

WBNA Board Meeting by Zoom January 19, 2021

President Dave Holland called the meeting to order.

Board members present: Dave Holland, Jeanette Deurloo, John Wilmes, Joy Rehfeld, Jaclyn Lanae, Eirik Heikes, Elizabeth Zieglmeier, Rose DuBois, and Pat Roseland. There were 5 WBNA members who also participated.

The agenda was approved with one additional item – a new WB Tour Book requested by Pat Roseland.

The December 16, 2020 minutes were approved.

FIRE / REWARD UPDATE and NEIGHBORHOOD SECURITY: Officer Christian Sigel

Officer Christian Sigel is the new Patrol Lieutenant for the South Sector, replacing Lt. Andy Becker. Officer Sigel joined the meeting to report that the RCPD has an active investigation concerning the recent arson events in the West Blvd area. He stated that they have leads, but no arrests or charges have been made.

Officer Sigel stated that there has been an increase in crime in the City, but there doesn't seem to be an uptick in crime in the WB area. The reports they've received are "primarily nothing outside of the norm". One area of concern expressed by several residents have been intoxicated, sleeping, or passed out individuals in Wilson Park. He recommended that residents continue to call dispatch at 394-4131 when they have concerns. Or they can also call 911 and state that it's a "non-emergency". He states that agencies like the Crisis Care Center, One Heart, Hope Center, and others are designed to assist homeless and those who are in crisis. Dave suggested that we in the public, support the agencies that provide services to these folks. Officer Sigel discussed the humanitarian approach the PD takes in dealing with this population and that they've had many successes of people who have managed to turn their lives around with assistance.

Officer Sigel went on to discuss individual and neighborhood security. He stated that neighborhood security camera systems can be an effective crime deterrent. There is discussion of installing security cameras at various locations up and down West Blvd. He spoke about the Robinsdale Neighborhood Watch group that is working on getting a camera system if they can secure funding. Pat has been in contact with a member of that group and plans to attend one of their meetings. Officer Sigel spoke about the City setting up text message alerts concerning weather, crime, accidents, etc. He will send Dave more information on how to get signed up to receive the alerts. He further spoke about a security assessment conducted by the RCPD that can help homeowners identify vulnerabilities to crime on their property. Added lighting and Ring doorbells have become very useful in identifying "bad guys". He encouraged citizens to report suspicious behavior to the RCPD – "you don't have to be a victim of crime to get law enforcement involved". Dave suggested that the organization make a list of those homeowners in the neighborhood who have security cameras and would be willing to share footage with law enforcement, should a nearby crime occur.

WILSON PARK FESTIVAL: Dave Holland

As Sharissa Hermanson was unable to attend the meeting, Dave gave the report. Spearfish is planning to have their Festival in the Park in July, so Sharissa and Dave suggested that we move forward in planning our festival and make a decision in February. A motion was made, seconded and passed to proceed with planning the West Blvd Summer Festival.

STREET LIGHTING: Dave Holland

The 46 historic lights on WB are old, get hailed on, and the City is having problems replacing and repairing them. A popular replacement style has been installed at the corner of Fairview and West Blvd which has a historic design and feel. Eirik brought up the concern that the LED lights that are blue/white LED type are less pleasing and he suggested that we consider an LED light which gives off a softer, yellowish light. Members who have seen the sample light expressed favorable comments that it looks great and actually does a better job of lighting. There is a funding gap – replacement costs that the City would pay is about \$30,000. The WBNA would need to contribute roughly an additional \$17,000. However, we have time to work on it, and there are possible grant options available. Dave emailed a list of options and asked for volunteers to look into them. Eirik volunteered to look into possible block grants. Dave suggested that Ali Demersseman may be able to assist. Pat said he would check out the SD Historical Society for possibilities.

WEBSITE UPDATES: Jaclyn Lanae

Jaclyn, John, Sharissa and Dave met and concluded that the point of the WBNA Website should be to inform the neighborhood and community about the historic nature of the area, the mission of WBNA, how to become a member, a vehicle for members to check membership status and pay dues, and a means to take donations for specific projects, such as historic lighting. Jaclyn explained that we need website upgrades to support Paypal (to take donations and pay dues) as an e-commerce function. The upgrade would increase the current cost of \$216 per year to \$312 per year. She further explained how the upgrade will likely pay dividends to the organization in the future. The motion was made, seconded and passed to allocate \$312 per year. Board member pictures posted on the website was discussed – whether to have individual pictures or one group picture. It was suggested that the reason for the individual pictures is so that we'd be recognized in public. Dave will send an email whereby board members can express their preferences.

TREASURER'S REPORT: John Wilmes

John submitted the Treasurer's Report as of 12/31/2020. The current balance of all accounts is \$26,286.64. It was suggested that expenditures and income or donations be earmarked. We have CDs at three different banks. Eventually, we should consolidate them, if possible. John explained the complicated process of regaining our non-profit status. John announced that WBNA will celebrate it's 45th birthday on April 18, 2022.

NEWSLETTER: Elizabeth Zieglmeier

Elizabeth explained that content of the WBNA Newsletter would be a supplemental addition to the website. Sharissa has some old newsletters that she and Elizabeth will pull together as a template and bring to the next board meeting. The purpose will be to keep people up-to-date on such information as what's happening, current events, and membership information. She said that it will help to build enthusiasm and increase membership. The plan is to publish it quarterly. Also, with the goal of WBNA to go paperless, the newsletter can be available on the website, but a paper version will be mailed to those who request it.

MEMBERSHIP: Joy Rehfeld

There has been little activity in recent months concerning membership. As the newsletter comes out, and the website goes active, getting the word out will be easier. Joy will continue to keep the membership list current and plans to set up a membership booth at the Summer Festival in conjunction with Pat Roseland's RC History booth.

COMMUNICATIONS: Dave Holland

Dave did some research on mass-texting, which is different than the group texts that we do with family, and similar to what businesses send out anonymously. The text doesn't show everyone on the list, and when you reply, it goes only to the sender. It is a service that costs approximately \$20 per month. The county uses it to send out emergency bulletins. We could use it to advertise events – the festival, park cleanup, etc. To receive the texts, participants would have to opt in. Conventional knowledge indicates that people tend to read texts sooner than emails or Facebook. Discussion ensued – with positive response, and some concerns. Jaclyn states she would take on the project to look further into it, but is too busy right now, and may have time closer to summer.

WORKING WITH MT. RUSHMORE RD. GROUP: Deb Jenson

Deb explained that this idea of a merger hatched because WBNA and MRRG have several commonalities. She further explained that after the Mt Rushmore Rd reconstruction completed, MRRG members got busy and quit participating. Deb suggested the two organizations combine, needing only one set of officers – president, vice president, secretary, treasurer, and one board. A discussion ensued, and commonalities and differences were discussed. Board members expressed a willingness to cooperate on common projects and issues, but thought missions are so different, that a merger would not make sense. Deb suggested that we figure a way to cooperate and communicate through a committee to work on common issues, or create an MOU. Dave suggested that we think about it for a month or two and discuss it again. An understanding could increase both organization's voices at City Hall. We will revisit at a future meeting.

NEW TOUR BOOK: Pat Roseland

Pat thought upgrading the West Blvd Home Tour Book could be a discussion in the communications committee. He explained that there are few copies left of the old book, and people continue to ask for it. It may need updating and upgrading. John suggested that the price of printing books via Amazon is small. They are printed on demand, as many as we want or need, and the cost is a fraction of what we paid in the past. Interested members will meet to go over the old book and decide what changes may be needed.

The meeting was adjourned at 8:36.

The next meeting will be held on February 16, 2021 at 7:00.

Respectfully submitted by Joy Rehfeld