

**MNA**

# WELCOME TO OUR *NEW* QUARTERLY TOWN HALL



# TONIGHT WE WANT TO **ENGAGE    INFORM    LISTEN**



HOW CAN WE **HELP?**

HOW CAN YOU **PARTICIPATE?**



# WE ARE HERE FOR YOU. LET'S TALK.



COURTNEY



TONY



BRUCE



WALLY



ERIN



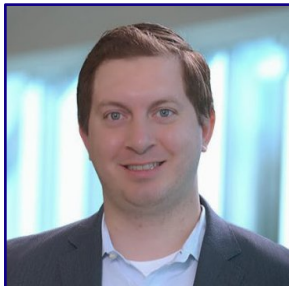
GEORGE



DAWN



NANCY



JOSEPH



ANNA



CRAIG



GREG

# TONIGHT'S AGENDA

WELCOME	Courtney Smith	MNA Marketing Chairman
PRESIDENT'S ADDRESS	Tony Rizzuto	MNA President
TREASURER'S REPORT	Wally Dilks	MNA Treasurer
SAFETY UPDATE	George McKeegan	MNA Safety Chairman
	Major Darin Schierbaum	APD Zone 5
MEMBERSHIP UPDATE	Craig Forest	MNA Membership Chairman
GARDENS UPDATE	Wally Dilks	MNA Gardens Chairman
INFRASTRUCTURE UPDATE	Dawn Landau	MNA Infrastructure Chairman
PARENTS UPDATE	Greg Smith	MNA Parents Chairman
GENERAL Q&A		
UPCOMING EVENTS	Courtney Smith	MNA Marketing Chairman



# PRESIDENT'S ADDRESS

TONY RIZZUTO  
MNA President



# PRESIDENT'S ADDRESS

SOMETIMES YOU SEE US, SOMETIMES YOU DON'T

## COMMUNITY ROLES

- Safety Patrol and CourtWatch programs to augment APD services and deter crime
- Social programming to encourage a sense of place and connection
- Beautification projects and the annual Garden Stroll to celebrate Midtown's beauty
- Parents Group programming that is family-friendly for our smallest residents
- National Night Out to connect first responders with those who appreciate their service

## CIVIC ROLES

- LPC – L committee reviews all Midtown liquor license applications for NPU-E
- LPC – F committee reviews all Midtown special event applications for NPU-E; over 200 events annually
- LUC committee reviews all development plans requiring a zoning variance or SUP
- Midtown's residential representative for City of Atlanta initiatives
- Work closely with Councilmen Farokhi and Ide to ensure Midtown's residential concerns are understood.

ALWAYS WORKING FOR YOU.





# PRESIDENT'S ADDRESS

MNA & MIDTOWN ALLIANCE



DIFFERENT ORGANIZATIONS. DIFFERENT MEMBERSHIP BASE.

**WORKING TOGETHER TO ADVANCE MIDTOWN.**



# PRESIDENT'S ADDRESS

INCREDIBLE ORGANIZATIONAL PROGRESS IN 2018

CELEBRATING 50<sup>TH</sup> YEAR  
WITH SIGNIFICANT  
MEMBERSHIP GROWTH

ADVANCEMENTS IN MNA  
INFRASTRUCTURE,  
BRANDING, MEMBER  
LEVELS, AND  
PROGRAMMING

COMPLETE MERGE OF  
MPSA INTO MNA AND  
STREAMLINED  
OPERATIONS

IMPORTANCE OF MNA'S  
ROLE AS MIDTOWN  
DENSITY INCREASES

LPC & LUC HARD AT  
WORK TO ENCOURAGE  
SMART PLANNING AND  
PROTECT THE FABRIC OF  
MIDTOWN

UPDATE ON TSPLIT  
FUNDING PROJECT



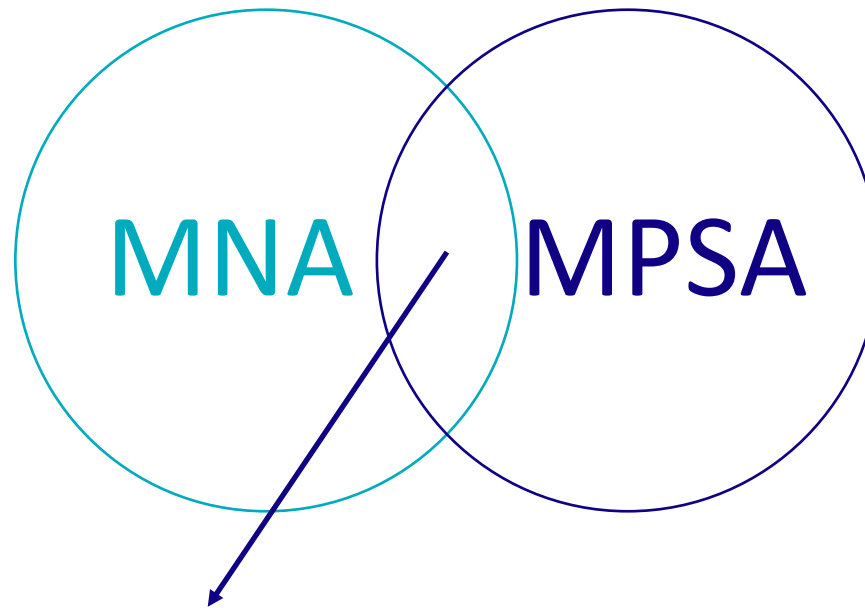
# TREASURER REPORT

WALLY DILKS  
MNA Treasurer



# TREASURER'S REPORT

2018 GOALS AND ACHIEVEMENTS TO DATE



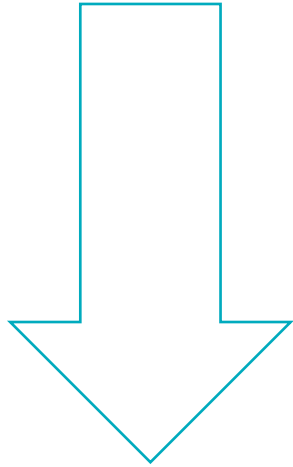
MNA has fully merged all finances, accounting, marketing and membership from MPSA into MNA.

One organization. One membership structure.



# TREASURER'S REPORT

## 2018 GOALS AND ACHIEVEMENTS TO DATE



Decreased / eliminated all duplicate spending or unnecessary fees.



Implemented new software to track expenses and income providing better financial reporting and streamlining new / renewal memberships



# TREASURER'S REPORT

## FINANCIAL STATEMENTS AS OF SEPTEMBER 30, 2018

### PROFIT AND LOSS - YTD

	<u>Total</u>	
<b>INCOME</b>		
Donations	3,772.51	
Event Revenue	4,000.00	
Film Revenue	3,417.25	
Memberships	5,935.00	
Sales	16,439.38	
<b>Total Income</b>	<b>\$ 33,564.14</b>	
<b>Gross Profit</b>	<b>\$ 33,564.14</b>	
<b>EXPENSES</b>		
Advertising & Marketing	4,618.22	Website, Rebranding, Safety Patrol truck wrap
Bank Charges	133.00	
Car & Truck	893.35	Safety Patrol truck major service
Contractors	18,800.00	Safety Patrol Labor
Credit Card Processing	577.26	
Events	0.00	
Annual Meeting	1,475.00	Park Tavern rental, DJ
Garden Stroll	498.19	Map Printing
Music Midtown Raffle	520.75	License, Visitor's Center rental, Tickets
National Night Out	633.55	Food & supplies
<b>Total Events</b>	<b>\$ 3,127.49</b>	
Fuel	157.22	Safety Patrol truck
Insurance	1,607.03	Auto & Officer/Director
Legal & Professional Services	612.50	Attorney, Accountant consultations
Office Supplies & Software	1,273.23	Wild Apricot, Laptop, Checks
Taxes & Licenses	22.00	
Telephone	289.96	Safety Patrol cell phone
<b>Total Expenses</b>	<b>\$ 32,111.26</b>	
<b>Net Operating Income</b>	<b>\$ 1,452.88</b>	
<b>Net Income</b>	<b>\$ 1,452.88</b>	
<b>Net Income</b>	<b>\$ 1,452.88</b>	

### BALANCE SHEET

	<u>Total</u>
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
PayPal	0.00
Wells Checking - MNA	30,471.25
Wells Checking - Safety Patrol	0.00
<b>Total Bank Accounts</b>	<b>\$ 30,471.25</b>
Accounts Receivable	
Accounts Receivable (A/R)	500.00
<b>Total Accounts Receivable</b>	<b>\$ 500.00</b>
<b>Total Current Assets</b>	<b>\$ 30,971.25</b>
<b>TOTAL ASSETS</b>	<b>\$ 30,971.25</b>
<b>LIABILITIES AND EQUITY</b>	
Total Liabilities	
Equity	
Opening Balance Equity	29,518.37
Retained Earnings	0.00
Net Income	1,452.88
<b>Total Equity</b>	<b>\$ 30,971.25</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 30,971.25</b>



# TREASURER'S REPORT

## MNA FINANCIAL OBJECTIVES

DEVELOP  
STRATEGIC ANNUAL  
BUDGET

FORECAST MEMBER  
GROWTH & MISC  
REVENUE TO ANSWER  
FUNDING NEEDS

TRANSPARENT  
FINANCIAL REPORTING  
IN MNA ANNUAL  
REPORT

INVEST IN MARQUEE  
EVENTS

EXPAND SAFETY  
BUDGET TO EXPAND  
PATROL SCHEDULING

ALLOCATE FUNDS TO  
DEVELOP NEW  
INNOVATIVE PROJECTS



# SAFETY UPDATE

GEORGE McKEEHAN  
MNA Safety Chairman





# SAFETY UPDATE

## WHAT DO WE DO?

Work with Atlanta's CourtWatch Program to ensure criminals (especially repeat offenders) are brought to justice through Community Impact Statements and neighborhood presence at court proceedings.

Augment the APD in deterring crime in the Midtown Garden District through a safety patrol program run by Zone 5 off-duty police officers.



Monitor emails from concerned residents and Next Door postings to respond as needed with appropriate APD or MNA Safety presence.

Organize annual MNA National Night Out to celebrate and appreciate our first responders and connect the community with those who serve them.

Work with the Pre-Arrest Diversion Group to bring social service providers and culturally-competent care to individuals who may be able avoid arrest and pursue change.



# SAFETY UPDATE



VS.



PATROLS THE  
"GARDEN DISTRICT"



PATROLS THE "MID"



EMPLOYS OFF-DUTY APD



EMPLOYS PRIVATE  
SECURITY GUARDS



WORKS WITH P.A.D.



# SAFETY UPDATE

## WHAT IS NEW IN MNA SAFETY?

Rebranded truck, fully operational and being used during every patrol.

New patrol coordinator – [Officer Matt Stenson](#)

Revised protocol and guidelines signed by each patrol officer.

Adjusted dynamic patrol schedule to address active issues in Garden District.

All MNA members support patrols leading to increased funding and streamlined operations.

Email monitored by Officer Stenson and MNA Safety Chairman:  
[patrols@midtownatlanta.org](mailto:patrols@midtownatlanta.org)



# SAFETY UPDATE

WHO DO YOU CALL?

**IN CASE OF EMERGENCY, ALWAYS CALL 911 FIRST.**

Then, follow-up with one of us:

## GARDEN DISTRICT

Email MNA at  
[patrols@midtownatlanta.org](mailto:patrols@midtownatlanta.org)

## MID

Call Midtown Blue at  
404-817-0500



# SAFETY UPDATE

## WHAT YOU CAN DO TO HELP STOP CRIME

### CALL 911

- APD patrol assignments and funding is primarily based on 911 call volume.
- Do not hesitate to call 911 for non-emergent concern. 911 operator will prioritize calls.
- Noise complaints must be investigated by APD prior to Atlanta District 2 Council or MNA LPC involvement.

### JOIN MNA

- MNA Safety Patrol Program is **100% funded** by MNA membership
- **More members = more patrols.** It is that simple.

### PARTICIPATE IN COURTWATCH

- Follow offenders through the justice system
- Complete a Community Impact Statement for review by presiding judge
- Be present at hearings to make a statement about the dangers of repeat offenders



# CRIME UPDATE

MAJOR DARIN SCHIERBAUM  
APD - Zone 5



# MEMBERSHIP UPDATE

CRAIG FOREST  
MNA Membership Chairman



# MEMBERSHIP UPDATE

## 2018 MEMBERSHIP LEVELS

### BRONZE

\$50

Appreciation gift  
MNA Safety Patrol direct phone number  
Opportunity to join a MNA committee  
Direct email communication

### SILVER

\$100

All bronze benefits +  
MNA member lawn sign  
Invitation to Member Appreciation Party

### GOLD

\$200

All bronze and silver benefits +  
Halloween Bash vouchers  
MNA microfiber cloth

### PLATINUM

\$400

All bronze, silver and gold benefits +  
Acknowledgement in MNA Annual Report  
1-on-1 meeting with MNA Board Member





# MEMBERSHIP UPDATE

All Midtown residents can participate in all civic meetings and community votes.

Only MNA members can:

- serve on a MNA committee / Board of Directors
- vote in the annual election of MNA Board of Directors;  
1 person = 1 member = 1 vote



# MEMBERSHIP UPDATE

Go to [www.midtownatlanta.org](http://www.midtownatlanta.org) to join us.

You can also login to the member portal anytime to:

- indicate committees of interest
- ensure your email address is current
- add a secondary email address
- check on your renewal status



# GARDENS UPDATE

WALLY DILKS  
MNA Gardens Chairman



# GARDENS UPDATE

## 5<sup>TH</sup> ANNUAL GARDEN STROLL

41

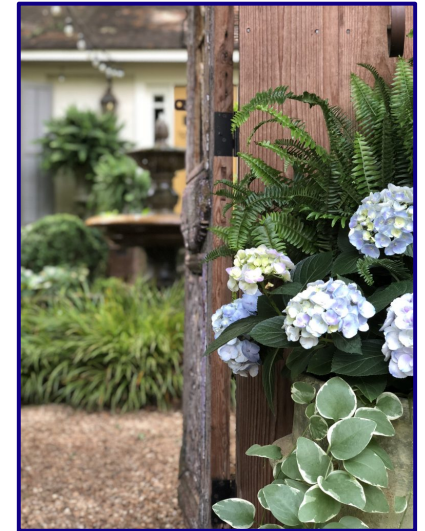
Midtown homes  
participated.

230

visitors attended.

117

miles traveled  
by some visitors to  
enjoy our gardens.



## WHY DO PEOPLE LOVE OUR STROLL?

FREE EVENT

SELF-PACED

APPROACHABLE  
ATTAINABLE  
GARDENS

AVAILABILITY &  
HOSPITALITY OF  
HOMEOWNERS

2019

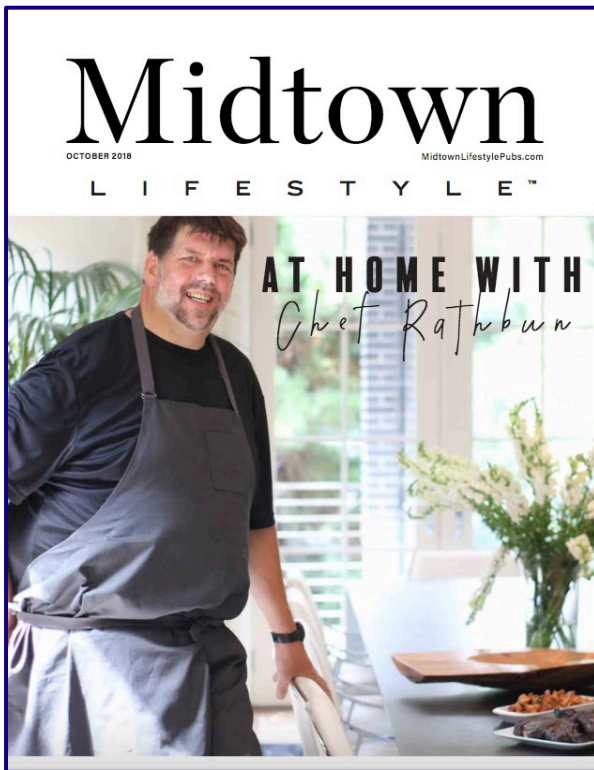


GROW INTO MNA FEATURE EVENT WITH ADDITIONAL SPONSORS,  
SPEAKER PROGRAMMING, AND INTERACTIVE MAP



# GARDENS UPDATE

## 5<sup>TH</sup> ANNUAL GARDEN STROLL



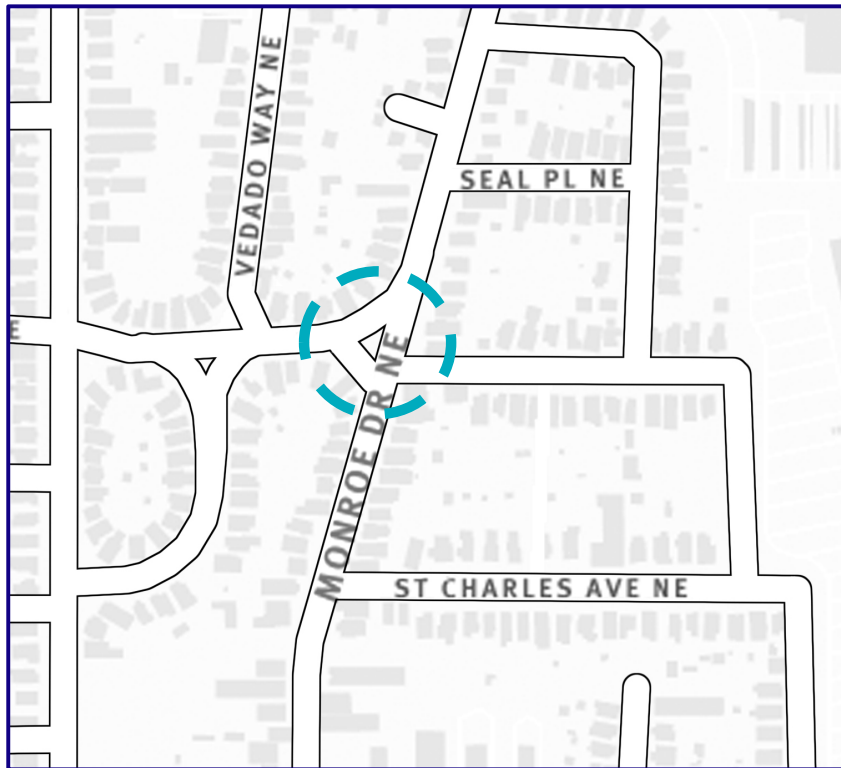
WE THANK THE GENEROUS SPONSORS THAT PROVIDED US WITH HIGH PROFILE AND FREE GARDEN STROLL PROMOTION.

We encourage Midtown residents to use these publications for reliable Midtown event news.



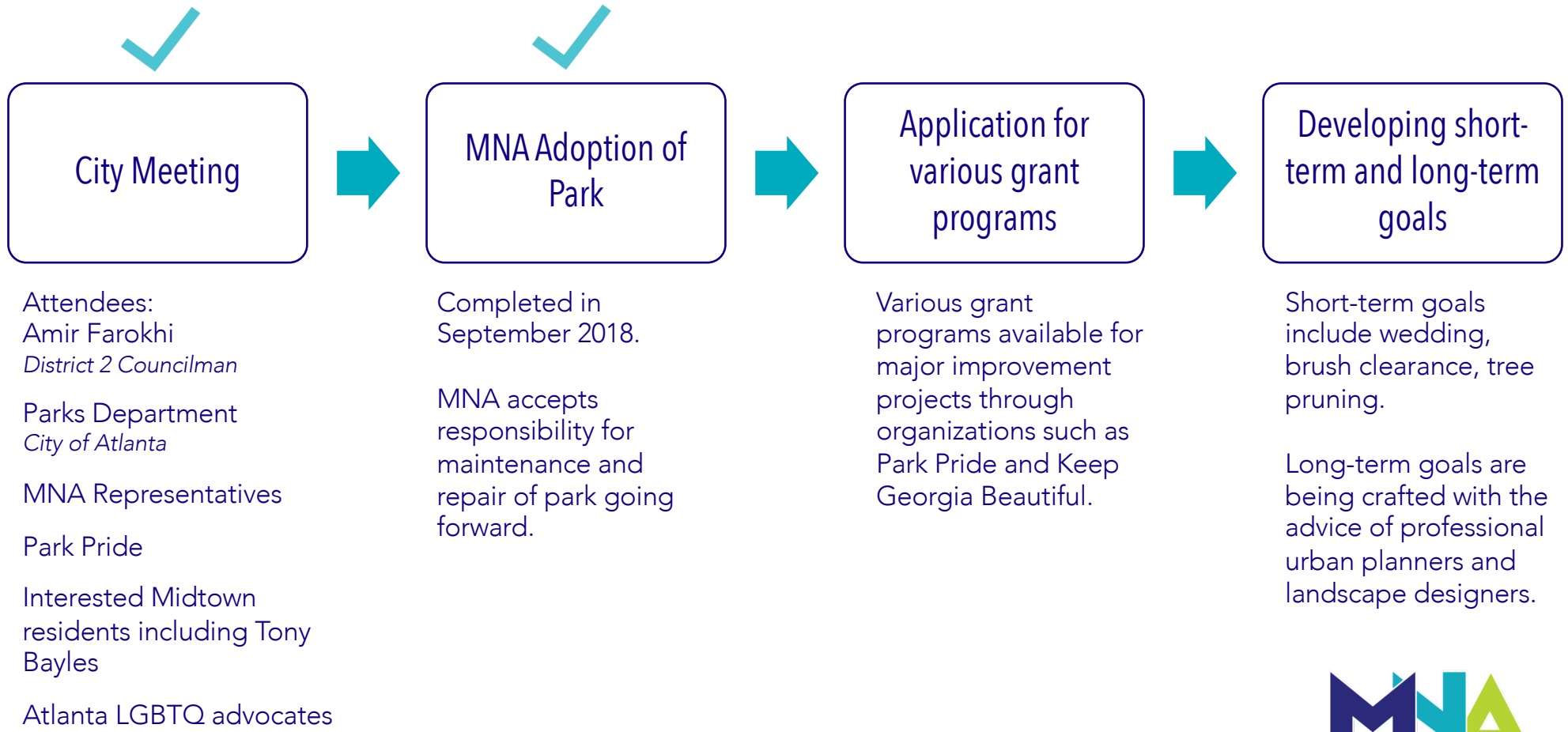
# GARDENS UPDATE

RAY KLUKA PARK – WHERE IS IT? WHO DOES IT HONOR?



# GARDENS UPDATE

## RAY KLUKA PARK – WHAT COMES NEXT?



# INFRASTRUCTURE UPDATE

DAWN LANDAU  
MNA Infrastructure Chairman





# INFRASTRUCTURE UPDATE

## UPCOMING CLEAN UP DAY



### Midtown Clean Up Day

SAT, OCT 20 at 9 AM

Meet at 807 Argonne Avenue

*supplies provided, bring friends*

brought to you by the dedicated  
MNA Infrastructure Committee

[www.midtownatlanta.org](http://www.midtownatlanta.org)



# INFRASTRUCTURE UPDATE

## “DID YOU KNOW?” CLEAN UP EDUCATION CAMPAIGN

MNA Infrastructure Committee will be sending a focused mailer to the Garden District as part of a new education campaign related to trash and pet waste handling to encourage residents to be thoughtful caretakers of our community.

If you live in the Garden District or the MID and are struggling with your property manager’s handling of waste issues, please contact us at [infrastructure@midtownatlanta.org](mailto:infrastructure@midtownatlanta.org).

The City of Atlanta has codes related to trash can storage, bulk waste and pet waste. Not adhering to these ordinances can result in warnings or citations and fines.



# INFRASTRUCTURE UPDATE

## HERBIE CURBIE MANAGEMENT

Herbie Curbies (trash cans) should be placed in the right-of-way for Monday AM pick up **no earlier than the day before collection (Sunday)**.

Cans should be stored preferably behind the front plane of the house or hidden behind a gate no later than 7 PM on collection day (Monday).

We are currently working on solutions for the few properties who do not have reasonable access to move their cans. All others should make every effort to comply. Failure to comply with Herbie Curbie policy could result in warnings and/or citations from City of Atlanta Waste Management.

Per the City of Atlanta website, backyard pick-up service is available to residents over the age of 70 or residents with physical limitations at no cost. Backyard pick-up service for people who do not qualify for it at no cost can be arranged for an estimated annual fee of \$925.00. [Please visit the City of Atlanta Waste Management site for contact details.](#)



# INFRASTRUCTURE UPDATE

## BULK WASTE

Midtown's bulk collection is the first FULL week of the month starting on a Monday.

Bulk waste should NOT be placed at the curb any earlier than the Sunday before the pick-up week.

Up to one room of furniture and NO CONSTRUCTION WASTE may be placed at the curb for pick up. Tires are not accepted.



# INFRASTRUCTURE UPDATE

## PET WASTE

Please pick up after your pet and be a courteous neighbor.

Pet waste bags can NOT be placed in yard waste bags. Waste Management will remove them from the bag and leave them roadside.

Place them in a regular trash can. It is best to take home your pet's waste bags and place it in your own cans.

Pet waste bags will not mulch with the yard trimmings.



# INFRASTRUCTURE UPDATE

## AMIR FAROKHI'S LET'S FIX IT 2GETHER INITIATIVE

Our councilman, Amir Farokhi, initiated an effort to address small issues that add up to significant frustration in communities in District 2. Pot holes, sidewalk repairs, pedestrian signal timing, waste management issues, etc.

Councilman Farokhi has walked the Midtown Garden District already with the MNA Infrastructure Team and will be walking it again on 10/19.

MNA thanks Councilman Farokhi for understanding that paying attention to the small details is important.

If you have an issue on your block in Midtown, please email us at [infrastructure@midtownatlanta.org](mailto:infrastructure@midtownatlanta.org) so we can add it to the route.



# PARENTS UPDATE

GREG SMITH  
MNA Parents Chairman



# PARENTS UPDATE

## OBJECTIVES

To foster community for Midtown families by sponsoring regular gatherings and annual events.

Operate as a resource for and connection between APS and Midtown families.

Consider the needs of our young Midtown residents and represent those in MNA programming decisions and civic review.

## UPCOMING EVENT

ANNUAL HALLOWEEN BASH  
& TRICK OR TREAT





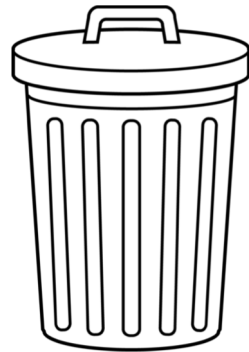
# GENERAL Q & A



# UPCOMING EVENTS

MIDTOWN  
CLEAN UP  
DAY

10/20 9 - 11 AM



PICNIC  
IN THE  
PARK

10/28 2- 4 PM



HALLOWEEN  
BASH &  
TRICK OR TREAT

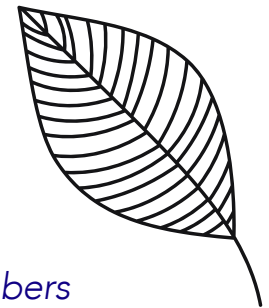
10/31 6 - 7 PM



MEMBER  
APPRECIATION  
PARTY

*\* Silver, Gold and Platinum members*

11/15 6 – 8 PM



# WANT TO GET IN TOUCH WITH US?

## MNA EMAILS

[info@midtownatlanta.org](mailto:info@midtownatlanta.org)

[pres@midtownatlanta.org](mailto:pres@midtownatlanta.org)

[safety@midtownatlanta.org](mailto:safety@midtownatlanta.org)  
[patrols@midtownatlanta.org](mailto:patrols@midtownatlanta.org)

[membership@midtownatlanta.org](mailto:membership@midtownatlanta.org)

[marketing@midtownatlanta.org](mailto:marketing@midtownatlanta.org)

[parents@midtownatlanta.org](mailto:parents@midtownatlanta.org)

[licenseandpermits@midtownatlanta.org](mailto:licenseandpermits@midtownatlanta.org)

[film@midtownatlanta.org](mailto:film@midtownatlanta.org)

## GENERAL INFO

PRESIDENT

SAFETY CHAIRMAN  
SAFETY PATROL

MEMBERSHIP CHAIRMAN

MARKETING CHAIRMAN

PARENTS CHAIRMAN

LPC CHAIRMAN

FILM CHAIRMAN



# WANT TO STAY UP TO DATE?

MNA WEBSITE

[www.midtownatlanta.org](http://www.midtownatlanta.org)

FOLLOW US



WANT TO RECEIVE DIRECT EMAILS?

**JOIN** MNA

[www.midtownatlanta.org](http://www.midtownatlanta.org)

