

Grove Park Sunset Mountain Neighborhood Association

Board Meeting

Date: Oct 7, 2025

Location: Zoom

Members Present: Stephen Harsnett Philip Page Alan Escovitz Michael Fisher Rachel Prioleau
Jayne Hollerbaugh Ronnie Mill

Meeting Called to Order by: Stephen Harsnett at Oct 7, 2025 7:00 PM

I. Consent Agenda

- A. Motion to approve August Meeting Minutes made by Phil. Seconded by Alan. Approved.
- B. Motion to approve August Treasury Report made by Steve. Seconded by Phil. Approved.
- C. Motion to approve September Meeting Minutes made by Steve. Seconded by Ronnie. Approved.
- D. Motion to approve September Treasury Report made by Steve. Seconded by Rachel. Approved.

II. Membership packages

- A. Lindsey unable to attend; update relayed by Steve.
- B. Website now features three membership tiers: \$25, \$50, and \$100.
- C. Early results show most new members are joining at the \$100 level, a positive trend compared to previous single-tier structure.
- D. Members receive automated notifications when new signups occur.
- E. Lindsey plans to review user experience and summarize feedback next month.
- F. Discussion acknowledged that tiered options encourage higher engagement and improved financial participation.

Action: Lindsey to compile data on membership signups, payment breakdown by tier, and user feedback on website experience for the November meeting.

III. Events

- A. Review of recent community events: positive feedback from summer block party.
- B. Discussion on continuing neighborhood gatherings to maintain momentum and strengthen relationships.
- C. Early ideas mentioned for a winter or early-spring community event.
- D. Discussion of upcoming Pumpkin Hunt event hosted and coordinated by neighbor Molly Massen.
 - 1. Planned as a family-friendly event on Saturday, October 11.

Action: Event committee to share announcement via email.

IV. Logo Redesign Proposal

- A. Jayne presented idea for updating the neighborhood association's logo to create a more unified and recognizable visual identity.
- B. Proposal includes hiring a local graphic designer to create a modernized logo for use on the website, flyers, and signage.
- C. Estimated design fee: \$500, within available funds.
- D. Rachel and Jayne agreed to collaborate with Ronnie to develop the creative direction.
- E. Board supportive of moving forward with the redesign, pending final concept review.

Actions:

- Jayne and Rachel to form a committee with Ronnie to work on a new logo design, with Jayne writing a creative brief and coordinating with the designer.
- Jayne to proceed with hiring the graphic designer for \$500 to create a new neighborhood association logo.

V. CAN (Coalition of Asheville Neighborhoods) Updates

- A. Michael shared ongoing concerns raised at CAN regarding **missing middle housing, traffic issues, and short-term rental policies**.
- B. Board discussed the importance of maintaining awareness of local zoning changes and providing constructive neighborhood feedback.

Action: Michael to compile and submit feedback to CAN regarding neighborhood concerns about missing middle housing, traffic issues, and short-term rentals.

VI. Finances

- A. Membership dues trending upward due to higher-tier signups.
- B. Steve noted the new structure appears to stabilize general operating funds.
- C. Updated treasury report expected next month when Suzanne returns from conference.
- D. No new expenditures approved during this session.

Action: Treasurer to present updated report at next meeting including membership income comparison and current balance.

VII. Welcome sign

- A. Continued discussion of the welcome sign project for Grove Park – Sunset Mountain.
- B. Steve coordinating with Dylan from the Parks Department to identify acceptable locations and design considerations.

- C. Original sign placement proposal conflicted with sight-line safety; alternative sites under review.
- D. Steve to follow up with Al Koff after the meeting with Dylan.
- E. Related updates: ongoing weed control and hillside maintenance discussions for E.W. Grove Park.

Actions:

- Steve and Phil to meet with Dylan from the Parks Department to discuss welcome sign placement.
- Steve to follow up with Al Koff regarding welcome sign details after the meeting with Dylan.
- Steve to follow up with Al Koff about E.W. Grove Park hillside weed control options.

VIII. Sunset Park Improvements

- A. Discussion on future enhancements for Sunset Park following community feedback about limited recent investment compared to other parks.
- B. Steve met informally with neighbors who expressed interest in forming a working group to explore improvements such as benches, paths, and tree canopy expansion.
- C. Proposal to form a committee of 5–6 Sunset Park area residents to gather input and develop recommendations.
- D. Jim Sancil and Nancy Desmond mentioned as potential collaborators.
- E. Possible partnership opportunities with WNC Grow to support native planting and park enhancement.

Actions:

- Steve to meet with Jim Sancil to discuss ideas for Sunset Park improvements.
- Steve to form a committee of 5–6 members from the Sunset Park area to gather input on potential park improvements.
- Steve to connect with Nancy Desmond and WNC Grow to explore potential collaboration on park enhancement.

IX. Communications / Outreach

- A. Board emphasized importance of consistent communication with residents via email, social media, and the website.
- B. Members agreed that improved visuals and branding (via new logo) will help strengthen engagement.
- C. Once new logo and design elements are complete, communication materials will be updated accordingly.

Action: Communications team to prepare next newsletter and include upcoming Pumpkin Hunt, membership updates, and logo redesign announcement.

Motion to adjourn made by Phil, seconded by Steve. Meeting adjourned at 8:31PM.

Minutes submitted by: Lindsey Poli