

## **Rollingwood Women's Club Wine & Cheese Meeting**

**Date:** 9/25/18 7:45 pm

**Location:** Home Mary Pfluger 105 Riley Rd.

**Attendees:** 75 people

**Minutes submitted by:** Natasha Harris

**Minutes approved by:** Kelly Dixon

President Kelly Dixon opened the meeting by welcoming everyone and thanking our host, Mary Pfluger.

Kelly welcomed any new residents, and they introduced themselves. Please welcome Danielle Hasso, Jenni Dunlap, LaShawn Hudson, and Kate Andrade to Rollingwood!

Kelly gave the Treasurer's report for Debbie Dillion. Our current account balance is approximately \$37,000.

The position of Secretary is available on the Board. Tami Esson nominated Natasha Harris. Shanti Jayakumar seconded the nomination. The membership voted and the nomination passed. Natasha Harris is the new Secretary.

Maria Abernathy was on hand to register voters and answer any questions.

Marnie Fitzgerald gave an update on the new website:

<https://www.rollingwoodwomensclub.com>

Members can pay dues online, access the blog for updates and meeting minutes as well as see photos from the meetings and events. Members can also download photos. There is a link to add your information to the directory.

As a reminder, there are two different Facebook groups:

Rollingwood Women's Club – the official Facebook page where meeting updates, club events and business items are posted by Board members

<https://www.facebook.com/rollingwoodwomensclub/>

Rollingwood Women's Club Group page – any member can post here about neighborhood related topics

<https://www.facebook.com/groups/781706485303509/>

The membership directory is in progress and projected completion is by the end of the year.

An update was shared about the Rollingwood Police Department: Lt. Crystal Pompa was recently nominated to take over as full-time police chief when Chief Westbrook steps down as interim police chief. Kelly directed members to an article about the transition from Chief Westbrook to Lt. Pompa in the most recent issue of the Westlake Picayne.

Each year the club creates Holiday Baskets for the city staff. Dianne Dillard volunteered to manage the project again this year. Shanti Jayakumar made a motion to allocate \$500 for the baskets. Joanne Parker seconded. The motion passed.

Kelly reported that Lauren Kalisek from Capital Area Master Naturalist (CAMN) requested a letter of support from the RWC in their efforts to update signage on the Zilker Nature Preserve Trails. A letter was sent out earlier this month and will update members if their effort was successful.

Rollingwood Mayor Roxanne McKee spoke about the Community Branding effort underway. The City Council had noted that several businesses in the city identified themselves as a “Westlake” location instead of as a “Rollingwood” location. Through research and discussions, the city decided to spearhead a branding effort to create a new logo, motto, etc. for the city of Rollingwood. The city hired Buie & Co, a local PR company to manage the effort. The city desires community input for topics such as how you describe Rollingwood and what you consider are the values of community. Please fill out a community survey at:

<http://bit.do/rollingwoodbrand>

If you prefer to fill out a physical copy of the survey, visit City Hall or contact the City Administrator, Amber Lewis, at [administrator@cityofrollingwood.com](mailto:administrator@cityofrollingwood.com)

Amy Pattillo announced that part of this effort will also include a Community Branding Workshop 5-8 pm Wednesday, October 24. Please plan to attend. There will be 12 stations to visit. It’s a great event to bring kids so they can see the process of how a brand is created.

There was discussion about the need to list Rollingwood in the City field when purchasing items online instead of Austin or Westlake so that the sales tax is routed to Rollingwood. There was some discussion about postal office standards. Mayor McKee noted an increase in sales tax revenue for Rollingwood since promoting this change.

Shanti Jayakumar thanked Mayor McKee for her service to the city. Her term ends in November. We also thanked our city council members for their service: Sara Hutson, Amy Pattillo and Wendi Hundley.

Becky Kittleman shared that there is a supply of Rollingwood branded bags by the front door. Please take a few on your way home.

There is a beautiful gray raincoat left at one of our meetings last year. If it’s yours, contact Kelly.

The new board was introduced:

## **OUR 2018-2019 OFFICERS**

President- Kelly Dixon  
Membership- Gwen Barton  
Program Director- Jenny Hill  
Treasurer- Debbie Dillion  
Secretary- Natasha Harris  
Hospitality- Eliza Schindler  
Special Events Coordinator - Amy Imes  
Fundraising Coordinator- Liz Busch  
Historian- Shanthi Jayakumar/ Becky Kittleman  
Parliamentarian- Melissa Morrow

Special Events Coordinator Amy Imes gave an update and a call for volunteers. The club hosts 3 main events each year: 5K Fun Run, Egg-stravaganza, and 4<sup>th</sup> of July.

#### 5K Fun Run

Includes a fun run and celebration at the park with a DJ, face painters, photo booth and other activities. Last year we had 275 runners and raised \$9,000. The proposed date is Friday, March 1, 2019. Eliza Schindler and Amy Imes are chairing the event, but we need a volunteer coordinator for day of to help manage the volunteers. We also need a media/PR volunteer.

#### Egg-stravaganza

Includes an egg hunt, petting zoo and activities at the park. It is typically the Saturday before Easter. We are in need of an event chair and volunteers.

#### 4<sup>th</sup> of July Events

The 4<sup>th</sup> of July includes 3 events: Parade, Party in the Park and the evening fireworks at Zilker Clubhouse. We are in need of a chair for the parade and a chair for the Party in the Park. We are also looking for entertainment to help liven up the parade such as a band, musicians, dance troupe, etc. Please contact Amy if you have any suggestions. Please sign up on the poster board to help us with these events.

Our next meeting is October 16th: Hosted by Perri Bethard at her Rollingwood Boutique "PerriBerri" on [2805 Bee Caves Road](#) in the Trader Joe's Plaza.

Thank you again to Gary Keller and Mary Pflugar for hosting!