid absent)
7. Steve Cross
8. John Cushing
9. Kate Donahue
10. Tony Garmers (Greta absent)
11. Dick Gilyard
12. Ted Golbuff
13. Susan Gottlieb
14. Del Hampton
15. Ken Hampton
16. Tamara Johnson
17. Charles Jorgensen (Sally absent)
18. Martha Joy
19. Dick Kain
20. Tom Kilton
21. Christina Larson
22. Florence Littman
23. Andy Mickel
24. Gordon Mosser
25. Ann Munt
26. Karen Murdock
27. John Orrison
28. Dick and Meredith Poppele
29. Joe Ring
30. Evan Roberts
31. Serafina Scheel
32. Bill & Jane Seeley
33. John Wicks (Wendy absent)
34. Paul Zerby

Board of Directors Absent:

1. John Holmquist
2. Roger Kiemele
3. Susan Larson-Fleming
4. Dorothy Marden
5. Dan Peters
6. Jerry & Margy Stein

Members & Community-at-Large Present:

1. Bruce A. Pinke, MPD Chaplain
2. Lydia McAnerney, member
3. Gretchen Zetter, MPLS Attorney
4. Nick Juarez, MPLS MPD 2nd Precinct
5. Bill Read, member
6. Julie Wallace, member
7. Vince Netz, member
8. Salley Sawyer, member
9. John Dukich, member
10. Diana Dukich, member
11. Eric Lueneburg, member
12. James Chick, member
13. Jarred Greenhalge, member
14. Kent Petterson, member
15. Reed Polakowski, member
16. Inspector Kathy Waites, MPD 2nd Precinct
17. Brendan Henrie, Cue Labs
18. Gail Hughes, member
19. Ladan Yusuf, member, Glendale
20. Khedu Ferdu, Glendale
21. Kari Simonson, member
22. Alma Ratliff, junior member
23. Liam Ratliff, junior member
24. Marybeth Luing, Concert Committee
25. Cam Gordon, Ward 2 Councilperson
26. Jessica Buchberger, PPERRIA staff

1. **Welcome & sign-in.** *Christina Larson*, PPERRIA President and meeting chair, welcomed everyone to the meeting at 6:30 pm. and asked that all sign in at the back of the room.
2. **Announcements.** The floor was opened for announcements:
 - A. **PPERRIA Nominations Committee.** *Christina Larson* encouraged members to run for the PPERRIA Board of Directors.
 - B. **Annual Meeting.** *Christina Larson* announced the up-coming PPERRIA Annual Meeting is slated for April 27, 2015, 6:30 pm at the Profile Event Center at 2630 University Ave SE.
 - C. **Neighborhood Spring Clean-up Day.** *Tom Kilton* announced that Earth Day and neighborhood clean-up day on is April 25. The annual crew will be mustered from 9:30 am to 11:30 am or noon. Neighborhood volunteers are encouraged to join in the effort, especially young people and families to have the opportunity to enjoy the River.
 - D. **Pratt Ice Cream Social.** *Christina Larson* announced the Pratt School Annual Ice Cream Social would take place Friday, May 29, 2015.
 - E. **Today's Refreshments.** *Karen Murdock* provided refreshments and applause indicated the appreciation of the membership.
 - F. **Tom SenGupta Memoirs.** *Dick Kain* announced that people should see him to pick-up memoir books.
 - G. **Southeast Seniors "Taste of Southeast".** *Lydia McInerney* announced the Taste of Southeast fundraiser by and for the Southeast Seniors scheduled for April 18, 2015. There will be a silent auction and honors for *Tom SenGupta* and retiring nurse *Darla*.
3. **Discussions/presentations.**

- A. **Precinct 2 Crime Prevention Report.** Crime Prevention Specialist *Nick Juarez* and Inspector *Kathy Waites* presented updates and fielded questions from the community. RAIDS Online [Regional Analysis and Information Sharing] is a police report sent to your email similar to a block leader report. Radius can be tailored from 50 feet to five miles. Curfew: there is some incidence of youth out late. It is a 911 call and a ticket-able offense. Truency: youth out during school day is also a 911 call. Hot calls will drop less serious calls. *Inspector Waites* made a shout out to *Gretchen Zetter*, Community Attorney, and *Bruce Pinke*, Police Chaplin, who were in attendance.

Year-end report 2014: some of the uptick in activity is because of LRT stops and arrests. *Specialist Juarez* said not many violent crimes are occurring in the Prospect Park neighborhood. There is more burglary here. Long term residents tend to lock doors whereas students do less so for a variety of factors. Spring break also has an annual uptick in opportunity crimes. Strike plates installed at exterior doors in lieu of expensive alarm system are effective. *Inspector Waites* also said getting a dog—even a little one—is very effective as burglars do not want to contend with dogs. The Humane Society offers dogs that need homes.

Ward 2 Open House is Monday, May 11, 4 to 6 pm at 1911 Central Avenue NE. The annual event is a lot of fun for kids and families with the SWAT team, bomb squad, and K-9 units on hand for questions and answers. Brats, burgers and fixings are prepared by the Fire Department crews.

The floor was opened for questions. *Bill Seely* asked about the Philadelphia report regarding police policy on when to use a firearm. *Inspector Waites* responded that training takes place every year including gun range training, in-house seminars on when and where guns are used, scenario-based training on shoot/don't shoot, and debriefs after situations. The City Attorney passes down pertinent information. Events involving firearms precipitate review of scenarios with respect to officers involved.

Year to date 2015 shows auto theft is significant. Hondas are marks for theft as they are easy to take and are used for street racing stock. Robberies at gunpoint nearby handled well. Calls about Surly traffic and parking issues have surfaced. "Citations are being made available." Community education is intended.

John Cushing asked about park activity. The parks are Park Police jurisdiction but all jurisdictions will respond depending on the nature of the call.

Larceny was discussed: what is typical? Bike theft and lawn mowers are frequently stolen items.

Surly Destination Brewery was discussed: is there as DWI patrol? *Inspector Waites* responded that the department does not wish to specifically target a business unless warranted, yet the precinct has some officers that are pro-active on enforcement.

David Coats asked how does the department address profiling and policing? The response made reference to the Impartial Policing Model Policy. Leadership observes that officers are interested in doing right by this issue. More community engagement and community meetings are intended.

Dick Poppele asked about the strength of the precinct force to which *Inspector Waites* responded that the force is over full strength. *Karen Murdock* commented that the neighborhood can invite officers to events.

- B. **PPERIA Identity Task Force Presentation.** *Christina Larson* asked the Identity Task Force to stand and be recognized. *John Cushing*, Membership and Communications Committee Chair, introduced that the need was identified to review identity with confusion in logo and image. Better understanding of name was needed. A better way of communicating what organization stands for was needed. These issues have been raised at the last annual meeting, the Board retreat, and is part of the stated Board objectives.

Mr. Cushing then introduced *Diana Dukich* to describe the process of the Identity Study. A survey and focus groups were instrumental to process with the selected professional consultant Cue Labs. They investigate what is spirit of community? Logo as well as print and on-line communication are explored by the study.

Ms. Dukich introduced *Brandon Henrie* of Cue Labs to present findings and recommendations, walk through the framework and the process for neighborhood and PPERIA. Cue Labs and the Identity Task Force recommend the following:

1. Name simplification: PPA for Prospect Park Association. [APP was also explored] in lieu of PPERRIA
2. Visually identify with neighborhood: “own” the Tower. [A graphic of the tower silhouette within a triangle form was presented as simple, scalable, own-able and adaptable.]
3. Font: recommend a san serif font for strength, simplicity, and forward-looking.
4. Wordmark and logos working interchangeably.
5. Color palettes and how they make us feel
 - a. Group one with greens and blues.
 - b. Group two with reds.
6. Application shown on business cards, posters, and street posts.
7. Recommendations summarized:
 - a. name simplification to PPA,
 - b. Tower in triangle logo,
 - c. san serif font, and
 - d. green and blue color group one.

The floor was opened for neighborhood comment and the following comments were made: *Karen Murdock*: Changing name is a terrible idea. The issue never came up in focus group attended. *Bill Seely*: Current name is a mouthful. Likes word “Improvement”. Without it, thinks it is a park. *Mr. Henrie* responded that it is not necessary to say everything in the name. *Julie Wallace*: what do we do next? Response was to meet as a Board. *Florence Littman*: Weren’t all used. St. Paul appropriation. *Vince Netz*: Like a trademark, it is wonderful for clarity. It was responded that form and use guidelines are part of the professional services. *Ann Munt*: Likes it and thinks it important to include Glendale to draw together. *Tony Garmers*: East Terrace felt left out thus East River Road appellation. *Richard Adams*: More exited now than first viewing. A lot of logos where one doesn’t get at first, then it grows such a Nike swoosh. A child in attendance asked why not call it Prospect Park Community? Response was that Association is a legally recognized representational body for the neighborhood. Community comment was closed.

4. **Next Community Meeting.** The next community meeting will be in the form of the annual meeting of 27 April 2015.
5. **Adjourn.** The meeting was adjourned at 7:53 pm.

PPERRIA Board of Directors Meeting

March 23, 2015

7:53 pm

PPUMC

1. **Call to Order.** The meeting was called to order by chair and PPERRIA President *Christina Larson*. A quorum of the Board was in attendance.
2. **Consent Agenda.** *Christina Larson* presented the Consent Agenda for approval consisting of the Executive Committee minutes for February 9, 2015; Administration Committee report (including Treasurer's reports) for March 5, 2015; Historic District Committee report for March, 2015; Membership & Communications Committee report for February 16, 2015.

Gordon Moser motioned to move Board Minute approval to the regular agenda for revision. *David Coats* seconded. Minutes are on the Regular Agenda.

Joe Ring moved to approve the Consent Agenda as proposed. *Martha Joy* seconded. Unanimously approved on a voice vote.

3. **Regular Agenda.** *Christina Larson* presented the Regular Agenda for approval.

Dick Kain motioned to approve. Seconded. Unanimously approved on a voice vote.

4. **Reports / Discussions.**

- A. **Identity discussion follow-up.** *Christina Larson* opened the floor to Board discussion as follow-up to the Identity presentation to the community and the following comments were made: *Dick Kain* questioned pros and cons. *Mr. Kain* also requested clarification on the cost of the study which was \$9,500. *Dick Poppele*: Likes the proposal as it conveys a single neighborhood. Likes tower. *Julie Wallace*: Glad the Board spent this money. Does not like triangle form as it reminds of warning or red alert, or amish buggy. Likes arch. The word "Park" should not be bigger. The word "Association" should not be alone on a line. *Kari Simonson* [Member and neighborhood resident]: Likes name change. PPERRIA mocked as awkward. Improvement is implied as no association is anti-improvement. Thinks tower is a little phallic within up-facing triangle. *David Coats* like color palette. Triangle conveys inclusion. PPA is too cryptic. *Karen Murdock*: name change did not come up in focus group like logo. Do not lightly depart from name. *Tom Kilton*: Likes logo. *Bill Seely*: Wants "Improvement" or "Community" in the name. *Christina Larson* added that PPNA is taken twice. *Tamara Johnson*: Simple, inclusive and more accessible and as identifiable. Less is more. *Phil Anderson*: Does not like Pyramid. Why not circle? *Paul Zerby*: The legalities need to be understood. Articles of Incorporation will need review. *Stu Anderson*: PPERRIA is awkward. Triangle expresses nodes and history. *Florence Littman*: Talked about color. *Evan Roberts*: Likes the name change PPA. Triangle seems like an obvious choice.

Richard Adams asked the group for an informal sense of interest in voting on the matter. There was informal consensus that a vote would be more appropriate after Directors have had more time to think on the matter. Graphics cannot be distributed per agreement with Cue Labs. The presentation can be viewed at the PPERRIA offices during business hours.

Board discussion was closed by the Chair.

- B. **Nominations Committee update.** *Serafina Scheel* spoke to Nominations Committee activities. Twenty-two positions on the Board need filling. There are currently 16 nominees. Recruitment of six more neighbors minimum is needed. More than half those individuals identified in the past note-writing campaign are not actually Association members. Directors are asked to encourage neighbors to join the Association.
- C. **Approval of Board Minutes from February 23, 2015.** *Christina Larson* asked for a motion to approve the February meeting minutes. *Gordon Moser* spoke to correct the record indicating that he was Chair of the Administrative Committee only. *John Wicks* will chair the Zoning and Project Review Committee. *Dick Poppele* pointed out typographical clarification of \$3000 for office rental monthly, or, \$36,000 annually. *John Cushing* motioned:

Resolved, that PPERRIA Board of Directors approves the February 23, 2015 meeting minutes as amended.

Tamara Johnson seconded. The resolution was unanimously approved on a voice vote.

5. **Action Items.**

- A. **Approval of PPERRIA 2015-16 proposed budget.** PPERRIA Treasurer *Dick Poppele* reported that the Executive Committee has recommended advancing the PPERRIA 2015-16 draft budget to the Board of Directors for review. *Mr. Poppele* reviewed slight differences in the document made since the last meeting's presentation. *Florence Littman* asked about the status of the legal fund. The response was that this is not a budget item and that issue will be brought back to the Directors at a later date. *Paul Zerby* stated that if monies are dedicated, that he would like them to be maintained as dedicated. *Mr. Zerby* further contended that dedicated funds are in the budgets. *Dick Kain* mentioned capital statement of financials. A motion to approve the budget was made:

Resolved, that PPERRIA Board of Directors approves the proposed 2015-16 budget.

Seconded. A vote via show of hands was called. Aye: 26. Nay: 2. Abstained 1. The motion was approved.

6. **Adjourn.** *Christina Larson* requested a motion to adjourn the meeting that was answered by *Stu Anderson*, seconded, and approved on a voice vote by many board members simultaneously. The meeting was adjourned.

Respectfully submitted:



Eric Amel
PPERRIA Secretary

Approved by the Board of Directors, 1 June 2015.