



Maple Leaf Community Council
PO Box 75595
Seattle, WA 98175

Executive Board Meeting Agenda -- Tuesday, March 18, 2008

1. Call to order – 7:00 PM
2. Bruce Kieser – North Seattle CC Expansion Project (20 minutes)
3. Approval of Minutes from the February Board meeting
4. Treasurer's Report (Mark)
5. Old Business

Pinehurst Safeway
Website Content Updates
80th Street Conditional Use Application
Northern Boundary extension
Northgate Stakeholders Group disclaimer letter
April Gen Meeting Agenda
ML mailing piece
Business Cabinet

Internal and External Committee Updates

- Community Garden (Barbara)
- Communications (Janice)
- Membership – Membership drive (Mark)
- Upper Maple Leaf Park (Donna)
- North District Council (Mike)
- North Precinct Public Safety (David/Ryan)
- Seattle Community Council Federation (David)
- Green Legacy Levy (David)
- Northgate Stakeholders (Janice)
- Northgate Urban Center Park Consultant Committee (Barbara)
- Land Use & Transportation (Marc & Barbara)
- Waldo Hospital (David)

6. New Business
 - 2008 Budget
 - Ranking street projects
 - Summer Social Planning

7. Announcements -- May EB meeting David will be absent

Upcoming Dates

April EB Meeting: 16th
May EB Meeting: 21st
July EB meeting: 16th

April General Meeting (EB elections): April 30th
June EB Meeting: 18th
Summer Social: July 30th

**Maple Leaf Community Council
Proposed 2008 Budget**

The following is a proposed Maple Leaf Community Council General Fund budget for 2008:

	2003	2004	2005	2006	2007	2007	%	2008	
	Actual	Actual	Actual	Actual	Actual	Budget	F(U)*	Budget	%
								(Proposed)	F(U)*
Revenue									
Membership dues	\$3,890	\$4,084	\$3,793	\$3,058	\$3,870	\$3,210	21	\$4,257	10
Business membership dues	565	600	700	700	560	700	(20)	350	(38)
Employer matching funds	100	100	--	180	60	30	100	60	--
Newsletter ads	1,360	640	1,280	1,840	1,360	1,280	6	1,200	(12)
Grants	1,500	500	500	--	--	--	--	--	NA
Interest	20	11	28	44	20	44	(55)	20	--
Donations and other income	449	491	1,721	1,178	2,360	210	--	400	(83)
Transfers in	--	1,095	--	--	675	--	--	--	(100)
Total revenue	7,884	7,521	8,022	7,000	8,905	5,474	63	6,287	(29)
Expenditures									
Newsletters	3,052	2,894	2,945	3,051	3,136	3,132	(0)	3,248	(4)
Membership drive	542	489	458	296	508	500	(2)	2,500	(392)
Summer social	841	900	1,152	1,305	1,435	1,420	(1)	1,493	(4)
Meetings	135	317	204	134	82	170	52	190	(132)
Signs	--	--	--	1,003	980	980	--	--	100
Fundraising	399	--	--	--	13	--	--	30	(131)
Treasurer	80	45	55	122	80	105	24	70	13
Gifts	--	250	--	--	240	--	--	200	17
Mailing	--	37	--	27	5	--	--	--	100
Community Garden	--	--	675	--	685	685	--	--	100
Other expenditures	324	154	90	237	3,346	3,814	12	437	87
Total expenditures	5,373	5,086	5,579	6,175	10,510	10,806	3	8,168	22
Surplus (deficit)	\$2,511	\$2,435	\$2,443	\$825	\$(1,605)	\$(5,332)	(70)	\$(1,881)	17

*-F(U) - Favorable (unfavorable) variance. The 2008 budget variance is compared with 2007 actual results.

Revenue

Membership dues: Membership income increased by 27% last year after experiencing a 19% decline in 2006. Better still, our average membership increased from \$19.48 per membership to \$20.26 in 2007, due to the generally higher amounts we've seen come through PayPal.

With addresses now available for the entire neighborhood, we can expand our annual membership drive significantly. However, the potential response rate is anyone's guess. I suggest we plan on a modest 10% increase in membership dollars.

Business membership dues: Business memberships declined in 2007 with 11 memberships compared with 14 in both 2005 and 2006. With an uncertain economy ahead, I suspect that small business will respond by limiting discretionary business expenditures as much as possible. The time available to Executive Board members to drum up business memberships is limited by other projects as well.

Over the last three years, 10 businesses have contributed at least twice. Three have contributed in each year (Cabinetworks, Maple Leaf Ace Hardware, and Ravenna Bloom). My sense is that a core membership level exists between those two numbers. I suggest budgeting for seven membership at \$50 each, striking a balance between economic pessimism and business loyalty to the council.

Employer matching funds: In 2008 so far, Maple Leaf has received one employer match (submitted late last year). We also have another match pending. Although we will continue highlighting employer matching in our fundraising, this budget assumes no revenue beyond those two employer matches.

Newsletter advertising: Newsletter ad revenue decline by 27% in 2007, reverting back to levels seen in 2003 and 2005. Though I'm concerned by the impact a declining economy might have on this category, businesses may be more willing to advertise knowing that our newsletter reaches a majority of households in the neighborhood. This budget assumes that ten advertisers will place the equivalent of one year's worth of placements (\$120 per year).

Interest: This proposal simply assumes an amount equal to last year. I hope this year to explore alternatives to the savings account (certificates of deposit). Since we no longer need maximum liquidity to meet Community Garden development needs, we may be able to afford tying up General Fund savings for longer periods, generating greater interest income.

Donations and other income: Maple Leaf residents and others were generous with donations in 2007 (with \$1,250 from the city for newsletter support and \$1,075 from neighbors and businesses to support the Summer Social). Though we will continue to solicit donations, I think it's prudent not to budget for such receipts in 2008 beyond what we have already received (contributions from Licton Springs Community Council and the Seattle Community Council Federation to help defray Pinehurst Safeway attorney fees).

Expenditures

Newsletters: Last year MLCC spent \$3,136 on newsletter printing, nearly 3% over 2006. Our costs for the past five years are shown in the following table:

Year	Costs	Change
2003	\$3,052	11.2%
2004	2,894	-5.2%
2005	2,945	1.8%
2006	3,051	3.6%
2007	3,136	2.8%

We spent \$800 for the Jan.-March 2008 newsletter, a 2% increase over the October-December 2007 newsletter. My concern is that given the Seattle area inflation rate, 4% last year, our printer will be forced to pass along increases. This budget assumes the amount we'll pay for the next three issues will be 2% greater than our first 2008 issue, or \$816. These three issues, plus the \$800 already expended, yield a proposed budget of \$3,248 for newsletter printing.

Membership drive: Last year we continued using a mailing service to stuff envelopes and handle the mailing for our annual membership drive. My sense is that the Board will wish to continue this arrangement in 2008, allowing us to spend our time on other activities. In 2007, we spent \$508 for 782 pieces. With the new mailing list of approximately 3,500 addresses, our 2008 drive may cost as much as \$2,500.

Summer social: The following table presents summarized costs for our last five Summer Socials:

Item	2003	2004	2005	2006	2007
Entertainment	\$650	\$750	\$800	\$810	\$885
Food	90	0	352	400	400
License/rental	101	0	0	95	150
Equipment and other	0	150	0	0	0
Totals	\$841	\$900	\$1,152	\$1,305	\$1,435

The general consensus was that the 2007 social was a great success and this budget assumes our 2008 social will be similar in format. The budget assumes a 4% increase for inflation.

Meetings: In 2007, we spent \$50 in child care, \$16 for copying, and \$15 in fees to the Seattle Public School district. This budget assumes \$75 for childcare (\$25 per meeting), \$35 in fees, and \$30 for incidental costs. The budget also includes \$50 already approved for microphones.

Fundraising: The 2003 expenditure of \$399 was for added artwork on our existing stock of t-shirts. I am currently using this category to account for PayPal fees, which totaled \$13 for approximately two months of activity. Since PayPal activity is unpredictable, an arbitrary \$30 is proposed for 2008.

Treasurer: In 2007 this category accounted for the following costs: \$45 City of Seattle business license renewal; \$10, State of Washington Nonprofit Corporation filing fee; and \$25 for new check printing. The 2008 budget includes allocations for the Seattle and state fees. Remaining supplies of checks, paper, envelopes, stamps, and labels appear adequate for the year.

MLCC Proposed 2008 Budget, cont.

Gifts: This budget includes the already-approved allocation for the outgoing president recognition.

Other expenditures: By my count, the board has approved two expenditures in this category

Feb 2007: \$87 to acquire an electronic list of all home addresses in neighborhood.

Feb 2007: \$350 for a Northgate Overlay District map.

This budget assumes that further expenditures in this category will be voted upon as they arise (rather than allocate an arbitrary amount to cover other expenditures for the year).

Mark Schoen, MLCC Treasurer
March 18, 2007