**** The Green ARTery

Board Of Directors Minutes

DATE 07/17/2014

**CALL TO ORDER**

6:35pm

**QUORUM**

Faye Miller, Rich Yates, Myron Griffin, Joe Costa, Melinda Ray, Vince Schwellenbach, Joel Snitchler, Gail Davis, Jim Mckay,

**NEIGHBORHOOD CONCERNS: Members present concerns to the Board [15 minutes allowed].**

**Items requiring action will be referred to committee or added to the agenda under New Business.**

* Fred Henry from Riverside Heights [association president] has residents for and against the project. Said we need to be more transparent and explain in more detail that this is still a concept. Mentioned WFLA video and article and the residents have seen website and are voicing concerns.

**REPORTS OF OFFICERS**

**President**

* **Rich moved to approve the agenda, Mark Smith 2nd, all in favor**
* Mark moved to approve minutes from 7/10/2014 EC meeting, Rich 2nd all in favor. Rich asked to add
* July 19th Pub crawl booth
* Faye spoke at SESHCA meeting on July 15th
* Waterworks park 2nd planting August 2nd 8:00 am to 11:00 am need volunteer total number
* August 12th Ribbon Cutting 10AM - Ribbon cutting @ Water Works Park
* August 16th 5PM - 9PM - Festival in Water Works Park

**Committee Reports**

**Branding** – Vince Schwellenbach

* Presentation of Branding Materials that will give us a platform and a voice and a vision to follow
* Most important is how we look and sound…need to all be on the same page so anyone can understand what we are all about
* Vince ask for volunteers to help with the marketing efforts and visual identity
* Need to provide a brand and image that people can relate to in the future
* Need to update our Logo based on the feedback from 300 marketing experts. New logo was voted #1 by 78% of the same group. Vince shared the new design and expressed the options for it. Better for reproduction, can be pulled apart and used on all different applications. Better brand recognition/identity!
* Need to write down what we think is our mission is? Does it still work or will it need to be tweaked?
* Need to integrate and educate our community and be true to our brand. ONE VOICE!
* New collateral will have a consistent message
* Presentation available to be emailed to members

**22nd Street Project** – Mark Smith

* Mark Smith was not available to give an update. Faye explained that this project sparked the interest of the WFLA reporter which lead to the interview with Heidi
* Mark will prepare a formal set of plans to present to Carla Price for approval. Once plans are approved we can start fund raising

**Membership** – Rich Yates

* New BOD Representatives Jim McKay – Temple Crest and Stephen Vincent – Oakford Park
* Gail Davis – Hampton Terrace - BOD representative present
* Rich expressed the importance of involving all neighborhoods (critical mass is key!)

**Green Space and Art**

* Mark Smith’s wife has expressed an interest in the Art projects on the trail
* We need to continue to identify areas to highlight as “Green Spaces”

**UNFINISHED BUSINESS**

**New Business**

Guest Speaker - Michelle Ogelsby

* MPO, Planning Commission & City of Tampa are looking to see how to spend future funds. In past years the funding has been allocated for street and roads. MPO is asking for more trails and is looking to GA for support. She would like to see more bike paths/lanes around Tampa.
* Think 30 years out and where you would want Tampa to be and what’s available for our children/grandchildren. Plan for 2040 Survey to help determine next 3 top projects. How do we get there? How does this trickle down into our neighborhoods? This is where the money comes into play. How do “we” want the money to be spent...? This is the opportunity to have a VOICE!
* Budget is in place and BPAK will have an opportunity to see the budget in September 2014.

**LETTERS OUTGOING**

Rich Yates:

* 69 letters of invitation mailed out to date in 2014. Temple Terrace Mayor has shown a strong interest. Need to discuss the best way to follow-up for non-responsive neighborhoods
* Letters need to go out to Lowery Park and TECO

**ACTION WITHOUT A FORMAL MEETING**

**UPCOMING MEETINGS**

Executive Committee Meeting August

**ANNOUNCEMENTS**

**ADJOURNMENT 5:25 pm**

The meeting was adjourned with a motion by Joe, Rich 2nd all in favor

Respectfully submitted

Melinda Rey, Secretary