

ODWNA Neighborhood Meeting Minutes

Date: Wednesday, March 16, 2016

Place: Winchell Elementary Library

Board Members:

Present:: Peter Kushner, President; Chris Shook, Vice President; Diana Morton-Thompson, Treasurer; Sandy Bolstad, Secretary; Barb Ross, Paul Scott.

Absent: Tom Keyser, Katherine Shook



- I. **Call to Order:** Peter Kushner, 7:00 pm
 - Garage Sales (Winchell & Oakwood neighborhoods) are the last Saturday of April
 - Asylum Lake Preservation Assn. Annual Meeting at Parkview Hills Clubhouse April 5 at 7:00 pm
 - Transportation Planning Meeting Tuesday March 22 from 4:00 – 7:00 pm
 - Received email from the City regarding what is happening with the Bacchus property. Harding's purchased it (part of the Spartan stores like D&W) and they told the city they want to put a Gas Station there. Current zoning allows for it. It is very clear that the people of the neighborhood are not pleased about the issues another gas station at the corner and above the lake could cause; traffic-wise as well as possible environmental impact. The board will work to try to express that view to City and Harding's.
 - Next month our speaker is Michael Spezia, Executive Director of the Gilmore Car Museum.
 - Board elections are coming up for all dues paying members to vote on in May. We have multiple openings, if you are at all interested in serving on the board, please go to our web page and there is a link to an "application".
- II. **Treasurer's Report**
 - Update on ODWNA budget
 - Imagine Kalamazoo 2025. Please go out and complete your surveys.
- III. **Secretary's Report**
 - Nothing to report.
- IV. **Neighborhood Business (Old and New):**
 - Secretary brought up the "Boil Water Advisory" for those on Oakland Drive between Spruce and Evergreen and the lack of clarity as to when it started. Mike Nelson from the City of Kalamazoo was at the meeting and checked on it, and said it was already in effect.
- V. **Public Comments:**
 - Mike Nelson spoke briefly about who he was and what he did (City Rental Property Housing Inspector), the inspection of rental properties, the required registration of rental properties, etc. He also spoke to some of the budgetary challenges the city is experiencing and how they are handling them. This includes proposed tax increases and service cuts. For example, bulk trash collection may go quarterly instead of monthly.

Notes from our Speakers:

Guest Speakers: Peter Gistelinck

Topic: Kalamazoo Symphony Orchestra

- Peter served Philadelphia for 8 years prior to coming to Kalamazoo.
- Peter brought many colorful brochures and handouts for those in attendance to take with, including a brochure of the 2016/2017 schedule and copies of the Strategic Plan.
- The Kalamazoo Symphony Orchestra has been recording all of their concerts since the mid 1950's and they have over 900 recordings.
- KSO made a deal to make all music available online through a set of online music providers, including Spotify. They have 4 albums available online now. They started with "now" and are working both forward and backwards to put all of the existing music online. This is making the Kalamazoo Symphony popular worldwide online.
- Reviewed the remaining schedule for the 2016/2017 year. Highlighted the partnership with Disney where the KSO performs the music during a Disney movie. April 1 will be a performance of the Johnny Depp version of *Alice in Wonderland*. They will do this again next March to *Ratatouille*.

- Focused on the Strategic Plan.
 - KSO has changed their mission. Their Mission is now: To serve our community through outstanding musical listening and learning experiences. Their Vision is now: Symphonic music is a part of everyday life throughout our community.
 - Gathered research and feedback from a variety of sources, including interviews with key internal stakeholders, a board planning summit, interviews with key external stakeholders and influencers, an orchestra town hall meeting and a public survey. Included among the findings were the following
 - KSO is highly valued by the community.
 - A significant number of people do not like classical music, so there is a need to broaden the program, expand access and create fresh program options. In addition, they have lowered the ticket prices. They now offer \$10 movie tickets and \$5 family event tickets.
 - Informal social opportunities – the community is seeking more meaningful concert experiences and deeper connections.
 - Educational initiatives remain a highly-valued and important cornerstone.
- Some of the goals surrounding Artists and Programs are to build a larger and more demographically diverse audience by fostering and engaging a culturally curious community; continuing to invite talent of the highest caliber to perform with the KSO; growing the artistic level of the orchestra and encouraging increased musician engagement; form an artistic growth task force to consider, evaluate, and recommend fresh ideas and opportunities for future institutional growth; focus on hospitality in all aspects of operational execution; develop and implement a plan for renovation, restoration and expanded utilization of the KSO music library and recording archive.
- Goals surrounding Development and Communications include increasing ticket sales by diversifying the KSO audience; maintaining and building meaningful and mutually beneficial relationships with current and potential donors as well as board members and volunteers; refining the marketing plan to meet the needs of changing audiences and the use of new technology. Part of this has included doubling their sponsorships.
- Finance and administration goals include becoming more transparent, providing data and audits online, etc. There are budget challenges every year and many programs are funded by foundations. For everything they do, they need the approval of the musicians.

VI. **Adjournment:** 7:50 pm

Respectfully Submitted,
Sandy Bolstad, ODWNA Secretary