

**Toonerville Trolley Neighborhood Association  
Board of Directors**

Meeting Minutes  
Wednesday, February 2, 2022

**Opening**

The regular meeting of the Board of Directors of the Toonerville Trolley Neighborhood Association (TTNA) was called to order at 7:00 pm on February 2, 2022 by President Clay Webb. The meeting was held via Zoom with a link provided to all board members due to the current restrictions of the Covid-19 pandemic.

**Present**

President, Clay Webb  
Vice President, Sid Cook  
Treasurer, Zed Saeed  
Secretary, Elyssa Smith  
David Faulkner  
La Bravia Jenkins  
Nahom Tsegai  
Laura Neely

**Absent**

Nancy Woodcock

**Items to add to the agenda**

Nahom would like to add website updates to the agenda.

**January Minutes**

Elyssa updated La Bravia's last name

**Motion:** Clay moves to approve the minutes

**Seconded:** Elyssa

**Motion carries unanimously**

**Treasurers Report: Zed**

Zed sent report before the meeting

January Report

Notable expenses – trashcans, banners

We discussed these last month, but both listed in the cash flow, so wanted to mention them

\$25 for OLNK membership

We have some donations, some dues, Kroger payment

Prudent Reserve (based on what was approved last month): \$24,000

Balance: \$11,195

**Discussion:**

Sid notes that the report is easy to follow and wonders about the visibility for Kroger and Amazon. Zed has not seen anything in the past two months from Amazon Smile. “Direct public support” is check from Kroger. Clay says Amazon is quarterly. Zed goes to PO box once or twice per month and will make note to check for it. Sid says there is no rush, just wondering how much is coming from that.

**Motion:** Elyssa motions to approve treasurers report

**Seconded:** Sid

**Motion carries unanimously**

**Zed:** Summation from last meeting: we used to have an accountant and would like to have one again as standard procedure to provide a double check and protect us from mistakes and audits. Contacted Loni Parsons CPA, because she has worked with non-profits before.

Quote:

\$595 for preparing taxes

\$250 per quarter for reviews

\$1,595 total per year

\$50 – \$80 per hour for additional work, if needed

Zed proposes that this money comes from the operations buffer

**Discussion:**

Clay asks if we adding to the minimum balance or keeping it the same? Doesn't know that it needs to be raised. Zed confirms it will not be raised, it will just come from the operations buffer. The minimum balance will still be the same. Clay wonders if we need to do it quarterly meetings? Suggests every 6 months? Zed thinks we could just do two reviews and that it would be the same amount for the reviews. Has a feeling it might get hairy with Springfest, right now is a slow time. But thinks we could also do it twice per year. Sid agrees that it seems straightforward per quarter, not sure we need that level. Zed thinks we need her for taxes and Springfest. Sid notes that if we need additional, we can always ask. Zed will ask about every 6 months. He will need a letter from the board. But every 6 months feels good between taxes and Springfest.

La Bravia asks about the reserve, if we are going to have her every year, it might not make sense to have her here since this is a cost, it will not be made up like other things in the reserve. Thinks of this as an operational cost, that we pay out every year. If we take it from the reserve, the reserve will go down every year. Sid wonders if it should be an additional line item. Clay agrees, it's a cost. Notes the tree program cost goes out and comes back in. Sid asks what sort of reliability do we have on the tree program? If we've put in 30 trees, how many have survived? Elyssa responds that when we have done it before, we ensured that neighbors agreed to water them before we planted them. Sid remembers this as well. Clay confirms neighbors signed contracts, thinks we lost a few last year. The tree wells we have open right now, a lot will be very expensive to replace because there were trees that fell. We might have to think smaller this year because we'll have to grind down stumps if we replace those. We can reach out to Kirk about this, he said he would help. OLNLC also gets trees for OL with the same grant, so we might be able to work with them. It's not time to do this yet, but if anyone wants to take that on, be thinking of it. But that's a different discussion, just wanted to note that since it is in the reserve.

Zed, getting back to La Bravia's point, how do we feel about this being an operational expense, since this is not money that is coming back? Clay agrees it is an operational expense, doesn't know if we want to take away from the buffer for that. The buffer was for lawyer expenses, not sure we need it, we can take this cost from the buffer, but notes that it is an operating cost that will not come back, just like the insurance deductible. Sid agrees that we want to capture that, not bury it. Zed asks if it should be added as a line item. Clay and Sid confirm. Clay notes that she might charge more for a 6 month review vs. quarterly since there will be more to look at so it might be best to go with quarterly.

**Motion:** Clay motions to approve hiring Loni Parsons CPA, to do our taxes for \$595.

**Seconded:** Sid

**Motion carries unanimously**

**Zed:** I'll just start with taxes and ask about the quarterly reviews.

**Clay:** Yes. It is okay with everyone to get an email about quarterly vs. 6 month costs?

**Sid:** Maybe we just approve the extra \$1,000 for reviews, as long as the 6 months are not more than that, so we can move forward.

**Motion:** Sid motions to approve an additional \$1,000 for reviews.

**Seconded:** Clay

**Motion carries unanimously**

Much thanks to Zed

## **Committee Updates**

**Community Outreach:** Elyssa

Mack is working on building the pantry, will be done by the end of Feb. We approved \$100 to pay him, but he offered to do this on a volunteer basis. Looked into signage with Donohue Signs,

in the neighborhood, once we're a little closer we can get quotes. Will eventually propose that we move that \$100 to pay for the signs.

Pastor Hunter at Fountain of Life Ministries asked if we can call it a Blessings Box. The committee agreed. Some concern about being too overtly religious, but it is sitting in front of the church and Pastor Hunter should have the name she likes. Also, they are often called Blessings Boxes, even when they are not religiously affiliated. We also discussed that it is not just a pantry, since there will be non-food items as well. If anyone has any significant concerns, we can talk through them, but the committee was good with the name.

We've cut down the verbiage for the signs, based on the size. We'll direct people to email us if they want to make a bulk donation or financial donation.

Committee is also working to continue partnership with Fountain of Life and getting social media updated. If you are out and about and take photos, please send them.

#### **Discussion:**

Sid asks about if those who support TTNA and Springfest have their logos on the TTNA website? Clay confirms they are on the Springfest site. Elyssa adds they are on the homepage too, Nahom will likely talk about this in a minute. Personally, Elyssa likes having the neighborhood resources page as just neighborhood logos but that having the other sponsors on the Springfest page yearlong is good. Perfect transition to discuss website...

#### **Website: Nahom**

Superficial changes, aligning neighborhood spotlight to be cleaner, aligned more text and fixed irregularity. Updated protocol from HTTP to HTTPS to be more secure, didn't cost anything. Updated dead hyperlinks. Not sure if logos on the site are sponsors or just local businesses – are we focuses on TTNA businesses or encompassing all of Old Lou? Are they specifically businesses that sponsor Springfest or should we add other local businesses?

#### **Discussion:**

Zed asks if we are talking about the businesses on the front page? Nahom confirms. Elyssa says that traditionally we have listed Old Lou businesses, given priority to TTNA, but we don't discriminate. But, the ones on the homepage currently do support Springfest as well. The ones on the homepage are Springfest sponsors that are OL businesses, the ones on the Springfest page are from anywhere, but are featured because they support Springfest. It looks like we do not have any businesses that are in OL that did not support Springfest. Sid thinks we should support all OL businesses. Barry's Cheesecakes example, we should support him on the site. Whether they support Springfest or not, we should feature them. Nahom agrees. Sabor Latino example. Adding them to the homepage or adding them to another page? There are some unpublished pages in Squarespace. Maybe we have a page to spotlight a local business every quarter or every month. The more businesses we sponsor, the better, we have the space to do it. We have a great website, so let's take full advantage of it. Clay agrees a business page is a good idea. Sid notes it's good for people coming from out of town. Elyssa agrees this is a great idea, the only reason we probably haven't in the past is because we get the logos when they become Springfest sponsors.

Sid also notes that could be good when we are looking for sponsors, pointing out that we have supported them as well.

**Nahom:** We have a calendar page, but wants to change it to an events page.

Zed asks if we would relocate the calendar page. Nahom shares his screen to show the calendar page. Before we had past events dating back to 2019, removed those. Looking to see if we could just show the past month or two. We have future events listed under 'calendar' but it's not really a calendar, just a list of events. Should we change that to 'events' and remove the calendar under 'get involved'?

**Discussion:**

Clay says unless we are going to put other events in the neighborhood that are not our events, the calendar isn't super useful. It's easier to see in the events list. If we want to keep up with it and put beerfest, central park events in there, that wouldn't be bad. Elyssa agrees that we could add those and keep it as a list of events. But the calendar is redundant. Clay agrees, if there was daily events it could be helpful but it's not needed for what we have.

**Nahom:** The 'get involved' page is a little much, compacted. I don't have a solution yet. It has support TTNA, meetings, subscribe, board members, documents. We don't need to change anything right away but we can discuss separation.

**Discussion:**

Clay asks if the homepage has a link for paying dues. Nahom verifies that it does not but agrees, it should. Sid agrees. Elyssa agrees, plus it's buried and called 'Support TTNA' that could be changed to 'join'. Sid agrees and notes that our membership numbers based on how many people live in our neighborhood may speak to how difficult the 'join' info is to find. Elyssa wonders if it should be its own page. Clay thinks a large button would make it stand out. Sid suggest something that engages people in like "become part of your neighborhood" "get looped in" so people know what it is. Nahom notes that he didn't even know about the association until he found out about the association through his relator.

Nahom will work on a few drafts and share them with us before publishing the pages.

Nahom suggests advertising Burger Boy on the website since they were featured on food channel. Sid thinks this is a great idea, hopefully will get Daniel looped in too. Clay thinks Daniel seems like he wants to be more involved in TTNA and Springfest. Sid notes he is an anchor in our neighborhood. With Burger Boy and the pizza place, Neon Pizza.

**Ft. George: Nahom & Clay**

Nahom: Called Limbwalker, they have visited.

Clay: Got the estimate, Limbwalker said the tree is fine and does not need care for 2 years. They got up into the tree and said everything is good but would recommend deep root fertilization.

Sid: sees them doing the deep root fertilization at UofL a lot.

Nahom: New gate was installed recently, Anna has new gate keys.

Sid: Has keys from Anna, but not for new lock.

Nahom: Will get new key from Anna. Anna will also be on the Ft. George committee. Lawn maintenance was approved by last board, but can't find info on that.

Clay: It was never moved on, it may be worth looking at other options. Will forward Nahom the estimate. He was only going to cut it every two weeks, worth looking at other options. He was there helping on the Ft. George day, we just need to talk to him again see if he is right and maybe change how often he's coming.

Elyssa: When we talked about it before, we were wondering if the every two weeks was an average, could he come more often in the summer but then if he's not needed in the winter, he wouldn't have to come. Based on the work he does across the street, I think it's more as needed, like an average. He's a nice guy and he's local.

Nahom: Will reach out to him. Also talked to John Miller to get a list of things he has done in the past. With the frequency of the current quote, would be good to have volunteers come in between. John does not think that frequency will be enough. Volunteers could come in to refill bags, pick up dog waste, pick up sticks, all things that John would do before. John does not have the key to the dog waste stand.

Sid: Anna may have dropped that off. Will try to get down there to mark each key.

Clay: Anna should have that if Sid doesn't, she also has a place where she gets those bags from.

Elyssa: There's also a guy that works at the condos on first doing maintenance that has said he can do work for us if needed. Will send Nahom his info.

Nahom: Aside from lawn care, John is concerned about metal benches in the park, they are loose and could be dangerous for people to sit on. Haven't seen them myself but we should address that. If we're having people come in, we should have benches that are safe to sit on. I don't know the cost of fixing those, if we can do them ourselves. John mentioned there is concrete in the shed, so maybe we can do that on our own if we have someone with the skillset.

Sid: is the problem that they are sitting on the grass, not bolted down?

Nahom: New concrete pads need to be put down because they are not attached.

Elyssa: Are they the two right in front of the gate?

Nahom: Not sure, will go and take pictures.

Elyssa: When we did the Ft. George Improvement Day we did put two benches in concrete. The other ones are the picnic tables. We had a couple neighborhood people that had concrete experience help us put them in so if they are the same benches we put in that day, we might need to have someone more official come out.

Nahom: Will scope things out, take detailed pictures and will look into costs to fix that. How's that sound?

Clay: Sounds great. Hopefully they are just not fastened in tight. If they're not hooked to the concrete they will fall over. I think there are four benches total, two inside the graveyard and two outside. I cut and removed the ones that were there before the gate. It could just be a matter of them being loose. Hopefully.

### **Neighborhood Cleanup: David**

Will not be here the 12th so we need to change that weekend or have someone else lead that. The weather looks wet and cold, but that could change. Lots of places that look bad now, when the weather is good people are out and cleaning. St. Catherine exit ramp, both underpasses (Floyd and Woodbine), those are pretty big projects. Seems to be more scavenging in trashcans, seems like there is more of it, might be an indication of a larger problem. We have kept the garbo grabbers but should probably go into the shed and we are out of bags so will need more supplies. I have more problems than solutions but that's always the case with litter. Does anyone want to head up the February 12th day?

Clay: If it's going to be nice we should try to keep it but I work the weekend.

Elyssa: I'll be around

Clay: We can watch the weather.

David: I don't know where we stand on supplies? Kirk had brought those to cleanups. Are those in the shed now?

Clay: We'll get keys and check the shed. We'll get you a key to the shed and then maybe we can make the meeting point there.

David: We've been meeting at the park. I like having a common meeting locations. We could push it to any location. I don't think we'll get to any of the big locations until it warms up and we have a whole day with some extra stuff.

Sid: Will get into shed, take pictures, and let us know what is in there.

David: Will leave garbo grabbers for Elyssa.

### **OLNC: La Bravia**

Luanne Maguire is new president wanted to rededicate the group to the mission statement: *To advocate, promote, and protect Old Louisville's historic architecture and streetscapes within a diverse neighborhood of residents and businesses while advancing artistic and cultural events to build community.* Seems like she will work hard. Not a lot of info related to Toonerville, but our dues have been paid and they have our current contact info.

Construction for playground in Central Park will be complete in late summer or early fall.

Shawn Williams is executive director and has hired a new person that is the manager for the Old Louisville walking tours and will be head of the newsletter. La Bravia will share info for us to get newsletters, if we'd like to subscribe.

Holiday Home Tour was success. They made about \$12,500.

There will be a tree planting at Central Park Improvement Day this year, no date set yet. MSD will donate trees, about 60 – 70.

Traffic committee is looking for new members. There was a push to changes lights on Second and Third streets to 4-way stops but that requires a traffic study. But traffic studies have been on hold due to changing traffic patterns due to the pandemic.

Community garden \$25 per season and garden is thriving.

Councilman James discussed correction department new contract to increase the pay for officers, hoping to improve the shortage of officers in LMPD.

There will be work on Oak Street this summer to replace the pipes. There is a new plan to put new pipes in old pipes so it will be less disruptive than originally thought. But, it will still be disruptive.

15 of the 17 neighborhood associations were present.

### **Discussion:**

Sid mentions that he had the same problems in the past with traffic.

How can we get OLNC more involved in TTNA? La Bravia thinks it will be good to engage Luanne. Since she is new, that could be a good opportunity. We should also maintain contact with Ms. Webber since she sends out the newsletter. We should supply her with things happening in our neighborhood. Sid suggests a cocktail party to get to know the new OLNC board.

Sometimes OLNC might not realize what we have going on in TTNA.

### **Dog Park: Clay**

We are not going to get free memberships to the Louisville Dog Run since we cannot keep the dog park locked. It would be nice to have lights but that would mean it would get locked, which would not make neighbors happy. It's nice that Louisville Dog Run helps maintain the park, keep it mowed, but maybe we should just let that be. Nahom offered to help with that as well if needed.

### **Springfest: Clay**

We need to get going on Springfest. We need to get a committee together to meet regularly and divide up what needs to be done.

Sid: asks Zed, were you able to look back at the revenue from last year and see what generated most revenue?

Clay: Zed just sent that to me.

Clay shares screen of Kirk's past checklist. A lot should have been done last year but we never set a committee and one person cannot do all of this.

Clay: Does anyone want to head Springfest?

Sid: That is a big ask.

Clay: I know it is.

Sid: I was working on knowing where our money really comes from. What does this look like if we divide this into committees? I think it is a lot less daunting if we carve it up.

Clay: I will have to dig into this revenue breakdown more. But what they have done in the past is break it into committees: vendors, sponsors, advertising, social media, kid zone (which we didn't have last year), metro parks (dealing with the city, getting permits, electrical – they need to put in a box or we'll have to spend \$900 for a generator), music, silent auction, volunteers.

Sid: We need to know what money are the vendors bringing in? Because if they aren't bringing in much money there is a huge amount of work in that that may not be benefiting us. The areas I see that we need are:



Food trucks – I'm already on

Silent auction – we can put together

Music and entertainment – circus performance from Turners, fun stuff for kids, stilt walkers, face painting, maybe a fire truck

Info booths – TTNA and Turners

Maybe make it more of a neighborhood celebration versus what St. James does because I'm not sure we have that. Just throwing that out there. If we do that, some of these committees become much more compartmentalized.

Elyssa: Based on what I've seen come through the email, I don't actually think that there's a ton of work seeing out vendors. There is a lot of work in the format and staying in contact with them but a lot of vendors have reached out to us, they pretty much come back year after year. I think the logistical of getting everything to come together and setting things up is going to be more difficult. And the sponsors, which is what it really came down to last year.

Zed: Getting the sponsors seems to be a pretty big part of the work. I do think the vendors bring in \$8,000 plus.

Sid: Where does that come in?

Clay: They pay us for their booth. They don't pay us anything on sales.

Zed: That's right.

Clay: I guess if they do pay \$250 for a booth and we had 40 something booths last year. But a lot were early bird so they get a discount. But if we are making 8 grand that would need to be made up in other ways and I'm not sure we could do that.

Sid: I'm not sure you do that.

La Bravia: Do we have a date yet?

Clay: May 21st. It's the last Saturday in May. It was set last year and it's on the website. We have been having people putting in that they want to be vendors so we need to get on that. Last year we used Zapp as the program for vendors to sign up and pay. Depending on how handy Nahom is, we might be able to do that on Squarespace, maybe we can build a page for that. But it may be worth it to not have to worry about it. I wish I would have known what I know now because I would have worked more closely with Kirk.

Sid: I looked at it today and I think there's clear committees: food trucks, entertainment, sponsors, logistics/permit/infrastructure, info booths, silent auction, PR/social media. We should figure out how much vendors are bringing in and are they essential or should we change it to a neighborhood get together with entertainment and food trucks?

Clay: What is the goal? What do we want out of this? Should it be a block party that might not make as much money but is fun for the neighborhood and maybe easier on us? What is our goal? Maybe we can have a one-off with Kirk to see what all it takes. Maybe next week? Kirk can qualify what is hard to do and what is not as hard to do. But until then, can we come up with a goal? A block part or mini St. James? We don't have a ton of expenses other than Ft. George and doing Springfest. We have some money in the bank and we definitely need to keep that money

up but do we need to make \$10,000 a year, could we do other small things? Or do we need to do this basically city-wide event to keep the money that we have?

David: Last year was the first Springfest I ever saw. I'm wondering if you could share that spreadsheet with us, we can look it over, and then have a one-off meeting like you suggested with Kirk. So all of us have an overview and then can decide what we want to do from there.

Clay: Okay, I will send everything I have out. It will be this spreadsheet of financials from Zed and the checklist of everything that needs to be done. And then we can set up a meeting next week.

Sid: I remember when Springfest started and it was a little neighborhood party up first to Ormsby and people really liked it. Daniel will tell you, he liked it better when it was that way.

Clay: Yeah, he wants it on the street again. The difference is when it's on the street it costs a lot more money and OLNK was involved back then and it became Toonerville's event. Let me get this out. Is everyone okay to have Springfest meeting next week? We'll look at a Wednesday since that's good for a lot of us.

Sid: Once we look at the spreadsheet, the numbers are there it may be a philosophical feeling of what do we want this to be? That is worthwhile thought because it changes everything. If we don't need to have 100 vendors, it vastly makes it simpler. I'm not saying it's the right thing but it becomes an event with food trucks, circus stuff going on. Is that what we want?

Clay: My only concern is what Elyssa said, if we don't do it this year it will be hard to get people back if we do want to have vendors next year.

Sid: Absolutely.

Elyssa: If we do change it significantly, we'll need to say something about it. Last year we called it Fall into Springfest, we could call it a Return to Springfest if we go back to the way we used to do it but if we change it significantly and don't make that clear that people will be disappointed. And again, there are a lot of vendors that have already reached out that I think will be disappointed.

Sid: That's a good point. And the other thing that Clay talked about a little bit is if we were to do multiple events throughout the year, a food truck and entertainment event at Ft. George interspersed. If that were a way to make money would that be an option?

Zed: I do think that Kirk would have an interesting perspective on all of this.

Clay: Absolutely. I think the last few years he has done it all by himself.

Sid: Which is quite impressive.

Clay: Yes, it is. Very much so. I will send this stuff out to you all and set up a meeting next week with Kirk. Anything else before we adjourn?

Zed: I appreciate speeding everything with the accountant along but I do remember she asked for a letter from the board. I don't know what that looks like, is it something that you could do? Something official to say the board has approved this.

Clay: I will look to see if we have a letterhead made and I can type something up.

Zed: That'd be great.

Clay: Anything else?

## **Adjournment**

Motion to adjourn by Sid, second by La Bravia, all in favor. Meeting was adjourned at 8:53 pm by President Clay Webb. The next meeting of the Board will be on March 2 at 7:00 p.m., via Zoom.

Minutes submitted by: Secretary Elyssa Smith