

H I G H L A N D S C O U N C I L
B U I L D I N G C O M M U N I T Y A T I S S A Q U A H H I G H L A N D S
Board of Trustees
Meeting Minutes

Meeting Date: September 15, 2020

Meeting Time: 12:30 p.m. – 2 p.m.

Meeting Location: Video Conference

Board Members in Attendance

Gary Ashby
Kimberly Kapustein
Anna Preyapongpisan
David Ngai
Jimmy Ochiltree
Chris Beaudoin
Zach Hall
*Ami Desai-Mehta

HC Staff Members in Attendance:

Christy Garrard
Michele McFarland
Lindsey Pinkston
Nina Milligan

Guests in Attendance:

Lisa Schuares, Legal Counsel
Jim Young, IHCA President
Sarah Hoey, IHCA Executive Director
Jeremy Fallt (HFN)
Jonah Foss, Highlands Youth Board
Lisa Soboslai, Resident

Meeting Minutes Taken By: Anna Preyapongpisan

Call to Order:

Who: Gary Ashby
Time: 12:40 p.m.

Approval of Minutes – June 16, 2020 Meeting:

Motion to approve – Zach Hall. 2nd – Anna Preyapongpisan. Motion carried.

Manager's Report & Financials:

1. **Staff Updates.** Kim Ngo Kirshbaum's departure has allowed for a reorganization of the team.
 - Nina's new role as Business Outreach and Services Manager will focus on revenue generation through media sales and Blakely Hall use.
 - Lindsey, Community Program Manager, will now oversee volunteer writers and photographers for Connections
 - Vickie's new role as Media Editor will have her take over all Connections News responsibilities (except sales), management of IssaquahHighlands.com and general oversight of all community media.
 - Katie, Graphic Designer and Digital Media Coordinator, will now report to Lindsey.

2. **Highlands Youth Board.** Christy and Jonah announced a reorganization of mentorship duties of Highlands Youth Board, with Christy supporting high school and Lindsey supporting middle school.
3. **Community Partner and Stakeholder Relations.**
 - Christy continues to participate in City of Issaquah's Economic Development Vision Partners and is an active board member for the Issaquah Chamber of Commerce. She has been primarily focused on community initiatives work (Foundation, Shuttle, Branding).
 - Lindsey continues to strengthen partnerships with the City of Issaquah, including representing Issaquah Highlands on the City's Welcome Week Committee.
 - Nina continues to chair City of Issaquah's transportation Advisory Board and represent the Issaquah Highlands on the City of Issaquah Convening on Climate Committee.
4. **Commercial Outreach Programs.** Nina will be rolling out the newly designed Community Business Partner Package, which aims to familiarize IH commercial stakeholders with the services Highlands Council offers to help grow businesses. Tagline: *Partner in Prosperity*.
5. **Community Programming.** Due to COVID-19 closures, Blakely Hall is still not open for programming, but many groups are continuing to meet virtually. Lindsey hosted volunteer appreciation event, VIP BINGO, with a great community turnout. She created and delivered prize packs ahead of the online event. In celebration of National Good Neighbor Day, Lindsey, Katie, and Vicki created the Good Neighbor BINGO Challenge, to be completed throughout the month of September. Participation in the Cross-Cultural Committee is continuing to grow.
6. **HFN.** Jeremy Fallt shared an update on the financial status and operating activities of the Highlands Fiber Network. There's been an increase of those on the GigE plan, not a significant uptick in usage with school starting after the major increase last quarter with more people telecommuting. Free wifi in the Village Green is being finalized. It will be the same network as Blakely Hall. A resident is creating a new birdhouse with camera on Park Drive. With the continuing build out of new homes, HFN is working on bringing them online.
7. **IHCA.** Sarah Hoey and Jim Young shared that a special board meeting of IHCA was held on 9/7/20, where the board approved a memo that IHCA sent to the Highlands Council Board of Trustees on 9/10 regarding ownership of IHCA trademark. They raised the question of what Highlands Council will do with the trademark. Comments will be taken under advisement by the Board of Trustees.

New Business:

1. **Trustee Appointment.** Nominate Lisa Soboslai for her first 3-year term, representing a homeowner stakeholder trustee seat.
Please refer to consent calendar below.

Old Business/Committee Reports:

1. **Branding.** Kimberly and Christy provided an update on the Branding Committee's work. The current brand is over 20 years old and as community programs grow, parts are disconnected – we need to strengthen connections through a shared brand that includes all parts of the community. The committee has selected Outmark Marketing to facilitate the

1-2 year process of researching, gathering input, developing brands, and implementing, resulting in a new family of brands for:

- Issaquah Highlands (master brand)
- Issaquah Highlands Community Association
- Highlands Council
- Blakely Hall
- Highlands Fiber Network
- Highlands Youth Advisory Board
- Issaquah Highlands Community Fund (new)
- Community Shuttle (new)

Reference checks are currently underway. Outmark is led by Patrick Byers, an Issaquah Highlands community member. Provided a quote of \$18,210 for the project, which is a steep discount for projects of this magnitude.

The Board of Trustees will not be voting to move forward with Outmark at this time – board will convene an executive session on to further discuss the IHCA trademark concerns.

2. **Transportation Committee.** Christy shared that the Transportation Committee met with Beeline Mobility following the community shuttle survey. Overall there was a positive response from the community survey with 488 respondents saying they would benefit from the shuttle and the majority saying they would begin or continue using public transportation.

The committee seeks board approval to proceed with the next stage of due diligence – community focus groups to inquire further on usage. These would be a series of groups held virtually throughout October and November, with scripted questions to ensure data points are all the same. Results would be shared with the board in December.

Please refer to consent calendar below.

3. **Diversity Equity Inclusion.** Lindsey shared that the Cross Cultural Committee is growing, with 35 members in the Facebook group. Members are actively engaged, attending monthly meetings, and this month, 7 members wrote articles for an upcoming Connections feature “Holidays at Home”. This month, they will be launching a movie discussion series beginning with the movie *Atlantics*. 49 cultural books have been labelled and placed in Little Libraries throughout the community.

4. **Finance.** Michele provided a summary of year-end financials, currently showing a deficit, but once PPP loan is recorded toward income, will cover deficit. New year budget moving forward – July ahead of budget due to community enhancement fees higher than expected, August and September are tracking same way. Blakely Hall revenue has been down, offset by higher community enhancement fees.

- **Foundation.** Christy provided an update on the Issaquah Highlands Community Fund. Lisa Schuarez working on federal application this week to be submitted by the end of the month for federal non-profit status. HFN member, Allen Enebo, has been appointed to the board, also on the branding committee.

Consent Calendar:

1. **Resolution: Nominate Lisa Soboslai for her first 3-year term, representing a homeowner stakeholder trustee seat.** Motion to approve – Zach Hall. 2nd – Kimberly Kapustein, Gary Ashby – approve, David Ngai – approve, Anna Preyapongpisan – approve, Jimmy Ochiltree – approve, Chris Beaudoin – approve. Motion carried.

2. **Resolution: The Transportation Committee can proceed with the next stage of due diligence – hosting a series of community focus groups.** Motion to approve – David Ngai, 2nd – Lisa Soboslai. Motion carried out unanimously.

Board meeting adjourned at: 2:00 p.m.

Respectfully Submitted: Date: November 10, 2020
Anna Preyapongpisan
Secretary – Highlands Council Board of Trustees