



## **Southern Crossing Neighborhood Association**

### **Meeting Minutes**

**February 23, 2023**

#### **Opening**

Paul Dieffenthaler called to order the regular meeting of the Southern Crossing Neighborhood Association's Board at 5:00 pm over Zoom on February 23, 2023. A quorum was established.

#### **Board Members Present:**

Paul Dieffenthaler - Chair/Transportation

Robbie Silverman - Vice-Chair/Land Use Chair

Lowell Von Ruden - Treasurer/IT Communication

Monty McIntosh - Recruiting

#### **Absent - Did minutes from a recording:**

Melissa Stamm - Minutes

#### **Introductions:**

No introductions were required at this meeting.

#### **Additions/Changes To the Agenda:**

There were no additions or changes to the agenda.

#### **Approval of the Minutes:**

Lowell asked if final December minutes were posted to board share. Robbie said she hadn't done this, but will handle.

#### **Welcome/Agenda Review**

#### **Planning Meeting - Outstanding Action Items**

- Paul to follow up with Makayla on interim participation (no voting rights) in NLA - Makayla emailed Paul while he was away and they have not met up yet.

- Has everyone checked access to the NLA folder on the Board Shared drive - There were no surprises as to the areas of focus, other than Governance. Once everyone reviews the folder, if there are any questions, Paul can pass them onto Makayla.
- Paul asked Lowell about adding the meeting dates to the calendar on the website –Lowell confirmed this has been done.
- Paul to invite Southwest Bend board members to Noise Meeting - they will come to the March board meeting, but we need to decide if it will be in person or on Zoom as hybrid meetings can be messy. Paul will be out of town and would prefer Zoom. **The Board agrees and Paul will get the meeting set up on Zoom. We can schedule time outs for questions or have guests type questions in the chat box. Lowell asked if Paul can find out ahead of time if screen sharing will be needed and Paul will find out. This meeting will take place on Thursday, March 16, 2023**

### Newsletter and March Meeting Topics

- Old Mill Presentation on Noise - there are things that Old Mill is working on and they are trying to sort out the issue. There will be fewer concerts compared to last year. They are being responsive to concerns. We will give them 45 minutes at the meeting to present and will allow for questions after.

### Board Updates

- Chair & Transportation - Paul
  - Paul asked Robbie if she would like to go on a physical walk through the Bluff Area so they can provide recommendations. Robbie agreed to join.
- Land Use - Robbie
  - Save Bend Green Space - they are considering joining the Earth Event as a way to educate the community about COID property. They wanted to partner with neighboring NA's to help educate and recruit. There is a requirement for NA's to now do a recruitment session and this would fulfill that requirement. Saturday April 22, 2023 would be the date for the event - do we want to participate at no cost to the Board? All in favor. **Robbie will let SBGS know that SCNA is wanting to participate.**
  - Robbie also let Paul know she would like to join his meeting with Barb Campbell. Update - Robbie to meet separately.
- Budget/IT - Lowell
  - What do we want a QR code link to do? - Paul wants it to go to the sign up page.
  - Making surveys available - Do we want to post this on the website or do it in a newsletter? Paul's preference is to keep it on the website, but to reference the

results on the newsletter. Robbie asked if it would be under “ News” on the website and Lowell agreed. Lowell suggested there could be a posting to take members to the survey results. **Lowell will come up with a plan for the page on how to display survey results.**

- MailChimp Issue - The email that was received makes it sounds like we have less than the max of 500 contacts, but we have 700 contacts on the SCNA account so this may be an issue. Lowell thinks the Board is grandfathered but he can not get a clear answer. We will be fine for the March newsletter and **Lowell will check the account after that as we are covered for up to 2000 contacts. He has exported the contact information as a back up. We may have to upgrade our service or find another service.**

- Recruiting - Monty - Monty suggested doing public events, like Earth Day. Robbie added that some places may offer discounts for “local” events. **Monty will look into this more.** Public events are posted on the website. Robbie mentioned that there is a big push to have people attend the developer public meetings for projects and we post that in numerous places. **Monty will draft some posts that can be shared.** The group discussed the idea of a Deschutes Brewery Tour Event for May and a Challenge Post where we can ask Crux for a coupon redemption for newsletter email signups. An incentive may help people join. Lowell agrees that a bonus will be a better incentive. We can create a QR code for signups. Robbie added that we can create a welcome card to tenants that move into new buildings. We could also distribute cards to existing tenants in apartment buildings who otherwise are not on our mailing list. Lowell asked if rather than a postcard mailing, that we could produce a Welcome card with QR codes to pass out. It would be less expensive. **Lowell will source out pricing and they will sort out the design aspect. Robbie will send info on design resources to Lowell and Monty.**

The meeting was adjourned at 6:14 pm.