

Board of Directors:

*President: Andrew Broyles
Vice President: Grace Moran
Treasurer: Kristie Zeiler
Secretary: Betty Demers
Past President: Rick Mercadante
North Side Rep: Mike Wills
South Side Rep: Tim Solanic
At-Large Rep: Jim Need
At-Large Rep: Todd Parker*

**Ocean Park Civic League**

P.O. Box 55385

Virginia Beach VA 23471

www.opcl.org

**OPCL BOARD MEETING
OCTOBER 5, 2017
7:00 P.M.**

MINUTES

President's Report

Newsletter Discussion: A number of options for distributing the newsletter were discussed. Options include totally digital; remain in print, remain in print and reduce the number of issues; a flier that provides the link to the OPCL website or appropriate location that has the up-to-date news. One of the concerns is that by the time events take place and the newsletter is published and distributed, the news is dated or events published may have already taken place. While someone had suggested allowing residents to choose how they want to receive the newsletter, that process becomes even more cumbersome to manage in terms of who gets a printed copy and who doesn't. All agreed that if we move to a digital newsletter, there needs to be a transition to be sure everyone knows and can sign up.

Mike Wills made a motion to print the next two newsletters (November and January) with a prominent notice in the newsletter for residents to sign up for the emailed newsletter going forward. This will allow OPCL to fulfill current advertising obligations that were communicated as being distributed in print. The motion was then amended to include that OPCL will print two basic flyers per year going forward: one at the beginning of May prior to the general meeting, one in mid-October; and three digital newsletters. Advertising contracts will be revised to address digital distribution. Grace seconded the motion. There was a call for discussion.

Discussion around whether the newsletter should be digital included the following:

- Marketing sign-ups for email (i.e., notices, bandit signs, color newsletter insert, post cards, post cards with mail-back for golf carts? Median sign message)
- Decide deadlines for potential changes
- Current advertising contract impacts
- Discuss potential new format: blogs, messages, future number of printed issues
- Finalize resolution to bring to membership

The motion was passed. This proposal will be presented at the general meeting in November.

Membership Dues

Grace Moran volunteered to chair the Membership Committee with Ryan serving as co-chair. Grace's appointment and was unanimously approved by the Board. President Broyles proposed not charging dues if we are going to go digital and cut expenses. This was discussed but was decided to keep the dues as they help support the monthly operations of the league, including meeting expense, social events, scholarship contributions, cost of any legal or governmental expenses in promoting issues of concern to OPCL.

Signs

- Disposal/storage/recycle of old meeting signs

It was discussed that the old signs could be used as meeting reminders within the neighborhood. The North side and South side reps could be asked to keep the signs and put them up prior to meetings.

- Insure median signs.

President Broyles said the new neighborhood identification signs were dedicated to the city, but there is a chance the city could choose not to pay if the signs were damaged, vandalized, etc. He will contact Nationwide Insurance to get a quote/more information.

- Recognition awards to present to the sign sponsors were approved at a prior meeting and will be purchased.

Croakers Restaurant

The new owners of Croakers Restaurant have asked if they could speak at the next OPCL meeting. President Broyles will check with them and find out what they want to speak about prior to the meeting so he can gauge if the general meeting or a board meeting is the appropriate venue and how much time would be needed.

Correspondence Needs

- Letter to BAC re:

President Broyles asked about OPCL sending a follow-up letter to BAC because of the concern that they are not going to be aggressive in following up with City Council on the recommendations submitted by OPCL regarding the neighborhood issues. It was suggested that President Broyles and Kal Kassir from BAC go together to City Council to speak. This can be done with a sponsor and it was suggested that Louis Jones be approached and asked to sponsor.

Golf Cart Signatures:

The city policy states that residents must sign the petition. A resident is defined as someone who lives somewhere either permanently or on a long-term basis. The signatures of residents will continue to be collected, and the petitions will be available at the next general meeting as well as the Fall Fest.

Discussion on development at Roanoke and Shore Dr.

- Raising grade and storm water management redux

The government affairs committee will contact the planning committee regarding the lack of a retaining wall and the raising of the grade in an area that is already susceptible to flooding.

Reprinting of the History of OPCL

- Few copies remain of the printed history of OPCL

President Broyles received an email from Nadine Costenbader, former resident of Ocean Park, who produced the history. She indicated that Minuteman Press has the copy to reproduce should the Board wish to provide additional copies for distribution. Discussion centered around how many copies to reproduce, if there is a more cost effective printer, and if the document could be bound in a more professional/attractive manner.

Grace Moran moved to order 50 copies from Minuteman and have them printed to sell at the Fall Fest in October. The motion was seconded and passed. After that, other options can be explored with the idea of having additional copies available prior to the holidays.

Next General Meeting at Brock November 9th

- Guest invitation suggestions:

President Broyles asked for suggestions on a guest speaker for the meeting. Suggestions included COVB tree trimming dept.; storm water management; engineering dept. for Phase IV; or the Stratford crosswalk design engineer.

The Government Affairs Committee will review contacting the fire department about the hazards of the trees overhanging the streets that make them almost impassable. (school buses, trash trucks, etc. are also impacted.)

It was also suggested to invite Phil Davenport and Louis Jones to speak about the Stratford crosswalk and Phase IV.

- Sponsors for food/drinks were discussed
- Door Prizes (Bayside Auto and First Landing will provide door prizes) Jill to help with emailing
- Boosting attendance—media deadlines, social media Andy will post on Facebook and Paul will post on Neighborhood about the upcoming meeting. We will continue to offer refreshments at this time.
- Golf cart Sign-ups will also be done at the meeting.

Treasurer's Report

There was no update on the report at this time.

Social Committee Report

- Fall Fest Update
The date is October 28... 3-6 p.m. at the Brock Center. We have use of both the inside and outside areas of Brock, weather permitting. Froggies will provide BBQ, and there will be a local band—Coy Stars. A table will be set up to purchase the OPCL History and for golf cart sign-up. The newsletter distributors will be asked to deliver a flyer advertising the event. Ryan will pin it to the Facebook page and Paul will be asked to add to the Neighborhood page.
- Help is needed at the membership tables to collect dues and to give out tickets for food. Betty, Grace, and Ryan volunteered to staff the membership tables, and will seek additional volunteer(s). Lynda will email out what assistance she needs from volunteers.
- Vice Mayor Jones will be invited to attend.

Governmental Affairs Committee Report

No additional update

Fireworks Committee Report

Jill pursued another potential vendor but it did not work out. We will be using the same vendor as in previous years.

Advertising Committee Report

No additional update

IT Committee Report

No additional update

Scholarship Committee Report

The revised scholarship application has been posted on Scholarship Central.

The meeting was adjourned at 9:20 p.m.