



FOREST HILL HOME OWNERS INC.

February 12th, 2020

Blue cottage 2419 Lee Blvd. Cleveland Hts, OH 44118

Attendance: Ten of Eleven trustees were present.

Gretchen Mettler, Eda Daniel, Bob Charlick, Tess Givens, Tom Winston, Tony Rupcic, Mark Madland, Christopher Hubbert, Sam Kohn, Tricie James, Beryl Tishkoff

Call to Order, Approval of Minutes, Presentation from Sharon Leary:

Gretchen called the meeting to order at 7:04. She first introduced two guests, Latrelle ____ and Sharon Leary to present on the upcoming events and the newsletter.

Before proceeding Chris moved to approve the January meeting minutes, seconded by Matt. The January meeting minutes were unanimously approved. Tony then circulated last years final financial data for the Board to review. He clarified certain costs for the Board, such as legal fees, taxes, and others.

Sharon Leary then began her presentation regarding the FHO newsletter. She reported the newsletter is ready for printing and lauded Gretchen for helping get the paper finalized and out to residents. Included with the newsletter are pre-addressed reply envelopes which she believed will make dues collection more convenient. Sharon said there are four newsletters planned for the year, Adkins???? Is our current printer, and perhaps some cost savings could be had if the addresses in the resident database was updated. Gretchen chimed in to emphasize that the newsletter serves as a helpful tool for collecting dues and donations, adding that anyone who wants to contribute with an article is welcome.

Proposed Inpatient Center on N. Taylor:

Sharon presented on development activity that she believes is of significant concern for FHO residents: She reported that on October 31st 2019, 3 parcels of land were purchased at the junction of Edison and N. Taylor. Sharon shared a proposal presented to Cleveland Heights Council to build a sixteen unit inpatient drug rehabilitation center at that location. Sharon suggested that this would have a significant impact on our neighbors living on N. Taylor, as well as the neighborhoods due East of Forest Hill. Members of the Board of expressed frustration that the developers believe this is a suitable place for that kind of facility.

Events Committee Report and Priorities for 2020:

At ____ Latrelle presented on the previous and upcoming plans of the Events Committee. She explained that its mission is to get neighbors involved by hosting appealing and inclusive events. Latrelle then highlighted the two events coordinated last year: The summer event was hosted at the Rockefeller Building Patio, she reported 89 members attended. The Fall event was a potluck hosted by the lake at the East Cleveland Forest Hill Park.

Latrelle explained her vision for FHHO events this year. Latrelle, along with the seven other current members of the Events Committee, want to plan events that can accommodate at least 100 people, host at least 2 formal events, and be sure to host at least one event in each city which comprise Forest Hill. Latrelle then explained how the Events committee plans to divide the responsibilities for executing these events into four divisions: invitations, décor, menu and shopping, and budget and expense control.

Finally, Latrelle stated that she is looking forward to working with the Board this year and is open to any new ideas. She hopes that all event invitations will go out to residents at least thirty days before an event and ideally the next newsletter will include a list of “save the dates” for residents.

Chris asked for more details concerning the financials of previous and future events. Tony responded by stating that past events were supported by FHHO funds. Gretchen then asked Latrelle about the relationship between total attendance and cost of previous events such Tea on the Patio. Latrelle explained that the Tea on the Patio events was approximately \$1000, residents were charged \$5 per person to attend. She suggested that more people in attendance would reduce the cost, and holding the same type of event this year would be cheaper because appropriate décor can be reused.

New Member Welcomed to Board:

At 7:34 Eda introduced Tricie James, Principal of Fairfax Elementary school, and praised her rehabilitation work on Rockfeller home. Eda reported that Tricie was unanimously recommended by the nominating committee and has lived in Forest Hill for the past 12 years.

Mark moved to approve Tricie, seconded by Tony. Tricie was approved unanimously at 7:38.

Increasing Outreach for FHHO, March 14th Listening Session, Social Media and Web Presence

At 7:38 Gretchen mentioned that this summer will be the 70th anniversary of the incorporation of the Forest Hill Homeowners Association. She suggested this anniversary should be revisited in a future meeting. Shortly after, Gretchen told the Board about the upcoming listening session planned for March 14th from 4:30-6:30 at Forest Hill Presbyterian. She encouraged the Board to attend and bring a delicious dish for the potluck.

A discussion ensued regarding how to ensure the listening session is productive, not dominated by the loudest voices, and will conclude with actionable items. Gretchen explained that Future Heights has tentatively agreed to help facilitate the session, and suggested that Board members can work in small groups with residents throughout the event. She added that FHHO will pay a \$300 custodians fee to clean up the space at the end of the event, and invitations would be sent via evites.

The discussion shifted to FHHO’s web infrastructure, including its presence and use of the website and social media. Gretchen reported that Samantha Baxter, a professional web designer, has volunteered to

manage and update the FHHO website. She recently met with Gretchen, Eda, and Sam to begin the revision process. Chris recalled that there was a FHHO Facebook page, but could not remember who had access last, and explained that Facebook as a medium for FHHO outreach was abandoned. Eda expressed concern about using social media in general because it is an open forum where the messaging and comments cannot always be controlled. Tess volunteered to investigate what happened to the FHHO Facebook page. Mark volunteered to review and update the FHHO resident address database.

Report and Review of Committees, Bylaws refocused on small, relevant goals:

At 8:00 Gretchen invited the Board to discuss the state of the various committees. She encouraged the Board to find an area of interest and contribute to FHHO by becoming a member of the one of the committees. Tom invited members to join the Standards committee and there was some discussion of the perception of Standards in the community. Some members suggested Standards could be off-putting to some residents. Similarly, the Board considering changing the name of the nominating committee. Neither committee names were changed.

Chris volunteered to chair the bylaws committee and reflected on the work the committee did last year. In his judgement, last year's bylaws committee was so focused on revisions they became out of touch with the Board and FHHO residents, which resulted in the significant no-vote in December. In year past the neighborhood was more cohesive and it was easier for the bylaws committee to reflect the neighborhoods' goals.

Chris continued by laying out his vision for this year: he wants to set small goals that are set with guidance from the board as a whole. For example, is Oakhill included in FHHO? Should voting by home or by person be revisited? Should paying members only get the right to vote? Chris said he is looking forward to forming and meeting with the committee to work on improving the whole revisions process.

Report on Membership and Community Engagement Committees:

Gretchen reported on the membership committee and reminded the Board that the position of VP Membership is still vacant. She explained the responsibilities of VP Membership is to greet new buyers and explain to them the standards of the community. The Membership committee wants to focus on Meeting and energizing people who already live here and connected, and figure out how best to reconnect with neighbors who have disengaged. Gretchen emphasized that a creative solution for outreach that was more efficient than knocking on every door is greatly needed.

The Board discussed the challenges facing membership, including how to find engaged residents, and the relationship renters and landlords have with FHHO. Mark suggested to look more closely at who is still paying dues to FHHO, and see if those residents would be willing to serve on the committee.

At 8:27 Eda reported on the Community engagement committees She first mentioned how there is actually quite a bit of overlap among committees, and how their respective goals' may need to be clarified. Eda suggested that events that teach residents how to take care of slate roofs may be popular. She also teased the idea of hosting fundraising dinners at the home a FH resident chef she knows. Soon after, Tony volunteered to help with the fundraising committee, and Chris suggested collapsing some committees for efficiency. Gretchen added that there are plenty of residents who would happily

participate in committees, who aren't interested in serving on the Board.

Report on Marketing and Fundraising Committee

At 8:34 Beryl shared a number of ideas about marketing and fundraising. She suggested selling FHHO branded t-shirts to raise awareness and visibility. Beryl explained that the Forest Hill logo, which she believes is recognizable and overall liked in the community, could be placed on sweatshirts, refrigerator magnets, caps, candy bars and other items. Furthermore, merchandise could be sold in the newsletter. Selling merchandise in newsletter. Special or unique merchandise could be used as a reward for large donation or to recognize longtime members. Members of the Board brought up the issue of diminishing dues, reiterating their concern that residents simply don't understand what FHHO does and how it helps them. Tony then volunteered to make a flyer to give new residents to help residents understand what the FHHO does.

Sharing of new ideas, liasons needed, Grow in Cle Hts, and Conclusion of Meeting

At 8:41 the Board began to discuss the Monster Garage Sale which has happened for many years, at times coordinated by FHHO, and at times without. Some members suggested it could be a way to raise money for FHHO and a helpful service for the community. Tom suggested a lottery dues paying members in which they could win a service for a season, such as lawn mowing, leaf removal, or snow plowing.

(Gretchen, do you remember what this means?)

851

G: Marketing and communication wrap up half in Sharon's hands and half in Sam's hand.

At 8:51 Gretchen addressed the Board, stating the need for a liaison for each of the following organizations: EC Forest Hill Park Association, Cleveland Heights City Council, and East Cleveland City Council. Sam volunteered to attend Cleveland Heights City Council meetings during the summer months. Sam then shared with the Board Cleveland Heights' Grow program, which offers residential property tax abatement for improvement projects which are \$10,000 or more.

857 dismissal.

Sam Kohn, Secretary

Rough notes:

Gretchen introduced two guests. To speak about newsletter, latrelle to speak about events.

minutes approval. Any Chris moves, seconded by matt. Unanimously approved January meeting minutes.

Final numbers from last year presented by tony, taxes filed by our accountant, 550 fee, including all regulatory aspects, using CPA to file to avoid any discrepancies. 17 dollars of federal taxes on interest income. That's it.

Sharon RE newsletter: newspaper is printed, ready to go to post office, quick turnaround time for president's letter. New reply envelope, encourage convenience of donations. 4 seasonal newsletters planned for the year. Adkins prints newsletter. Save a few dollars to clean database making sure mailers going out to only residents.

Gretchen explained key idea for newsletter is to get contributions. Anyone who wants to contribute with article is welcome.

Walking distance of 49 homes that is part of the FHHO. According to the Tony, zoned as a part of catholic parish.

Not let them sneak anything into our neighborhood.

Latrelle to speak on the events committee. We see our responsibility as helping to put on the events that will get neighbors involved. Inclusive environment. Last year, one event was tea on the patio of rock building 89 members attend. Fall event was at the lake of EC FH park. Want to work on being organized and get more members out to events. Latrelle is chair, have 7 other members, 4 sections of committee, 1 for invitations, décor and vignette?

Location that is exciting and can accommodate at least 100 people. 3rd section, menu and shopping. Lastly, budget and expense control. Objective, 2 formal events. Summer tea and patio, and a fall event which may or may not be back at the lake.

Need 30 to 45 days, invitation should go out to neighbors at least 30 days before, next newsletter should be able to give a list of save the dates.

Chris: What's the financials of the events. Tony, are events underwritten by FHHO.

Gretchen, would you spend the same amount for the event if more folks come.

Latrelle: Tea event was 1000 dollars, 80 people attended, 5 dollars per person. Holding event again might be cheaper because of equipment that is available from last year.

734

Eda introduced tricie james. Principal of Fairfax school, rehabbing home on Brewster, passed unanimously by the nominating committee. Lived in neighborhood for 12 years, rehabbing second rockfeller.

Mark moves to approve tricie to fill a board trustee role, seconded by tony. Unanimous consent. Some discussion about overrepresentation for Brewster. Want to avoid criticism about having too many members from one location and not having enough members.

7:38 unanimously approved.

738

GR: 70th anniversary for the incorporation of FHHO. 6-15-1950 incorporation date. Discussion re how to celebrate the 70th birthday.

740

Listening session planned by Gretchen with a potluck on pi day, 3/14 Forest Hill church. Tentative agreement from future heights to moderate so it doesn't get out of hand. Time, from 4:30 to 6:30. Topics may need to be limited.

Mark: how do we have a listening session so that it's not just a free for all?

Chris: Limit ability of one person to dominate the meeting.

Eda: Set topics

Will there be pre-registration?

Eda: use evite for everything if so,

What about older folks.

Sam: how to hear follow up on the listening session.

G: We sit at various tables to listen in on conversations. Need trustees to show up and listen.

E: Paying for custodian fee to clean up.

G: Budget for event should be 300 dollars or less.

Summarized sam baxter, couldn't be here tonight, setup website with G E S.

General discussion about communicating listening session to neighbors. Facebook was ditched according to Chris. How to get emails? Collecting data is important.... List of homes by address. Mark volunteered for database clean up.

Eda: Concern about social medias including facebook, open media is not controlled. Mark, discussion is going to happen or not. Tess volunteered to investigate the facebook page of yesteryear.

G: 3rd paragraph of letter focused on trash pick up.

Chris visions for bylaws: many proposed revision from last year that were not passed. Revising the bylaws became an end in of itself without much purpose. Lack of guidance on bylaws committee, made 100s of hour of revisions that then nobody wanted.

Here's what chris would be helpful: important to set small goals and take it in chunks. We've had same bylaws without any revision, some things have changed, but may be time for some change.

Looking for guidance from the board on what to focus on. For example, is oakhill included in FHHO. issue of votes and voting might need to be revisited, should it be by home or person. Should paying members exclusively get the right to vote.

Best to figure out what the neighbors want/trustees want, then write revisions. Looking to propose language, have the committee respond, but not interested in meeting every week or two. Discussion on how to improve whole process of improving and updating bylaws.

G: Membership committee, looking for VP membership. Greet new buyers and instruct them of the standards. Meet and energize people who already live here and connected. Needs to be a plan for how to get people back involved and engaged and contributing to the organization. Come up with a plan to cover entire area without knocking on every door.

various conversation about membership, brought up issue of a property having an outside investor. Looking for somebody from the community to fill position.

M: Look at records of who is contributing, perhaps they'd be interested in volunteering.

E: Community engagement committee. Educational events such as how to take care of your slate roof. Lots of overlap between committees.

Fund raising committee: we have an extraordinary chef in the neighborhood to raise money. Need to work on membership contributions, we gotta step it up, help each other on that issue.

T: Happy to be member by not chair.

E: G and I happy to work with chair and make sure it's a collaborative effort.

C: Suggest collapsing a couple committees to be more efficient.

G: Reminder that there are people who are will to help and contribute who aren't necessarily on this board.

Monster garage sale, at one point FHHO put it on, coordinated through FHHO, not anymore. Subsequently has become monster garage sale organized on rumson.

844

T: Having a lottery, must be dues paying member. Win leaf cleanup, mowing lawn, paving snowplow. Win a home service. Discussion about how to encourage winning a service.

Need a liaison with EC forest hill park association.

CH City Council. Sam could do during summer months, meet on Monday nights.

EC City Council.

