

Original Austin NA Board Meeting  
Tuesday, August 9, 2011  
The Regency Apartments, Community Room  
601 West 11<sup>th</sup> Street  
Austin, TX

Meeting Minutes

**Board members attending:**

Ted Siff, Blake Tollett, Rick Hardin, Bill Schell, Albert Stowell, John Horton

**Board members not attending:** Perry Lorenz, Jocelyn Dabeau

The meeting was begun and 4:07pm by our president, Ted Siff.

The board meeting minutes of June 15, 2011 were reviewed and with no changes approved unanimously. Albert Stowell made the motion and Bill Schell seconded. Ted said he would ask Jocelyn Dabeau to post the minutes on our [www.originalaustin.org](http://www.originalaustin.org) and [www.citicite.com/oana](http://www.citicite.com/oana) websites.

Ted and Albert have done some board outreach and will continue until the one vacant board position is filled.

**Committee reports and Action Items:**

1. **Financial Report** – Albert reported that our bank balance had not changed since the June when we had just under \$2500 in our account.
2. **Government Relations** – No formal report from the committee, but the board did authorize John Horton to pursue improvements in Wooldridge Square Park, including working to feel an alternative location for services of Mobile Loaves & Fishes.
3. **Membership/Marketing/Camaraderie** – Bill presented the committee’s report & recommendations, which are at the end of these minutes. Bill was authorized by the board to proceed to implement the recommendation including establishing an OANA twitter account, and eventually an OANA Facebook page.
4. **Planning & Zoning** – General discussion from the whole board:
  1. 701, 711 West 7<sup>th</sup> from GO-GR to CBD: C14-2011-0006 – passed by City Council on 1<sup>st</sup> reading and is scheduled of 2<sup>nd</sup> & 3<sup>rd</sup> readings at the Council’s August 18<sup>th</sup> meeting.
  2. 705-11 West Avenue & 710 West 7<sup>th</sup> from GO to CS: C14-2011-0058 – Which supported by the Planning Commission 6-1, and is scheduled to be heard by Council on August 18<sup>th</sup>. General discussion about what the applicant and/or OANA would do if a valid petition opposing the zoning request was submitted.
5. **Rio Grande Bike Blvd** – Albert presented an update and expressed concern that the new traffic circle at Rio Grande & West 10<sup>th</sup> did not work well from pedestrians and the wheelchair bound. Albert asked the board to suspend our support. On a 4-0-1 vote, the board agreed to suspend OANA support pending City of Austin staff response to numerous OANA concerns.
6. **Residential Parking Permit (RPP) issue** – Blake Tollett reported that Gary Schatz of COA Transportation had responded satisfactorily to expressed concerns whether RPPs would be legal within OANA or the Downtown Austin Plan – Northwest District boundaries. The board agreed to accept Gary Schatz assurance that RPPs could be applied from within the DAP-NW District area.  
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7. **Social Order** – Jocelyn – NO ACTION TAKEN
  1. Report on “West 6<sup>th</sup> Entertainment District” efforts
8. **Historic Preservation** - Albert – NO ACTION TAKEN
9. **Parks & Open Space (including Shoal Cr/DANA Duncan Family Day)** – Ted – NO ACTION TAKEN

**2. Information items and Other Business:**

5:15 – 5:30 pm

1. **NEXT Board Meeting tentative set for Tuesday, Sept 6, 4-5:30pm, Regency.** It was determined that Blake is not likely to be able to make a meeting September 6<sup>th</sup>, and Ted would not be able to make a meeting on September 13<sup>th</sup>. The next meeting was set on September 6<sup>th</sup>.

## **Public Outreach/Membership Development Strategy**

Dear OANA Board,

Bill and I met as a committee of two, and did some brainstorming about the most effective ways to retain OANA members and to engage new members. Overall, we need to offer a value proposition to our members to make it worth their investment in our organization. To this end, we believe it is important that we develop a communication strategy that we can use to keep our membership informed of the activities that we are taking on for the neighborhood, particularly our work with the planning commission, city council and local developers, but also with respect to any larger community based efforts on which we weigh in.

To this end, we propose developing a twitter feed and a facebook site. These social media tools would enable us to keep our membership abreast of current developments. Here we might post or link to meeting minutes from recent meetings, link to relevant news coverage of activities undertaken by OANA or of general community interest, notify OANA members when we have taken a position on an issue, solicit member feedback, tweet photos of planned or completed developments in the neighborhood, provide statistics on neighborhood demographics, etc. The proposal would be that any member of the board could "tweet" or "post" items of interest to the community. We would develop general guidelines for submission, including that the board would have to have come to a consensus before posting about a certain issue on which we might take an official position.

Additionally, we might consider putting together a monthly or quarterly newsletter to send to our members. For this and the marketing of the facebook page and twitter site, it would be very helpful if we could obtain a list of the email addresses of present and past OANA members.

If we are unable to locate the addresses, we might need to do something more "low tech" to generate interest, such as putting flyers on cars or putting yard signs in the neighborhood or whatever strategy the board may deem appropriate.

The general idea of the communications strategy is to show how the neighborhood is changing and how OANA is using its voice to shape the future of the neighborhood. We want this to generate interest within the neighborhood regarding OANA. If we develop enough interest, we could begin to offer forums, social get togethers, etc. to further demonstrate the value proposition and also to generate a feeling of community.

Thanks!  
Jocelyn and Bill