

**WINDSOR SQUARE
SPECIAL PLANNING DISTRICT
BOARD MEETING**

May 5, 2011

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

Guest: Susan Myers, 2010 Home Tour Chairman

The meeting was called to order at 7:05pm by Vicki Hersh, President of the Board. **A Quorum was present at the meeting.**

I. Approval of the April Meeting Minutes

A motion was made and seconded to approve the meeting minutes of the April 7, 2011 meeting. *The motion carried.*

II. Treasurer's Report - Vicki Hersh in absence of Sean O'Donnell

Vicki reviewed the May year-to-date report. A motion was made and seconded to approve the Treasurer's Report. *The motion carried.*

III. Newsletter Update - Vicki Hersh

Vicki reported she has met with Ken Furtado and he is very pleased to have so much help with the Newsletter and indicated that the input has been excellent. Ken would like to see an increase in advertising revenue in order to cover the costs of publishing the Newsletter. Mo Mackey is working on ad sales and has contacted more than ten potential advertisers but needs more help with this effort. All articles for the June Newsletter have been submitted to Ken who will edit and determine which will be placed in the Newsletter (based on available space) and which will be placed on the Web site. Vicki is planning a meeting with Sarah Schantz, Noelle Baker and Ken to discuss the newsletter process going forward.

IV. Website - Noelle Baker

Noelle reported that the Windsor Square website is now updated with all minutes and newsletters to date and all broken links repaired and operational. The next step is renovation of the Home Page. Noelle plans to install a "Home Tour" button to make that information quickly available. A booking engine will need to be added in order for people to pay for Home Tour tickets online. We will explore options for the booking engine. Future plans include working on information and resource pages. The subject of WS residents recommending services on the Web was raised again. So long as there is a strong disclaimer on the page and it is made clear that none of the recommendations are those of the WS Special District, there should be no liability.

V. Neighborhood Roster - Noelle Baker

Response to the poll presented in the recent News Blast regarding having a neighborhood roster available on line: 79% of 34 responses were affirmative. Because of the minimal response to the poll, it is recommended that we research what other historic districts are doing. A discussion was held regarding the value of the roster versus privacy issues. The subject is deferred for further investigation.

VI. No Turn Sign at Missouri at 6th St. Update - Vicki Hersh

Vicki has been in touch with Mr. Kerry Wilcoxon of the City of Phoenix Street Transportation who reports that no decision has yet been made regarding removal of the No Turn Sign at 6th and Missouri. The petitions being circulated have not yet resulted in a majority vote either way. Vicki will continue to report progress on this issue.

VII. Neighborhood Traffic Issues - Stephanie DePascal

In late March, Sarah Schantz, Bonnie Meyer, Katherine Halpin and Steph DePascal met with Kerry Wilcoxon, from the City of Phoenix Street Transportation Department to discuss reducing the speed of cut-through traffic throughout the neighborhood. Almost all streets experience excessive speeds especially in the early mornings, at lunch and at the end of the work day.

- Due to severe budget constraints, the original goal of 3-way stop signs at both intersections - 2nd Street and Colter and 4th Street and Colter - will most likely not be achieved. However, Kerry offered various ideas about other remedies. An aerial map of the neighborhood and information on the radar speed trailer program was distributed. This program can not only measure speeds but origination of entry into the neighborhood. If we want to take advantage of this program, the Board needs to make an official request and let the City know where and how often we want them to run traffic counts. We would need to send Mr. Wilcoxon an e-mail request from a representative of the Windsor Square Neighborhood Association. At completion of the program, the City would make recommendations to our Board.
- Tony Hernandez, the person in charge of the City's speed hump program, mentioned that some residents along Colter had tried to get speed humps installed a few years back but ran into opposition from other residents. The City is not sure if there is still opposition, but can certainly work with us on placing speed humps where they will not upset residents. However there is a significant cost to residents for the installation of humps.

After discussion, members agreed that the Board should request radar speed placement on Oregon before 4th Street going west and at Colter going west approximately 300 yds before 2nd Street. Stephanie will contact Mr. Wilcoxon by email to initiate the program.

VII. Oregon Traffic Issues - Vicki Hersh

Vicki reported that parked cars on both sides of Oregon from Central to 2nd Street now constitute a "parking lot" situation. Residents recently met with representatives from Windsor Restaurant and the City of Phoenix to discuss possible solutions. There are two options: 1) No Parking Signs the length of the street; or 2) Resident Only Permit Parking. To place "No Parking" signs, the City needs permission of the home owners. There is some concern on the part of landlords that no street parking will impact their ability to rent their properties. Owners of Windsor and Churn are currently working hard to locate and lease additional parking in nearby areas for valet parking and expect to meet this goal very soon. Residents have currently made a decision to have No Parking Signs installed on a temporary basis until the process for placing Resident Only Permit Parking can be accomplished. Vicki will continue to follow-up on this issue and report progress to the Board.

IX. Windsor Square Home Tour: Susan Myers - 2010 Home Tour Chairman

Susan distributed a handout with information on specifics of conducting the semi-annual Windsor Square Home & Garden Tour which is the District's primary source of significant income. She discussed the various tasks necessary for a successful Home Tour. She indicated that the next Home Tour Committee needs to consider moving the vendor area from 2nd street to Medlock in order to satisfy the City's permit requirements.

She then explained that the biggest difficulty is raising funds to pay for the Tour which in the past has cost approximately \$8,000. This revenue is traditionally raised by the Home Tour Committee through the sale of ads in the brochure. It has become increasingly difficult to accomplish this during the past few Home Tours due to a tightening of the economy and far less "good will" advertising. Many of our traditional supporters have declined to place ads, stating they have not experienced any tangible financial benefit. Susan recommended the Board review options and determine if it wants to pare down the size and scope of the Tour resulting in less profit or get personally in funding the Home Tour, through ad sales and/or corporate sponsors.

A discussion ensued regarding the importance of Home Tour revenue to operation of the WS Special District. There was discussion of having a separate finance committee be responsible for raising the funds necessary to put on the Home Tour. The Board was in agreement that removing the burden of fundraising would greatly alleviate the Home Tour Committee's tasks and provide these volunteers more time to focus on the Tour itself.

Vicki requested that Susan email her the names and contact information for 2010 committee members so she can begin the process of locating a Chairperson and volunteers for the next Tour which is scheduled for March 2012, less than a year away.

X. New Business

- Scholarships are available to cover the cost of attending the upcoming Historic Preservation Conference. Vicki will send this information to members by email
- Chase Bank is securing a zoning permit for their facility at Camelback and 7th Street and expects to open for business during the 2nd Quarter of 2012.

There being no further business, the meeting adjourned at 8:20pm.

Submitted by:

Stephanie DePascal
Secretary