

## HHA BOARD OF DIRECTORS MEETING APRIL 2024

### Board Members Present:

- Bryan Cody
- Suzanne De Haan
- Carolyn Ferrari
- James Scozzari
- Denise Cook
- Jeremy Czubko
- Abigail Larimer – (via zoom)
- Kimberly Lucas
- Jim McClurg
- Wayne Norlin
- Jeff Phillips

### Absent:

- Liz Bracken
- Jennifer Meeks

**Staff Present:** Barbara Draughon, Executive Director  
Laska Nygaard, Community Organizer

**Non-Board Committee Members Present:** Jay Fowler (Chair, Land Use)

**Neighbors:** There were several neighbors in attendance.

- 1) **Call to Order:** The meeting was called to order at 7:01pm.
- 2) **Meeting Minutes:** The March 2024 meeting minutes were approved unanimously with one change proposed by Wayne to spell out CRM (Customer Relationship Management) System.
- 3) **Public Comment:** Bryan Cody shared that board meetings will now have two public comment sections. The first at the beginning for any business up to the meeting, and the second at the end for comments on business discussed during the meeting. No initial public comments were shared.
- 4) **Guest Speaker, Jennifer Kastor: Mobile GR Residential Permit Program**

Jennifer Kasper, Interim Director of the Mobile GR Department, presented for discussion a proposal for Residential Permit Parking, as well as revised parking data and proposed changes in counting methodology. The fall 2023 count revealed inaccuracies in previous methods, leading to a reevaluation. Approximately 8,336 residential parking spaces were identified citywide, informing potential permit parking areas. The proposal includes a cost of \$30 annually per permit, with up to four permits per household. Fee waivers will be made available for qualifying applicants.

Key findings from the citywide parking count comparison indicate high parking demands on residential streets. The proposed permit parking area covers parts of Heritage Hill and East Hills, with maps distributed during the presentation. Discussion focused on public engagement, implementation plans, and neighborhood-specific details. Phased implementation will begin with adjustments based on neighborhood needs and public comments. According to GR Mobile, enforcement will be proactive, with a focus on preserving parking for residents.

The permit registration process will be entirely online, with guest passes available for short-term needs. Existing parking regulations, such as odd-even parking, will remain alongside the permit requirements. A phased implementation is recommended due to resource constraints, with a focus on high-pressure areas first. Permit eligibility requires residency documentation, with special accommodation available. Ms. Casper indicated

that public input opportunities and refinement of plans based on feedback are integral to the permit program.

Board Members questioned the initial details of the residential permit program, expressing concerns regarding unintended consequences for residents and small businesses in the Heritage Hill neighborhood. When asked if the proposal was being viewed as a revenue driver, GR Mobile responded that it was more of a service to preserve parking for residents. Other Board Members inquired about previous implementation of permit parking in the city. Ms. Casper responded that there has been success in the Belknap neighborhood, reducing parking pressure and preserving spaces for residents. Additional discussion and clarification were provided on specific streets, boundary inclusions, and enforcement strategies.

Bryan Cody stated that HHA would share GR Mobile's parking permit program proposal through its neighborhood channels. Additional discussion will be ongoing regarding the GR Mobile's proposal and HHA's formal review.

- 5) **President's Report.** Rebecca Klesmith has resigned from the Board. Collaboration ongoing with Trinity Health for a replacement.
- 6) **Treasurer's Report.** Liz Bracken was absent. Barbara Draughton shared.
  - a. **Financials.** The Finance Committee has approved the investment of approximately \$110,000 in various financial instruments: three 6-month CDs, three 3-month CDs, a money market account, and an interest checking account to improve earnings. The bank has been instructed to proceed with these investments. The cash flow might appear negative temporarily, but this will correct as home tour ticket revenues come in. Post-home tour, the Finance Committee will reassess investment options for future flexibility. Steve Yared resigned from the Finance Committee, feeling confident in the current group's capabilities.
  - b. **Historic Boundary Markers.** A grant was previously applied for with the Michigan Historic Preservation Commission to refurbish historic boundary markers. Although the grant was not executed, the sign painter offered to refurbish one sign for free. Some poles for the signs may need replacement as part of the refurbishment. The HHA Executive Committee decided to let the painter refurbish one sign and evaluate the quality before considering hiring him for the remaining signs at \$2,500 per year over two years.
- 7) **Committee Reports**
  - a. **Land Use Committee.** Jay Fowler shared that there is uncertainty about the Committee's role and future actions beyond responding to zoning or planning requests from developers. The Committee drafted a substantial letter regarding zoning ordinance amendments but felt disappointed by the city's weak response. The Committee is contemplating becoming an advocacy arm for the Association and will discuss this in the next meeting. There is no current process for adding new members to the already large committee. In addition, the Committee will now hold regular monthly meetings instead of ad hoc meetings.
 

*Zoning Ordinance Amendments.* The city is expected to approve the zoning amendments without changes on April 23. Heritage Hill was isolated in its concerns, receiving little support from other neighborhood associations. There was additional discussion with the city regarding detailed language changes in the "temporary use" section in the zoning ordinance. As a result, the city's Planning Department will provide a letter confirming the Heritage Hill Home Tour and Garden Tour as permitted events. Private garage sales are also covered by a different section and are unaffected by these changes.

*Development Updates.* Development at Prospect and Wealthy is progressing, with construction on new buildings expected to begin shortly.
  - b. **Home Tour Committee.** Suzanne shared that 100 tickets have been sold so far, 50 more than this time last year. Two food trucks will be present at Foster Park (State and Cherry Streets)

on both Saturday and Sunday. Additional volunteers are needed. Suzanne with resend information. All were encouraged to share information on social media to boost ticket sales. Carolyn made a motion to cancel the May Board meeting due to Home Tour busyness. Wayne seconded the motion, which passed unanimously.

- c. **Fundraising Committee.** Denise shared that the Committee is currently in discussion with an artist for a pencil drawing of Heritage Hill houses for the T-shirt design. Exploring options for a single-color design due to cost concerns. Considering multiple slogans for the back of the shirt, with "Past Perfect" being a favored option. Possibility to feature one house per year on the shirt to create limited edition items. Negotiated pricing with a vendor for T-shirt printing at \$11.50 each with a minimum order of 100 shirts. Exploring options for additional sizes and potential upcharges. Considered an online store for sales but found it financially impractical.

The HHA Board discussed alternatives to T-shirts, such as hats or tote bags, but ultimately decided to focus on T-shirts due to market research indicating higher sales. Concerns were raised about image quality and sizing issues addressed with plans for a trial run and mockup approval. Suggestions made to add ambiguity to slogan for intrigue and to consider exclusive releases for specific events. They also discussed the possibility of creating an online store for merchandise. Jeremy C. urged the Board to commit to doing something, without stringing it along. He emphasized the need for a decision to move forward with the project and avoid further delays. He also stated that members can involve themselves with the Fundraising Committee if they are interested in having more input on the merchandise process and sales. The Committee has vetted the options and made recommendations that we should go forward with and therefore we should not push this along further. Bryan Cody asked Denise to distribute the language for the shirt to Board Members via email, as well as send a final stencil design to staff for a vote at the June Meeting. Bryan Cody acknowledged the time and effort required for the project and thanked committee members for their dedication.

**8) Staff Reports**

**Public Safety**

Laska Nygaard mentioned discussion about scheduling a bowling event and the Neighborhood Litter Clean-up.

**9) New Business**

The Board addressed technical issues with its CRM system and explored options for credit card processing.

- 10) **2<sup>nd</sup> Public Comment.** The meeting concluded with public comments from Coleen Hamman expressing support for the T-shirt fundraising initiative, and the further exploration of other items to sell in support of Heritage Hill. Doug Meeks expressed excitement and support for Laska as HHA Executive Director. Mr. Meeks asked that the Board continue to advocate with the city for amendments to recent zoning changes and reiterated disappointment in the city's lack of response to HHA's letter requesting such amendments. He asked that that HHA consider development of a 501(c)4 to further promote advocacy in this area. Mr. Meeks recommended the image of a home on an HHA T-shirt be approved by the home's owner.

- 11) **Action Item:** The public meeting was adjourned at 8:29p.m. to enter Executive Session.

- 12) **Executive Session.** A motion was made by Suzanne and seconded by Kim to accept Laska Nygaard as HHA Executive Director pending confirmation of job posting requirements. The motion passed unanimously. The Executive session ended at 8:36p.m.