

# Merriman Park Estates

GENERAL MEETING

Monday, October 12, 2009

# agenda

1. Opening – President Address
2. Fall Festival – Update
3. Financials
4. Lake Highlands Town Center
5. Garden Club
6. VIP
7. MPE Directory
8. MPE Rebranding Initiative
9. MPE Web Site Opportunities
10. Discussion
11. Next Steps
12. Close

# 2009 fall festival

- Sunday, November 8, 2009
- 2pm – 6pm
- Benefitting Charity
  - Crossroads Community Services
- No conflict with the Cowboy game
- Volunteers needed by 1pm
- Entertainment / Activities
  - (4) bounce houses
  - Balloon arch
  - Face painting
  - Balloon art
  - Caricature Artist
  - Mobile video game truck
  - Police helicopter / cruisers
  - “DJ”-style music
  - Pie content – general submission (not just pumpkin)
- Food & Beverage
  - Eat The World - Fajitas
  - Margarita machine
  - Discount for 65+ and 12-



# 2009 fall festival



## About Crossroads Community Services

**Crossroads Community Services (CCS)** is an urban outreach of [First United Methodist Church of Dallas](#) which began in 2001. CCS continues an 80-year history of service to the downtown area. Our mission is the prevention of homelessness by providing sustained, tangible support to families in need. Our hallmark is confidence in and compassion for our neighbors. CCS distributes food, clothing and monetary assistance to help mitigate the downward spiral of poverty. We also teach the skills and discipline for an individual to sustain well-being.

CCS serves men, women and children of all ages, ethnicities and religions living in the City of Dallas (all 752\_\_ ZIP codes) who qualify as “low-income” under federal guidelines. In this service, CCS is rapidly developing a reputation for efficiency and innovation.

## Our Mission

To enrich the lives of our neighbors-in-need by compassionately providing tangible support and by helping people develop the strategic skills and self-discipline necessary to enjoy sustained well-being.

## Our Primary Focus: *Homeless Prevention*

Helping persons with a home keep their home in spite of temporary unemployment, underemployment, low wages, or reduced benefits, by providing the necessary food, financial, and educational assistance that includes strategies to better anticipate obstacles that threaten a balanced budget.

# Treasury Report

Tammy Dalton



**Merriman Park Estates Club**  
**FY2009 Budget Update as of 10/12/2009**

<b>Funding</b>	Budget	YTD	Remaining
Statement Balance as of 3/31/09 less uncleared checks	\$7,071.84	\$7,071.84	
Interest from Trust	\$4,575.68	\$4,575.68	\$-
Tom Thumb (estimated)	\$1,500.00	\$896.65	\$603.35
Dues (not a collecting year)	\$-	\$720.00	\$(720.00)
Estater/Directory Advertising	\$400.00	\$325.00	\$75.00
<b>Total Funding</b>	<b>\$13,547.52</b>	<b>\$13,589.17</b>	<b>-41.65</b>

<b>Expenses</b>	Budget	YTD	Remaining
Estator Delivery	\$240.00	\$60.00	\$180.00
Estator Printing	\$1,000.00	\$442.46	\$557.54
Fall Festival	\$3,200.00	\$-	\$3,200.00
Ice Cream Social	\$100.00	\$-	\$100.00
Internet Domain	\$-	\$-	\$-
Memberships	\$120.00	\$-	\$120.00
Neighborhood Beautification	\$4,000.00	\$2,755.40	\$1,244.60
Office	\$600.00	\$89.08	\$510.92
P.O. Box	\$60.00	\$60.00	\$-
Storage Unit	\$840.00	\$-	\$840.00
VIP Cell	\$90.00	\$95.78	\$(5.78)
VIP Expenses	\$250.00	\$-	\$250.00
Voicemail	\$150.00	\$35.24	\$114.76
Christmas Contest	\$100.00	\$-	\$100.00
Christmas Lighting Ceremony	\$100.00	\$-	\$100.00
Directory Printing (From '08 Budget)	\$1,500.00	\$1,625.18	\$(125.18)
Welcome Committee	\$300.00	\$-	\$300.00
MPE PTA Donation	\$250.00	\$250.00	\$-
<b>Total Expenses</b>	<b>\$12,900.00</b>	<b>\$5,413.14</b>	<b>\$7,486.86</b>

# Lake Highlands Town Center

Update



LAKE HIGHLANDS  
TOWN CENTER

# MPE Garden Club

Update



# MPE Volunteers In Patrol

VIP Update



# MPE 2009-2010 Directory

## Status Report



# MPE Rebranding

Presentation

# current situation

- Lake Highlands area is rapidly becoming a highly sought after location for new homeowners and businesses
  - “inside-the-loop”
  - Affordable housing
  - Excellent public school’s
  - Recreation
- Lake Highlands Town Center, when completed, will drive a tremendous amount of outside traffic to MPE
- Communication among MPE residents is currently very fragmented and inconsistent – we have to work too hard to find out what’s going on!
- Other than enhancements to the MPE Marker at Skillman and related landscaping, no other substantial attempts to consistently brand, or market, MPE have been made in many years
- MPE has seen consistent escalation in home values, while other like-areas have remained flat or have been negatively impacted by the current economy

# opportunities

- Whether perceived as negative or positive, MPE should take advantage of the additional traffic spurred by the Lake Highlands Town Center by implementing tactics to build and maintain awareness for MPE
- Avoid complacency with current home values – take measures to ensure stability and continued growth
- Leverage and promote the “gateway to Lake Highlands” positioning
- Streamline communication efforts by utilizing more cost-efficient technologies
- Increase positive perceptions of MPE through innovative and consistent communication tools

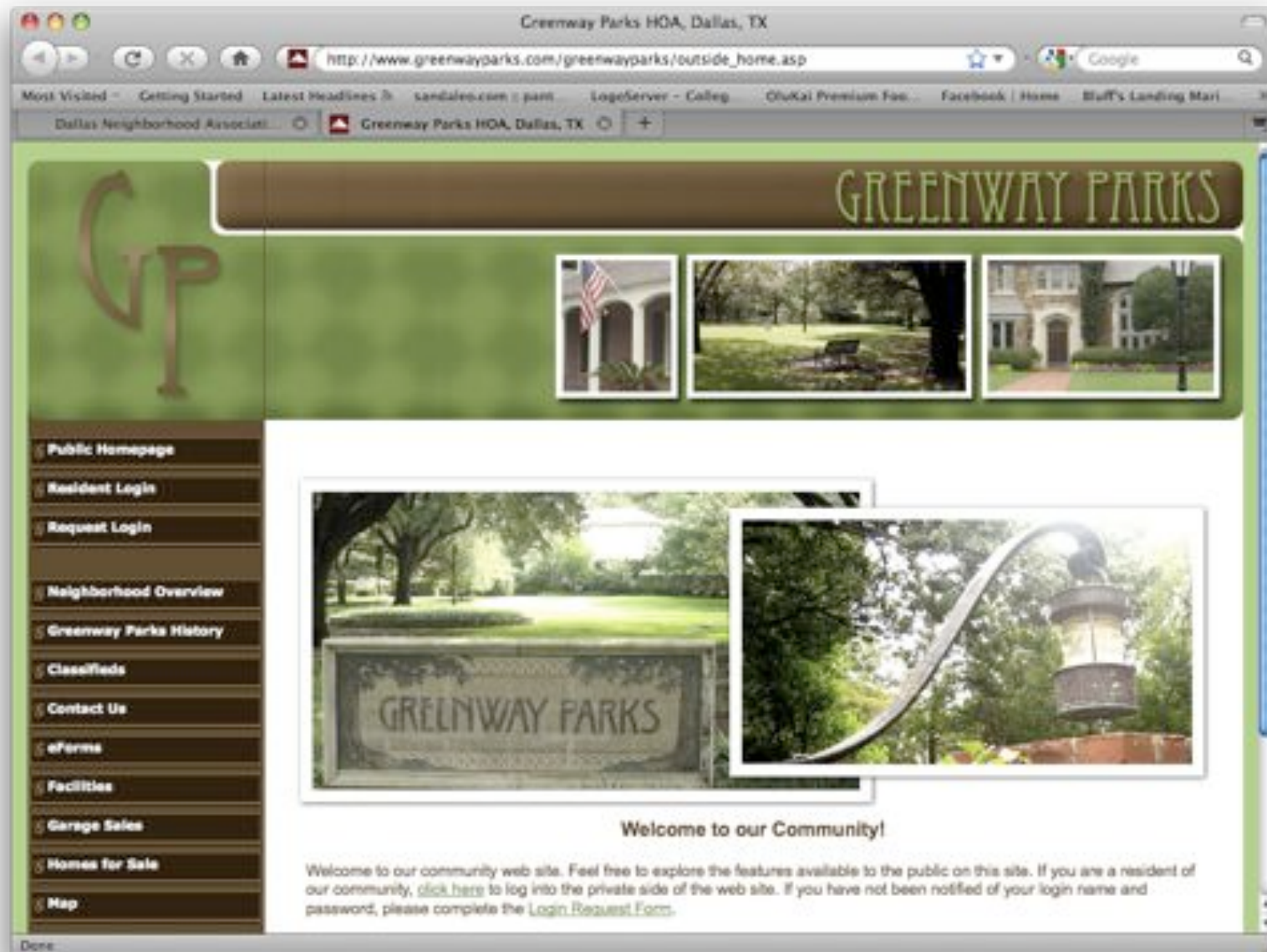
# our primary goals

- Build awareness for MPE
- Increase the value of our homes and overall perceived value of our neighborhood
- Improve how we communicate with each other
- Create a sense of belonging and spark community-wide involvement / volunteerism
- Promote the core values of MPE while evolving how we operate, in ways that are consistent with our rich tradition
- Make our membership dollars work harder for us!
- Set a benchmark, blaze a trail, for future MPE board members and residents to follow, without having to reinvent with turnover
- Make living in MPE fun, whether you have lived here 30 days or 30 years
- Make people want to “aspire to reside” in MPE

# our “competition”?



# our “competition”?



# our “competition”?

The screenshot shows a web browser window with the URL <http://www.mstreets.org/>. The page features a navigation bar with links for GHNA Info, Neighborhood Activities, CrimeWatch, Conservation District, and How To... The main content area is divided into several sections:

- Greenland Hills M Streets Conservation District:** Includes a logo with a house and trees, the text "GREENLAND HILLS EST. 1923", and location information: "Dallas, Texas - Central to Greenville - McCommas to Vanderbilt". It also promotes advertising in the "BI-MONTHLY GREENLAND HILLS GAZETTE" which reaches over 900 households.
- Vegas on the M-Streets Strip:** A central announcement stating that the event has been postponed due to Metro Bar & Grill closing. It requests RSVPs for a new date on Saturday, November 15th, and provides details about ticket discounts and registration deadlines.
- What's New?:** A sidebar box containing links for "Greenland Hills Newsletter", "Greenland Hills Photo Album", and "Conservation District Work Review Form".
- Join the GHNA:** A circular graphic encouraging membership.
- M Streets Message Board:** Announces a new online community forum at [www.mstreetsforum.org](http://www.mstreetsforum.org).
- Yard of the Month:** Sponsored by Calloway's Nursery, featuring a photo of a house.
- M Streets Auto Stickers:** Promotes a benefit of GHNA membership, including a "Greenland Hills Parking" sticker.
- CRIMEWATCH:** A logo with a tilde symbol.

our “competition”?



# our “competition”?

The image shows a screenshot of a web browser displaying the Winnetka Heights Neighborhood Association website. The browser's address bar shows the URL <http://winnetkaheights.org/>. The website features a green header with the association's logo and name, and a navigation menu with links for Forum, Calendar, Links, Photos, Stuff, and About WHNA. A search bar is also present. The main content area includes a news article titled "Fall Notes from the President" dated September 14th, 2009, and a "Recent News" section with an article titled "Winnetka Heights Winos - October Tasting" dated October 2nd, 2009. On the right side, there are sections for "WH Event Photos", "News Categories", and a "Subscribe to our feed" form. A "facebook" link is also visible. The footer of the page indicates "Transferring data from winnetkaheights.org".

Winnetka Heights Neighborhood Association

DIANE SHERMAN WILL SEND YOU TO YOUR ROOM  
Diane Sherman - David Griffin & Co, Realtors  
872.647.5835 dsherma@dandgriffin.com

Forum Calendar Links Photos Stuff About WHNA search this site go

News Events **The Prez** History Go Green

**Fall Notes from the President**  
September 14th, 2009 - No Comments

Yay! For the first time in over a year we finally have every position on the board filled. Kyle Ward and I have been sharing the Community and Planning Development activities, but now Anne Hagan has stepped up and enthusiastically accepted the challenges of this demanding position. With so many things happening at the city [...]

[Read more >>](#)

[All Notes from the President](#)

Recent News

**Winnetka Heights Winos - October Tasting**  
Posted in Events, News  
October 2nd, 2009 by whna

Laura and Leslie Penny have generously offered their home for our Winnetka Heights

WH Event Photos

News Categories

News  
Events  
From the President  
History  
Pets  
Misc. Fun Stuff  
Code Compliance  
Archived News  
Go Green

Subscribe to our feed  
enter your email go

facebook join our group +

WINNETKA HEIGHTS HOLIDAY HOME TOUR  
Explore Craftsman Homes and Banglows Decorated for the Holidays  
Sunday, December 6th, 2009  
Noon - 8pm  
Perish Tickets \$11, Day of Event \$15  
Tickets available at [winnetkaheights.org](#) and Woodlark Book Gallery  
Tour Headquarters - Sunset Home 401 N. Rosemont Avenue WHNA

Or get pre-sale tickets now!  
Only \$12  
[Buy Now](#)

Transferring data from winnetkaheights.org

# our “competition”?

The image shows a screenshot of a web browser displaying the Devonshire Neighborhood Association website. The browser's address bar shows the URL <http://www.devonshireneighborhood.com/index.shtml>. The website features a navigation menu on the left with links such as Home, Bulletin Board, Contact Information, Volunteer Positions, Join the Association, Crime Watch, Trash / Recycling, Home of the Month, Local Restaurants, Check Your Membership, Membership by Street, 4th of July Parade, Neighborhood Fundraiser Socials, Westminster Church, and Map of Our Area. The main content area includes a large banner image of a residential street, an "Officer Login" section with buttons for "Membership VP" and "Col", and a "Welcome" message. The welcome message states: "Welcome to the Devonshire Neighborhood Association (DNA) Website! The Devonshire Neighborhood Association is a non-profit, volunteer group representing the needs and concerns of the Devonshire community. We believe this neighborhood is one of the best places to live in the Dallas area. Our goal is to keep our community safe, beautiful, and provide information and services to our membership. The primary benefit of DNA membership is increased security for the neighborhood. The majority of membership dues goes to fund off-duty Dallas police patrol, so the higher the membership, the greater security we have. Other membership benefits include: • Neighborhood events & activities to help neighbors get to know each other. • Newsletters with information on issues of importance to the community. • Email security alerts and news updates. These are just a few of the services provided by our association. If you have any questions or would like additional information, please send an email to [info@devonshireneighborhood.com](mailto:info@devonshireneighborhood.com)". At the bottom, contact information is provided: Devonshire Neighborhood Association, PO Box 7627, Dallas, TX 75209, Association Phone Number for Non-Emergencies 214-408-8704, Association Email [info@devonshireneighborhood.com](mailto:info@devonshireneighborhood.com), and a note that the website has been viewed 34479 times.

# our “competition”?



# the MPE brand – “the good”

- Significant brand (name) equity
- Well-established
- Rich tradition
- Variety of clubs
- Park & recreation
- Fiscally sound
- Great events
- Family values
- Diversity (age & race)
- Diversity (landscape & architecture)

# the MPE brand – “the not-so-good”

- Too reliant on “living off the trust”
- Club income not consistent with neighborhood aspirations (subjective thought that dues are too low)
  - \$15 / year - \$30 / every 2 years
  - Recommend increase in membership dues to minimum \$30 year
  - Vote Spring 2010
- Low percentage of volunteerism among active members
- Low percentage of active members among MPE homeowners
- Lack of visual brand identity and consistency (neighborhood image)
- Susceptible to crime with limited budgets for increased private patrol
- Poor outreach to new homeowners and collaboration with sister neighborhoods
- Participation from small percentage of neighborhood – same people
- Inconsistent, inefficient and outdated communication and marketing tools
- Too weak of “voice” considering strength of neighborhood assets

# where do we start?

- Logo development
- Creative services donated by MPE neighbor and club member
- Create a logo that is:
  - Consistent with our heritage
  - Modernized, yet traditional and conservative enough to stand the test of time
  - Representative of our core values of family, community and service
  - Reflects the characteristics/attributes inherent with our neighborhood
  - Unique, yet simple
  - Easy to produce across many applications
  - Works just as well in black & white than it does in color

then.....



.....and now (*recommended*)



# how did we get there?





possible applications cont.



possible applications cont.



# MPE Web Site

“the hub”

# limitations of current site

- Single source to make updates
- Non-CMS-driven site
  - “CMS” = content management system
  - Enables non-programmers the ability to make updates, additions, revisions, etc. to the site with minimal training
- Design isn't very intuitive
- Limits our ability to showcase MPE
- Quality of site design and function does not match the quality of MPE
- MPE homeowners, prospects and others don't visit the site
- Resources are missing and/or hard to navigate
- Does not promote repeat visits or usage
- Non-engaging
- No user-friendly tools
- Lack of flexibility – not very dynamic

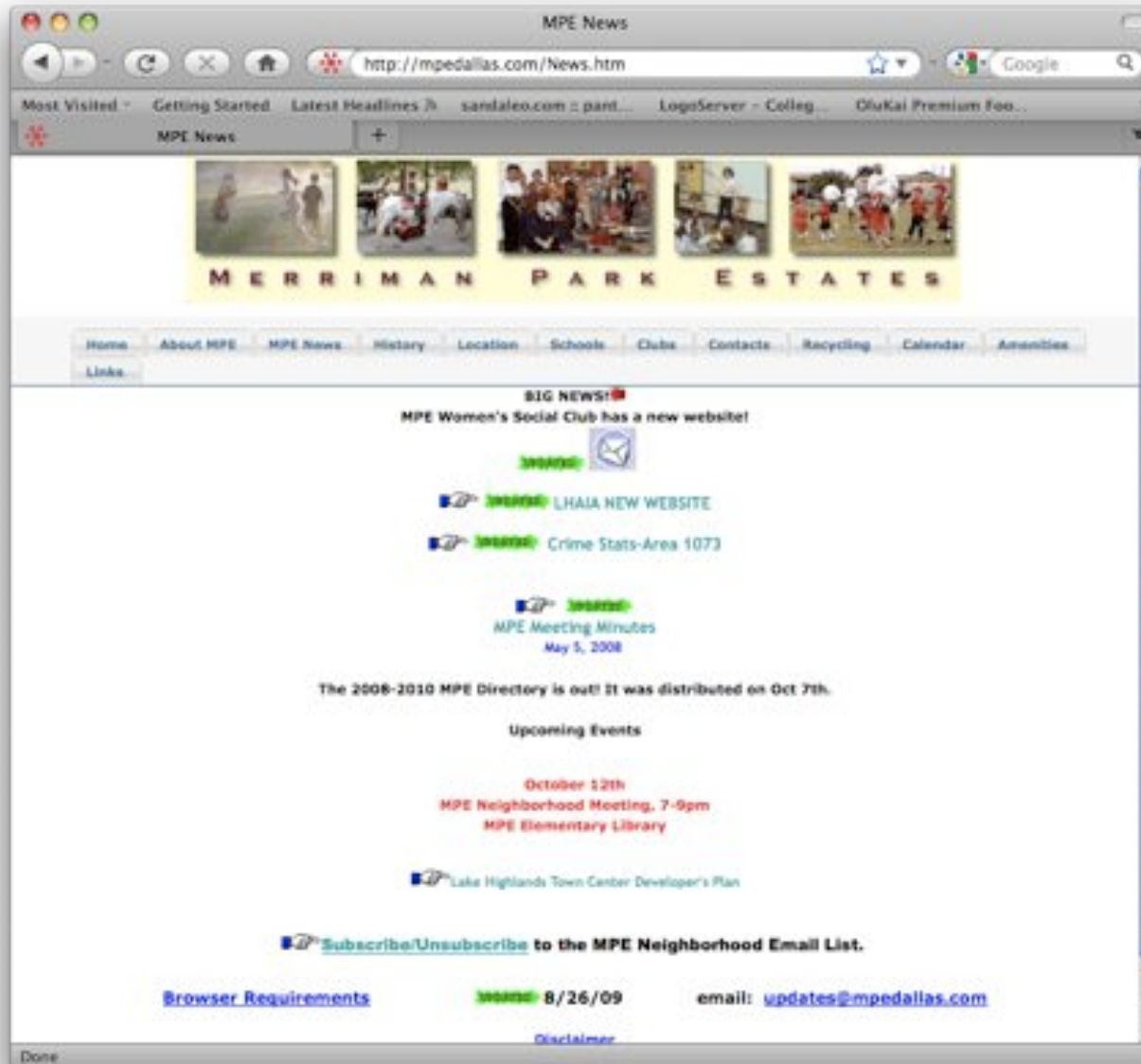
# simplified

- A web site should be a hub for a company or organization's operations
- Today, a web site is the face of the brand – the initial touch point with users and/or prospects
- When used properly, a web site reduces the need for other forms of marketing and/or internal communication
  - Printed mailers
  - Printed newsletters
  - Email announcements
  - Meetings
- Site should engage the visitor, making them want to dive deeper and promote repeat visits
- A web site should enable you to communicate more effectively, efficiently and consistently
- Save money
- Potential source of additional operating funds

current site – mpedallas.com



# current site – mpedallas.com



current site – mpedallas.com

The screenshot shows a web browser window titled "Calendar" with the URL "http://mpedallas.com/Calendar.htm". The browser's address bar and search engine (Google) are visible. Below the browser window, the website content includes a navigation menu, a header for "MERRIMAN PARK ESTATES", and a legend for color-coded events. The main content area features a "Welcome to the MPE Calendar" message with a signpost icon. Below this is a calendar grid for October 2009, showing events such as "Student Holiday" on October 5th, "Columbus Day" on October 12th, and "MPE Neighbors Meeting" on October 13th.

The happenings are color coded as follows:  
**RED** - denotes Important MPE Homeowner Event or Notifications  
**BLUE** - denotes Club meetings and/or Events relevant to MPE  
**PURPLE** - denotes RISO School District Information  
**GREEN** - Traditional Calendar Holidays

**Welcome to the MPE Calendar**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 No Work Day	2	3
4	5 Student Holiday RECYCLING DAY One of Better Money Put your Mail Back out	6 Student Holiday	7	8 PE Update & Election Results Woman's Social Club Meeting Eam	9	10
11	12 Columbus Day MPE Neighbors Meeting T-Sam MPE Elementary Library	13	14	15	16	17
18	19	20	21	22	23	24

Done

drum roll, please



when you roll over the headers, they would be highlighted with a little leaf



MERRIMAN PARK  
ESTATES



about

resources

calendar

news

contact

facebook twitter privacy terms



MARK YOUR CALENDAR

NEWS FLASH — THE LATEST SCOOP

PRESIDENT'S NOTE

THE ESTATEE NEWSLETTER

Welcome to Merriman Park Estates. Located in the beautiful Lake Highlands area of Dallas, Texas, we're a tight-knit community of friends and families living, working and playing together in one exceptional neighborhood. We invite you to explore all that Merriman Park Estates has to offer and discover why we're so proud to call it home.





*W*elcome to Merriman Park Estates. Located in the beautiful Lake Highlands area of Dallas, Texas, we're a tight-knit community of friends and families living, working and playing together in one exceptional neighborhood. We invite you to explore all that Merriman Park Estates has to offer and discover why we're so proud to call it home.

[MARK YOUR CALENDAR](#)

[NEWS FLASH — THE LATEST SCOOP](#)

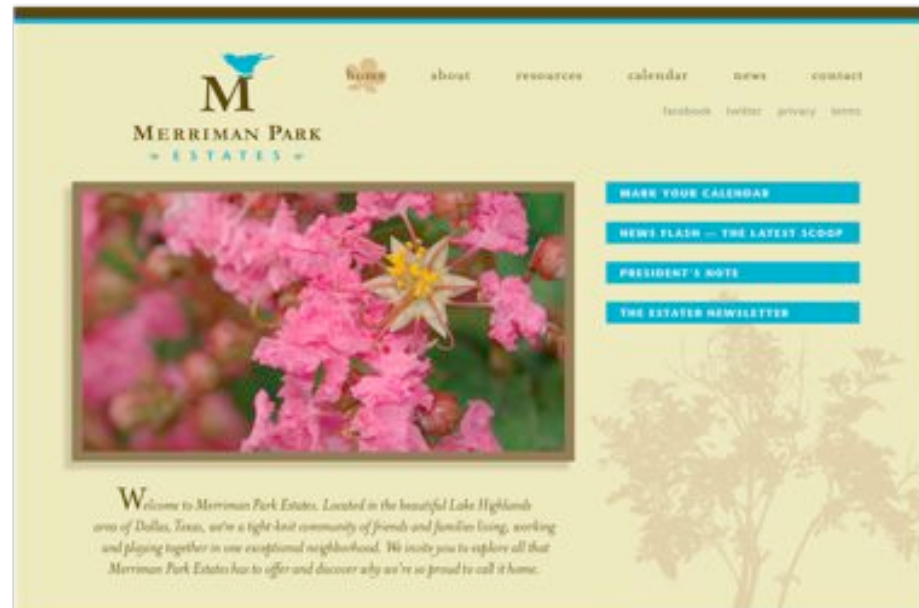
[PRESIDENT'S NOTE](#)

[THE ESTATE'S NEWSLETTER](#)

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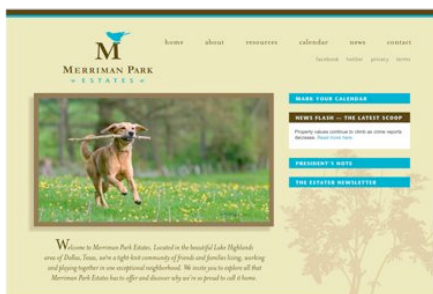
A series of 5-10 photos, representative of the neighborhood and its residents, could be presented on the home page in a slideshow format. And, updated at any time.

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Expandable windows that feature the most current information on the home page – allowing more information to be communicated without the user having to navigate multiple pages.





CMS would allow for ANY MPE web site administrator to update the content on the site – in almost every position.



# MERRIMAN PARK ESTATES

[Home](#)



[Resources](#)

[Calendar](#)

[News](#)

[Contact](#)

[Calendar](#)

[Contact](#)



Merriman Park Estates is located east of North Central Expressway (US 75), slightly northwest of White Rock Lake and north of Northwest Highway.

[HISTORY](#)

[LOCATION](#)

[AMENITIES](#)

[THE ASSOCIATION / GUES](#)

[BYLAWS](#)

[THE ESTATE'S NEWSLETTER](#)

[CLUBS](#)

[SCHOOLS / PTAS](#)

[PHOTO SHARE](#)

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Neighborhood kids playing at Easter Egg Hunt



[play slideshow](#)

[HISTORY](#)

[LOCATION](#)

[AMENITIES](#)

[THE ASSOCIATION / GOES](#)

[BYLAWS](#)

[THE ESTATE'S NEWSLETTER](#)

[CLUBS](#)

[SCHOOLS / PTAs](#)

[PHOTO SHARE](#)

# rough site outline - navigation

## Home

- Twitter link
- Facebook link
- RSS feed
- NEWS expandable feature window
- EVENTS expandable feature window
- MESSAGE FROM PRESIDENT expandable feature window
- ESTATER expandable feature window

## About

- History
- Location
- Amenities
- Association
- *The Estater*
- Clubs
- Schools/PTAs
- Photo Share

## Resources

- City of Dallas
- Richardson ISD
- Trash & Recycling
- Helpful Links
- Homes FOR SALE
- Real Estate Info

## Calendar

## News

## Contact

- Form Field
- Current Board

## Unique / Helpful Features

- Photo sharing using Flickr® tools
- Export MPE calendar events to your own desktop calendar
- Real time real estate information
- Real time real estate listings
- Ultimately, email blast capabilities to various databases within the system
- Ability to run advertising – potential additional operating funds

# key points

- Anyone can build a cool looking site with a modest budget
- The site will never be functional and useful, for an organization like MPE, until a CMS-driven site is developed
- A CMS-driven site costs more money, but will ultimately save MPE thousands of dollars over a long period of time
- Saves money by limiting the amount of printed communication
- Eliminates confusion about events, dates, contact information, etc
- Promotes MPE as a premier residential community in Lake Highlands
- Builds awareness and associated value for MPE
- Saves money by, potentially, generating operating funds
- Allows multiple administrator to regularly update information on the site
- A CMS site enables us to update the site often, which helps the site climb the search engine rankings (i.e., Google, Yahoo, MSN, etc.)
- Allows MPE to compete at a higher level
- **Looks better, more professional, more effective, more efficient, more user-friendly**

# phase I budget summary

Recommended Tasks	Top-Line Budgets
<b>Street Sign Toppers:</b> 11 qty. with installation	\$1,000
<b>Marker Enhancements:</b> resurfacing with metal/ iron work/etc	\$2,500
<b>Web Site:</b> cms-driven platform + 6- months maintenance to work out the kinks!	\$6,500
<b>TOTAL BUDGET:</b>	<b>\$10,000</b>

*MPE should expect to pay no more than \$50/month for hosting.*

It is recommended that all Phase I tasks be funded by an approved draw from the MPE Trust. All future tasks associated with the Rebranding effort to be funded by MPE membership organic growth, increased membership dues and other fundraising efforts.





# MPE General Meeting

Discussion & Next Steps