Willo Neighborhood Association Executive Session Board Meeting Minutes

Date: October 20, 2026

Call to Order: 5:00 PM

Location: Zoom

Presiding Officer: Dr. Robert Cannon, President

Prepared By: Michelle Kopp, Secretary

1. Attendance

- **Board Members Present:** Dr. Robert Cannon (President), Jennifer Cannon (Vice President), Scott Ferreira (Treasurer), Michelle Kopp (Secretary), Lora Aquinde, Ed Buckel, Dan Childers, Eric Gilmore, Rebecca Masterson, Reid Mertens, Chris Norton, Jeremy Schachter.
- **Board Members Absent:** Courtney Sutherland.
- **Guests:** 5 General Residents. Midtown Neighborhood Association Guests

2. Approval of Minutes

- **June 11, 2026 Minutes:** Approved with no corrections. *(Motion: Dan Childers | Second: Jennifer Cannon | Approved unanimously)*
- **September 10, 2026 Minutes:** Approved with no corrections. *(Motion: Jeremy Schachter | Second: Dan Childers | Approved unanimously)*

3. Executive & Guest Presentations

Midtown Neighborhood Association Guests

- **Presenters:** Kelly Williams (Treasurer), Bob Sarussi (Vice President), and Rebecca Galles (Secretary).

- **Summary:** Representatives introduced themselves to discuss potential cross-promotion and collaboration between neighborhoods.
- **Upcoming Midtown Events:**
    - *Sunday Off Central Street Fair:* March 14, 2027
    - *Home Tour:* Fall (annual)
- **Outcome:** Both associations agreed to maintain communication and share event information moving forward.

4. Committee Reports

Governance & Elections

- Reid Mertens and Rebecca Masterson volunteered to assist Jennifer Cannon with committee initiatives.
- Jennifer proposed establishing a formal Finance Committee with structured membership and recurring meeting schedules.
- **Discussion:** Board member minimum participation/attendance requirements were discussed. First draft documentation was distributed to all board members. The committee will meet this month and submit recommendations at the next meeting.
- **Action Item:** Jennifer to consult with past board leaders regarding election requirements.

Block Watch & G.A.I.N.

- Dr. Cannon reminded the board of the upcoming **G.A.I.N. Event on October 17th**, noting that the Mayor will attend.
- **Social Committee Request:** White elephant gift donations are requested for Bingo prizes.
- **Kids Club:** Will host a pumpkin carving activity during the event.

Inside Willo

- Volunteers are needed for newsletter delivery, photography, article writing, and resident interviews.
- **Action Item:** Lora Aquinde volunteered to take over distribution for the Wilshire section.

Art Walk & Events

- **Art Walk:** Scheduled for **November 7th, 10:00 AM – 4:00 PM**. Event maps will be available at Walton Park.
- **Concurrent Event:** Kids Club Art Exhibition & Christmas Decoration Making will take place at Walton Park during the same hours.

Kids Club

- **Yard Sale Swap Meet:** Scheduled for Saturday, October 10th. Reid Mertens will shut off water access to Walton Park for the event.
- **Upcoming:** Halloween Parade scheduled for October 24th.
- **Leadership Update:** Ashley has stepped down as co-chair. Volunteers are needed to support Lora Aquinde with committee duties.

Parks Committee

- **Updates:** Rebecca Masterson coordinated with Alex (Landscaper):
    - Planting flowers in Walton Park.
    - Overseeding Lewis Park.
    - Landscaping maintenance at Walton Park following the G.A.I.N. event.

Home Tour

- Next outreach event: **Coffee Pop-Up on November 14th**.

Social & Welcome Committees

- **Recap:** The September kickoff social was hosted by the Tomlinson family. Due to heat concerns, the board discussed potentially moving the start of the season later in future years.
- **Recognition:** Heidi and Lora were recognized for their work organizing events.
- **Welcome Kits:** 39 welcome kits have been distributed to new residents in 2026.

Social Media & Website

- **Facebook Management:** Board members should submit names of individuals who need removal from the Facebook group to Jeremy Schachter.

- **Website Analytics:** `willophx.com` data indicates that the Home Tour page receives the highest traffic. Discussions regarding a website update will occur at a future meeting.

Luminarias

- Chris Norton presented the new storage bins, plastic bags, and tea lights purchased for this year's event.
- **Action Items:**
    - Scott Ferreira will assist Chris with setting up the event on Eventeny.
    - Marco Bianco will establish a dedicated Google Group.

Save Historic Arizona (SHAZ)

- The board discussed determining the strategic direction for SHAZ moving forward. Further discussion and next steps will be placed on next month's agenda.

Brad Brauer Memorial

- Jeremy Schachter ordered and received the memorial plaques for installation on the Walton Park benches.
- **Action Item:** Jeremy is coordinating with Andrew Sansoni to finalize a dedication ceremony date in November.

5. Old & New Business

Traffic & Infrastructure (3rd & 5th Avenues)

- Outstanding item: Resolving the painting of curb bump-outs at McDowell Road and 3rd Avenue.

General President's Report

- **Candidate Forum:** Successfully hosted and well-received.
- **Volunteer Engagement:** Noted a general shortage of committee volunteers across the board. Members are encouraged to actively recruit and engage volunteers.
- **AV / Hybrid Meetings:** Technical challenges with Zoom persist. Reid Mertens is currently testing new speaker setups.

- **Local Business Support:** Dr. Cannon emphasized the importance of supporting and appreciating local business sponsors.

6. Treasurer's Report

- **Budget Status:** No changes to the budget.
- **Grants:**
    - Grant Part 2 deadline: October 15th.
    - Second APS Grant application allocated toward Home Tour.
- **Account Balances:**
    - Block Watch Grant: **$3,025**
    - Business Select Account: **$5,629**
    - Chase Checking: **$54,962**
    - Edward Jones: **$75,098**
- **Approval:** Financial report approved as presented. *(Motion: Chris Norton | Second: Dan Childers | Approved unanimously)*

7. Adjournment

- **Motion to Adjourn:** Dan Childers
- **Second:** Jeremy Schachter
- **Time Adjourned:** 7:23 PM

Next Meeting: November 12, 2026, at 6:00 PM.