

Minutes of the EPIC Executive Committee Meeting

May 15, 2011

Present were: President, Bob Solomon; Vice President Terry Opalek; Corresponding Secretary Bob Kaplan; Treasurer Michael Frontier and Recording Secretary Sarah Bornstein

Bob Solomon called the meeting to order at 2:05. Each of the officers provided a brief personal introduction.

Bob Solomon discussed the EPIC By-Laws briefly and will get a copy to all of the officers. Though the By-Laws call for general meetings four times a year with an executive committee to precede each meeting, it was the consensus of the officers that general meetings would be convened as necessary, along with the Annual meeting to be held in March. For the present, the Executive Committee will plan to meet approximately every other month and communicate via e-mail as needed.

The next agenda item was a request received from the EGA block club asking for EPIC's support for two items relating to the forthcoming new Edgewater Library construction. First was a request relating to moving the parking lot access from Broadway to the alley behind the building. Second was the request that book drop off and pick up be accommodated at the Armory. After a discussion, a motion was made, seconded and approved to support EGA's request. A letter of support will be sent by EPIC to EGA.

The next item discussed was the scheduled joint block club meeting with Alderman Osterman to be held at the Armory on Tuesday, May 24. Bob Solomon plans to attend and urged all executive committee members to attend if possible. The issues the officers hope will be discussed with the alderman include 1) a community meeting before construction gets underway for the new Library focusing on issues of concern such as traffic flow, debris handling etc., that will occur during tear down and construction 2) ongoing update regarding Thorndale el upgrade 3) possibility of installing street lights on Thorndale similar to those on Elmdale 4) community safety issues, especially relating to gang activity near the el. Bob Solomon will send out post-meetings e-mail if needed to communicate issues raised and actions resulting from the meeting.

The next item discussed was EPIC's online communication vehicles and internet presence. The Committee agreed that the password to the EPIC e-mail should be changed; that a less expensive web host should be sought and considered and that we should make better use of Facebook as a communication tool. Bob Kaplan is going to work on a new layout for the EPIC stationery letterhead. Terry Opelek will look into alternative web hosting opportunities. Bob Kaplan will continue to administer the EPIC Facebook page and also give administrative access to the other officers.

The Committee then discussed the annual summer potluck, now set for Saturday, June 18 at Bethany Lutheran Church. As part of our new EPIC marketing efforts, it will be renamed an 'EPICurean' event. All committee members agreed to help set up and clean up and Bob Solomon will send an email to the membership asking for volunteers. Bob Kaplan will design a flyer for the above June 18th event to be distributed through block captains. EPIC member Steven Solomon will provide piano entertainment and EPIC will provide a modest \$25 stipend for his services. Bob Kaplan will look into the possibility of getting a local EPIC resident to provide face painting or juggling to entertain the kids and adults and EPIC will provide a modest \$25 stipend for this.

The main thrust of the remainder of the meeting was a discussion of ways to increase paid membership and participation in events. Some of the ideas discussed and proposed were:

- More communication and development of promotional tools to give to the residents within the EPIC area information about the benefits of EPIC membership and joining.
- Start a new membership benefit and a way to help promote local businesses to EPIC members. Calling it "High Five for EPIC". EPIC will be asking local businesses in and near the EPIC area to donate each year, five (5) gift certificates, each for a five dollar (\$5) discount from the business, along with becoming a member of EPIC. Then at each EPIC meeting and event, a number of these certificates will be given as 'door prizes' to the members attending the meeting/event. (Sarah Bornstein and Bob Solomon will initially work on developing this program and soliciting businesses to participate).
- Researching membership demographics of other Edgewater area block clubs to establish benchmarks and acquire recruiting ideas (Sarah Bornstein agreed to do this. Bob S. will send her the contact info for the block clubs).
- Possible door to door membership drive or other personal contact with non-members, by the EPIC officers.
- Setting up EPIC membership information tables during the summer along sidewalks in EPIC and perhaps at the farmers market and other local community events.
- Getting and placing lawn signs that welcome residents and promote EPIC as the community's block club.
- Adding an EPIC 'banner' attachment to the recycling signs already being displayed.
- Finding ways to make the two yearly pot lucks more attractive to families.
- Possible new 'adults only' social food/beverage summer social event.
- Terry agreed to draft a "dear neighbor" letter that would outline the advantages of becoming an EPIC member
- Creating a promotional brochure – Bob Solomon suggested checking out Vistaprint.com for promotional ideas and supplies.

In other business, Bob Kaplan will chair this year's EPIC Pumpkin carving event and suggest a tentative date. The officers briefly discussed the dues structure, currently at \$10 for individual or family. The officers raised the idea of bringing up a proposal to the general members at the next annual meeting to increase the annual dues to \$15.

The meeting was adjourned at 3:55.

Respectfully submitted,

Sarah Bornstein
EPIC Recording Secretary