

**North Lakes Community Council Minutes
Boys and Girls Club Wasilla
Meeting Minutes April 25, 2024**

A. CALL TO ORDER - Called to order at 7:04 pm by Rod Hanson, President.

B. WELCOME / INTRODUCTIONS - completed.

C. CONFIRM QUORUM

1. Board Member Quorum established with 5 members present.
2. Membership Quorum established with more than 10% of 34 members.

D. PLEDGE OF ALLEGIANCE - led by L. Calandri.

E. AGENDA DISCUSSION / APPROVAL

1. Reviewed agenda with audience & Board: No changes.
2. Approval of agenda as presented: R. Greenberg moved / F. Conaway seconded / No objections / approved.

F. PRIOR MEETING MINUTES APPROVAL

1. Identify any necessary revisions: None noted.
2. Approval of agenda as presented: L. Calandri moved / R Greenberg seconded / No objections / approved.

G. CORRESPONDENCE

1. Review & Discuss any recent Correspondence (Board & Committees)
 - a. Received a notification from Enstar of a public meeting Thursday May 2 at 6 pm at Cottonwood Creek Elementary Library regarding a new high pressure gas line they intend to bury along Seward Meridian in conjunction with the Seward Meridian road upgrade. Not seen as controversial. Members will be informed. No planned attendance by NLCC.
 - b. Letter from Borough regarding input for the CIP. It's due Aug 1st, 2024. R. Hanson, President requested that the Road & Traffic Safety Committee review the request, determine a process for the NLCC to provide input, and review at our next meeting.
2. Identify any follow-up Action Items required: See above.

H. OFFICER / COMMITTEE REPORTS

1. President's Report: R. Hanson hasn't yet followed-up with the Career Tech High School on getting students involved, but will do so. Progress on signs; discussed later in agenda. NLCC Calendar and website have been updated.

2. Treasurer's Report: J. Coleman, Treasurer reported \$ 51,948.82 in checking and savings accounts. We received the CAP funds from the Borough. IRS reporting will be completed by the May 15th deadline. Treasurer reports were made available to members and questions answered.
3. Finance Committee: L. Calandri, Chair. No meeting last month. There has been one grant application and the due date is April 30th. More applications are expected. Their next meeting will be held May 13, 2024.
4. Bylaws Committee: P. Purcell, Chair. no meeting last month or planned.
5. Road & Traffic Safety Committee: R. Greenberg, chair reported that the members Rachel Greenberg, David Willequer, Nickel LaFleur, and John Miller, RSA Representative met April 21, 2024. A report made available to membership. There will be further discussion later under New Business.

I. PRESENTATIONS / SPEAKERS

1. Legislative Update / Q&A: Senator David Wilson discussed the Seward Meridian Projects; School budgets; and confirmation hearings underway for Boards and Commissions. Q&A regarding school budgets ensued. Senator Wilson is available for calls with concerns or questions.

J. STATUS UPDATES / NLCC REPRESENTATIVE REPORTS

1. Fire Service Area Collaboration: F. Conaway attended the FSA meeting this month. Meeting was mainly about the proposed budget for the Borough. Because of property value increases, mil rates are adjusted. In our area we have some of the lowest mill rates. Per capita costs are going down. However, the budget for Fire Services has been going up the last 5 years. Tax revenue is not providing much help for increased costs for Fire Services. Borough is holding planning meetings for the budget.
2. Welcome to North Lakes signs: R. Hanson, President, reported we have sent out RFP proposals to 3 contractors and should be receiving quotes soon. J. Klappeich asked about the cost and R. Hanson explained we have budgeted \$4,000 for 18 signs and \$4,000 for installation. The locations will be posted on our website when the work is authorized.
3. Road Service Area 25 Report: J. Miller reported that Mckenna got the bid for snow removal and the Ficklin contract was not renewed. Significant discussion ensued including frustrations residents have about the snow removal operations and lawsuits filed by Contractors against the MSB and potential impact to area residents (MSB operating costs increases driving tax rates) if the lawsuits are successful. R. Hanson noted that we could invite a MSB representative to a future meeting to discuss those concerns. J. Miller also reported that it is budget season and Borough Supervisors are working hard to keep costs down. New incentives are being put in place to make it easier for smaller contractors to compete. L. Pinnick expressed concern about traffic flow and maintenance at the Stony Hollow / Bogard intersection. J. Miller explained that any problems with potholes

can be reported on the Borough website. R. Hanson suggested design concerns (traffic flow) could be addressed with upcoming resolution on Bogard Corridor road safety.

4. NLCC Bar-B-Que Planning Status: J. Coleman is in charge of BBQ. The annual event is scheduled for Saturday, July 27th. The Fire Service will be invited. R. Hanson mentioned Enstar can provide a grill and come to the event and cook. J. Coleman discussed bringing in a bounce house for the kids. J. Coleman will set up a planning committee and have a meeting to get membership involved in helping with the annual BBQ. There was agreement in the room that this was an important annual event and Board Members and others needed to be engaged in the planning and assure success of the event. The intent is to use the once-annual free mailout from the MSB to communicate about the event to area residents. The MSB will need about 6 weeks advance notice. R. Hanson, President will contact the Boys & Girls Club Manager to schedule the date.

K. UNFINISHED BUSINESS

1. NLCC Calendar of events for 2024 - review & adjust if necessary: R.Hanson, President created a NLCC shared calendar available to Board members and asked that the Board review and add items as appropriate.

L. NEW BUSINESS

1. NLCC targeted Digital Advertising - Updated Proposal:
 - i. Presentation of proposal & Q/A: J. Klapperich presented a proposal for a 2-month duration initial trial. Reach is expected to be 12,240 local adult residents - largely in the NLCC area. Outreach is through targeted digital advertising (using specific geofencing) and radio ads. Cost for a 2 month trial is \$3,086 (same as proposed last year). Performance metrics / reports will be provided weekly. A follow-on proposal for another 10 months would be at $\frac{2}{3}$ of the monthly cost and could be turned on and off as directed by the NLCC. Proposal timing was suggested to start immediately. R. Hanson suggested a June / July trial run would allow time for preparation.
 - ii. Decision: R. Greenberg moved to proceed with the 2 month trial in July and August, take a look at results, then decide if we can afford to continue and when. Motion seconded by P. Purcell. Discussion included the importance of getting our landing page set up prior to launch. R. Hanson, President, asked if there were any objections, there were none and the motion was approved unanimously.
2. Bogard Road Safety - Framing a Resolution: R. Greenberg explained that she will work with the committee to form a resolution to be presented at the May NLCC Membership meeting.

