

# Northampton Civic League Minutes 04/05/2005

The April meeting was called to order at 7:09 pm by NHCL President Bernice Jackson. There were 14 people present.

The President opened with a pledge to the flag.

Secretary Matt Asay read the minutes for the March meeting. The minutes were approved with no corrections

There was no Treasurer's report.

The Secretary briefly noted recently received correspondence: a request to sponsor a youth in the Park and Recreation Department's "Hook a Kid on Golf" program, and an offer from the Housing office to provide information or a speaker on Hampton's rehabilitation and low-income housing purchase programs. No action was taken on either item.

The majority of the meeting consisted of a presentation by Karen Duncan of her draft proposal for a community Yard Sale as our Neighborhood Month event. She distributed copies of the draft and then reviewed it and led the discussion with the membership of how we wanted to proceed. Among the points discussed were:

- The purpose of the event, from the point of view of the Northampton Civic League, is to increase awareness of the civic league and to increase participation. This event might attract people who could otherwise be hard to reach. Since we are applying for a grant, the event cannot be used to raise money for the civic league.
- Though publicity via various means the NHCL would put together a list of people who were interested in hosting yard sales at their homes. This list would need to be submitted to the city by the NHCL as part of the special Neighborhood Month yard sale permitting process. This saves the individual households from the hassle of going to city hall to apply and the normal \$15.00 cost of a permit.
- Copies of the yard sale list and possibly a map would be available at each yard sale to help purchasers find other sales in the area.
- Each sale would be identified by a distinctive helium balloon to make them easy to spot. We might also have yard signs (the two-wire kind often used during elections).
- We would use a combination of methods: posters, TV, web sites, and fliers door-to-door to recruit people to participate and at the same time inform them about the NHCL.
- We would have a supply of civic league brochures at each sale and ask the homeowners to pass them out to the people who came.
- Along with the yard sale application on the fliers, the application would also be available to fill out and submit online on our web site. Karen would be the main contact.
- Since we are applying for a Neighborhood month grant to help cover the cost of the publicity, we discussed the need for measurable goals for our event. One goal is to increase the awareness of and involvement with the civic league. To measure that we would ask each household hosting a yard sale to fill out a brief survey about what they knew before about the NHCL and what they knew after the event. We would tally the results and also count how many new members we gained as a result of the event. An "after action" report would be produced.

Karen will incorporate the ideas discussed into the Neighborhood Month grant application which is due on Friday, May 8th. She will have it reviewed and signed by Bernice, as President, and Matt, as District Commissioner and deliver it to the Neighborhood Office. We should have word about approval by Friday May 15th. The following people volunteered to serve on the Yard Sale planning committee: Darryl Krauch, Alonzo Duncan, Matt Asay, Bernice Jackson, Butch Heath, and Michael Tatum. Karen also noted that she would be out of town from the 15th to the 19th.

The following additional topics were discussed:

- It was requested that the minutes be made available sooner so members could review them before the next meeting.
- It was requested that the agenda of the upcoming meeting be posted on the web site or otherwise distributed before the meeting.
- Wendell Midkiff indicated that, although Darryl's experience after the Drainage and Flooding meeting several months ago had been positive, he still was not satisfied with the city's handling of the drainage problem in his neighborhood.
- Butch Heath requested that the civic league dues (and their adequacy to cover league expenses) be a topic for a future meeting.

The meeting was adjourned at about 8:45 pm. The next general meeting was scheduled for Tuesday May 3rd at the Northampton Community Center.

**Matt Asay, NHCL Secretary**