

WINDSOR SQUARE
SPECIAL PLANNING DISTRICT
BOARD MEETING

June 2, 2011

Those Present: Vicki Hersh, Noelle Baker, Stephanie DePascal, Tom Fitsimones, Blake Hastings, Mo Mackey Liz Eells, Sean O'Donnell Those Absent: Sean Cunningham

Guests: Linda Pollock, Ken Furtado, Bernie Gellner.

The meeting was called to order at 7:10pm by Vicki Hersh, President of the Board. A Quorum was present at the meeting.

I. Approval of the May Meeting Minutes

A motion was made and seconded to approve the meeting minutes of the May 5, 2011 meeting.
The motion carried.

II. Treasurer's Report - Sean O'Donnell

The Treasurer's Report was distributed by Sean who reviewed the June year-to-date report. A brief discussion was held regarding the high water bill. A motion was made and seconded to approve the Treasurer's Report. *The motion carried.*

III. Newsletter Update - Vicki Hersh

The June 2011 issue of the Windsor Square Newsletter has been published and distributed. Ken Furtado is very appreciative of all the contributions and Vicki commented that we have already received rave reviews about the newer format. The deadline for the next issue is Aug. 1st for both articles and advertisements. Sean O'Donnell volunteered to submit an article for the next issue if someone will suggest a topic. Sarah Schantz will contact Sean with ideas. Tom Fitsimones will also write an article. Everyone was reminded to send all articles to Sarah Schantz. Liz Eells suggested a historical piece about the Lufty home. Ken shared information about renovation plans regarding the Lufty house.

Noelle reported in a handout that newsletters from FQ Story and Willo are published monthly and totally self-supporting from advertising. The size of the districts plus monthly issues no doubt attracts more advertisers. Noelle suggested that to help ad sales, perhaps we need a fact sheet that describes the type of resident in WS, number of households reached, size of household (i.e. children), median home value and median income. The last two or three categories can be gleaned from census data. Because we are quarterly, we could provide value added to the advertiser by placing their ads in newcomer kits. With so many new families moving into the neighborhood, this places their business in front of new residents who are looking for information about nearby services and businesses.

IV. Website - Noelle Baker

Noelle described how the Website has been updated and will post a notice about the Home Tour once a date has been determined. In the next month or so there will be many items added to the site including board member biographies which will appear as space is created.

- V. **Neighborhood Roster - Noelle Baker**
Noelle distributed information regarding how other historic districts handle rosters. FQ Story and Encanto-Palmcroft both publish an annual roster and distribute it to all residents. Encanto's roster placed on the website is password protected. Willo organizes by block captains and each captain keeps track. Other districts report that their rosters have huge value for the neighborhood. Since Windsor Square's response to the poll regarding the roster was so minimal, Ken Furtado will get back to the board on specifically how many NewsBlasts are opened vs. sent. The consensus of the Board is to approve having an "opt-in" neighborhood roster posted to the Website but will wait for information from Ken prior to voting on the matter.
- VI. **Windows Replacement in Historic Districts - Linda Pollock**
Linda reported that she currently is serving on a "Window Replacement Sub-Committee" for the Historical Preservation Office. Recently the City of Phoenix Planning and Development Department indicated they are going to recommend that on a city-wide basis, no permit be required for window replacements. The subcommittee and Historical Preservation Office are concerned that "window only" replacements in historic districts would not need a permit and therefore not go thru the Historic Preservation approval process. Historic neighborhoods could suffer with the appearance of non-conforming windows without the approval and assistance of the Historical Preservation Office. The Sub-Committee will recommend to the City Council to continue requiring permits for window replacements in historic districts. Linda requested the support of the Windsor Square Special Planning District in this recommendation. A motion was made and seconded to support the Window Replacement Sub-Committee's recommendation to the City Council to continue requiring permits for window replacement in historic districts. *The motion carried.*
- VII. **Neighborhood Noise Issues - Linda Pollock & Bernie Gellner**
Linda and Bernie discussed the St. Francis Restaurant Sunday brunch musical noise which continues to bother residents of Pasadena. Linda went to City Hall to review the St. Francis permits and discovered that the Hearing Officer had attached a "no live entertainment" clause to the permit for outside recreation. Last Sunday, it was apparent that the single musician had moved indoors and the noise was more muted. Linda, Bernie and other concerned residents on Pasadena will continue to monitor the noise level and contact authorities if it appears to violate noise abatement ordinances. There is also some concern about the musical noise coming from Doc's Place at Uptown Plaza. Linda will contact the Leasing Manager to discuss this issue and report back to the Board.
- VIII. **Neighborhood Traffic Issues - Vicki Hersh**
Vicki reported that parking on Oregon is still a nightmare. The City's study has been completed and the petition submitted. Residents are now waiting for the No Parking Signs to be installed. The Property Manager of the business located at 5225 N. Central (corner of Oregon and Central) has been contacted about agreeing to have No Parking Signs located on their side of the street (Oregon) but no reply has yet been received.
- IX. **New Business**
Madison Gardens Planning Meeting - Vicki Hersh
Vicki reported that we have been notified that Madison Gardens, the partially built lot east of Basha's on Missouri, has applied for a variance to reduce the number of parking spaces because they are planning an assisted living center and do not anticipate that tenants will require the usual ratio of parking spaces. No action was taken by the board as it seems to have little impact on Windsor Square.

X. Windsor Square Home Tour - Vicki Hersh

Vicki reported that emails were sent to all members of the 2010 Home Tour Committee to determine anyone's interest in serving on the upcoming Home Tour. Rebecca Shea, Lindsey Hunt and Kathy Hansen all showed interest along with three other residents who responded to the NewsBlast request for volunteers. Liz Eells agreed to host a "Meet & Greet" party sometime in July and invite those who are interested, asking them to bring a friend who might also serve on the Committee. Noelle and Vicki agreed to help Liz with the party.

Noelle addressed the issue of fundraising for the Tour in a handout. She suggested building a home tour fund for seed money that rolls over each time for the next home tour, raising approximately \$6,000 to publish the brochure, advertising, publicity and materials. From the proceeds of the current Tour, the seed money would be banked for the next Tour. Major funders - \$2,500 or more - would get a 1/2 page ad in the home tour brochure, web advertising for two years and acknowledgement as a principal underwriter of the WSHD Home Tour.

There being no further business, the meeting adjourned at 8:20pm. For calendar purposes, members were reminded there will be no meeting in the month of August.

Submitted by:

Stephanie DePascal