

SENA Board Meeting
May 27, 2021

Britt Deviney, Charlie Weiss, Richard Pinsky, Sabra Kirkpatrick, Gail Levine, Shanon Materio,
Megan Berame, Marla Fountain

Meeting began 6:38pm

Minutes from last meeting were approved

Treasurers Report

- Switched from PNC to Chase
- we have 10
- finance report approved

New member

- Nick LaSorsa
- he needs to come to a meeting

By Laws Review

- Richard motioned to bring By Law changes to general membership with the addition of the Board membership change from one year to two year term.

Megan-Communications Plan

- website is www.southendneighbors.com , board should go to website and sign up/pay dues
- we need an active social media campaign to build up our membership
- mailer, flyer, door hanger campaign, followed up by an email
- Important to include what members will get for their 20\$
- Basic branding

What's next:

- Print flyers, door knockers, follow up with email.
- Send content to Megan, she posts and keeps the social media consistent.

We want Megan to:

Send one email a month, one Facebook and one Instagram post a week

For Next Board meeting:

- Think about value for 20\$, SoSo sticker, discount at local businesses etc

8111

- we need to have a Board vote before we act or speak on behalf of SENA

Flagler Drive/west of Dixie

- How do we include all residents

Megan will give us a proposal early next week.

Meeting adjourned at 8:08pm

