

HCA General Membership Meeting
Wednesday, September 21st, 2016 at 7:30 pm
In the all purpose room at The Center for the Handicapped
10501 New Hampshire Ave, Silver Spring, MD

Meeting called to order at 7:30pm

1. Introduction - Agenda & Remarks from Margie

- While the HCA & its board of volunteers lack any legislative power, we can influence the quality of life in Hillandale by representing the community with elected officials and creating opportunities for the residents of Hillandale to have their voices heard.

2. Meet the Board

- **Margie Goergen-Rood (President)** - Margie is a long time resident of West Hillandale, although it is her first year as President and second on the board. She hopes to continue the tradition of the HCA providing a cohesive voice for the community, and get more residents involved.
- **Shana Davis-Cook (Vice President)** - Shana grew up in Hillandale, and has lived in Hillandale Forest for several years. She is in her second year on the HCA board and first as Vice President; she is also the President of the Cresthaven-Nix Elementary Schools PTA. She looks forward to working with the HCA Board and residents of the community to use her professional skills as a municipal manager to help us preserve and celebrate the things that make this community such a wonderful place to live, while striving to combat the issues that challenge us as we evolve into the future.
(introduction read by Margie)
- **Luanne Spiller (Past President / Housing & Permitting)** - Luanne is a long time resident of West Hillandale & has been an active member of the HCA board for quite a while. This year she will be advising Margie as the Past-President & taking on a new role as Housing & Permitting Chair. Luann looks forward to learning more about the county processes around housing issues and working with the board & community to help guide residents *(introduction read by Margie)*
- **Bill Thomas (Community-Developer Liaison)** - Bill is a resident of West Hillandale and has been active in HCA on and off through the years. He is serving as the newly created Community-Developer Liaison. He will be taking a proactive approach in meeting directly with the developers in the area to understand their plans and impacts on our community, to express our concerns and work directly with the developers before issues become problems.

- **Andrew Harris (Vice President for Programs)** - Andrew is a resident of West Hillandale and has been active in the HCA for a number of years. His focus as VP-Programs is planning the signature HCA events that bring members of the community together -- the Holiday Party in December & Neighborhood Night-Out in August. He is always looking for ways to get people excited about being involved in the community.
- **Heather Thomas (Secretary & Membership Chair)** - Heather is a resident of West Hillandale and has volunteered with the HCA for a number of years. She is also involved with other Hillandale organizations -- West Hillandale Swim Club, Cresthaven-Nix PTA, Parents Information Exchange (PIX) , and in the new NextDoor online community. In her role as Membership Chair, she receives the dues, tracks member information, and publishes the Directory. In her new role as Secretary, she is focused on ensuring the community is given every opportunity to understand the workings of HCA by sending the e-Bulletin, publishing Meeting Minutes, and otherwise working to ensure opportunities for all of our neighbors to get involved.
- **Tom Helfand (At Large for West Hillandale & Schools)** - Tom is a long-time resident of West Hillandale and is continuing to serve on the HCA board. As a former teacher, his primary concerns surround advocating for our schools. He has the pleasure of working with each of our four schools to provide a small grant each year from HCA. He is also looking for other opportunities for Hillandale residents to become involved and support our schools.
- **Virgil Tudor (At Large for West Hillandale)** - Virgil is a long time resident of West Hillandale, but this is his first year volunteering for the HCA board. He is primarily concerned with finding ways for us to all work together to reduce speeding on our neighborhood streets and ensure safety is a paramount consideration in multi-tenant households.
- **Ken Harringer (Treasurer)** - Ken, a long time resident of Old Hillandale, is continuing his role as the Treasurer of HCA. While he supports the role of the HCA in our community, he maintains his focus on ensuring the fiduciary success of our tax-exempt, social-welfare organization.
- **Ava Penny (At Large for Hillandale Forest)** - Ava has been a resident of Hillandale Forest for many years and is continuing her role as an At-Large member of the HCA Board this year. She is specifically focused on issues arising in Hillandale Forest including speeding and cut-through traffic. Mostly though, she very much wants to see more volunteers and representation within the HCA from Hillandale Forest, and hopes to get more of her neighbors involved.

- **Kimberly Pfirmann-Powell (Archivist & Membership)** - Kimberly is a new resident of Hillandale and this is her first year on the HCA Board. She is still defining the role of Historian for the association (and willing to scan historical documents if you've got them). Additionally, as membership co-chair she will be working on the Membership Drive and Directory publishing this year.
- **Clay Teunis (Crime Watch)** - Clay is a long-time resident of Hillandale, although this is his first year with the HCA board. He has taken on the revival of Crime Watch (a long vacant committee chair position). This is a big job, but Clay is looking to revamp our idea of Crime Watch from what we do after the fact, to proactively dealing with issues before they become tragic situations. Clay is focused on finding ways to network Hillandale (both high-tech & old-school), and hopes to bring people together to get involved in the community, especially when it comes to safety issues.
- **Eileen Finnegan (Zoning & Planning)** - Eileen is a fixture around Hillandale and the HCA, having served in nearly every role over time. This year she is focused on Zoning & Planning, her area of expertise for quite a number of years. In this role she coordinates our response with the county on Planning events, like the White Oak Science Gateway Master Plan, and the Holly Hall rezoning. She also monitors the County Council proceedings, and looks for opportunities for Hillandale to weigh in on proposed legislation that may be germane to our community, including limiting signs in the right of way, notification to neighbors when small cell towers are being considered, and following the short-term rentals ("AirBnB") discussions at the county level.

3. Budget Review & Approval

- Ken went over the major features of this year's budget, including:
 - i. Income anticipated from membership dues & the reserves (i.e. savings account)
 - ii. Primary expenses this year are the Bulletin & Membership Drive mailings, signs for speeding & garden awards, and Directory printing, along with the sum of all the individual programs & events.
- The budget was unanimously approved after a motion from the membership.

4. Membership Drive

- This fall we will be having a membership drive prior to the printing of the Directory this winter, to ensure the most accurate information. Keep an eye out for a mailing that will detail how your entry will appear in the directory, and please reply with any changes. Dues can be mailed, hand delivered, or even paid through PayPal from the website.

- We no longer do a door-to-door canvas for membership due primarily to lack of volunteers and success of the mailings. The Directories are still delivered by hand, typically by the Board members and any additional volunteers.

5. Open Forum - Q&A and Discussion from the membership

- The remainder of the meeting was an open discussion among the members & board detailing concerns and potential solutions. The primary issues were:

i. Cars driving too fast in the neighborhood

This is particularly problematic along Elton in Hillandale Forest and Cresthaven, Royal & Schindler in West Hillandale. Speed bumps, mobile cameras, speed trailers, and additional policing were all brought up. Based on a speed study that was done several years ago, the police recommended an education campaign to bring attention to the issue as most of the drivers (except on Elton) are also neighbors. HCA is currently planning to procure yard signs concerning speeding. The plan is to place these in “hot spots” for a short duration to remind drivers to slow down.

ii. Cut-through traffic

This is a serious issue in Hillandale Forest with large trucks from the Coca-Cola plant using the residential roads. Speed bump campaigns have been hampered due to the complicated nature of Elton Road; it is split between residential & commercial zoning, and between Prince George & Montgomery Counties. HCA is currently working with the county & Coca-Cola to educate the truck drivers, add clearer signs, and update GPS databases to re-route the trucks.

- Additional concerns included

i. Large/Commercial vehicle parking at residences

ii. Home Businesses

iii. Areas with trash and debris, and un maintained spaces

iv. Unregistered vehicles

v. Overcrowding in multi-family homes

vi. Cars parking across the sidewalk

vii. Timing of the Pedestrian crossings at Powder Mill, Elton, & Chalmers

- It was suggested that some of these issues might be most effectively dealt with simply by discussing them with the neighbor in a non-confrontational way, before pursuing action with the county. It may be a simple lack of awareness or some other issue that is leading to the problem. The county process can be pretty slow and onerous.

- An additional suggestion from the floor was to hold a Hillandale Clean-up Day where everyone is encouraged to spend some time on their own and our public spaces. This was recently spearheaded by an active resident in Hillandale Forest. Perhaps the HCA could consider organizing something community-wide for the spring.
- **As always, anyone wishing to work on an issue for the community is welcome to engage the HCA Board for additional support & resources.**

Meeting adjourned at 8:57pm

Board Members for 2016-17: Margie Goergen-Rood (President), Shana Davis-Cook* (VP/), Andrew Harris (VP-Programs), Ken Harringer (Treasurer), Heather Thomas (Secretary/Membership), Luann Spiller* (Past-President/Housing), Jeff McNeil* (At-Large OH), Virgil Tudor (At-Large WH), Tom Helfand (At-Large WH/Schools), Ava Penny (At-Large HF), Ross Sutton* (Bulletin/Garden), Kimberly Pfirrmann-Powell (Historian/Membership), Phyllis Solomon* (Nat. Resources), Clay Teunis (Watch), Russ Harris* (Web), Kay Taub* (Greeter), Eileen Finnegan (Zoning), Bill Thomas (Development)

** Not present*

HCA Budget for 2016-2017
As published in the September 2016 Bulletin
and approved at the General Membership Meeting on 21 September 2016

Income

2016 Membership	5,750	
Account Interest		100
Other Donations		0
From Reserves	3,746	
Total Income		\$ 9,597

Expense

Publications		4,211
HCA Bulletin (? issues)	3,386	
USPS Bulk Mail Fee	225	
Directory Publication	600	
HCA Sponsored Events		1,095
Annual Holiday Party	520	
National Night Out	375	
Park Pavilion Party	100	
Meeting Refreshments	100	
Garden Award Signs		678
Beautification		200
WSSC Bill	150	
Community Entrances	50	
Membership Drive		750
Welcome Committee		150
School Community Support		600
Mo Co Civic Fed. Fee		65
Signs (Slow-Down & Award)		750
HCA Board Expense		1,097
Web Site		85
Treasurer Supplies	40	
Travel	20	
Bank & PayPal Fees	75	
Tax Return Filing	190	
Promotion	50	
Insurance	537	
Board Discretionary Fund	100	

Total Expenses **\$ 9,597**