



BROOKSIDE BULLETIN

A publication of Brookside Civic Association

December in Brookside featured both new endeavors and a return of old favorites.

For the first time, the BCA partnered with residents to offer holiday luminary kits. It was a magical sight watching Brookside aglow with almost 3,000 lights!

Once again, we crowned winners in the annual winter decorating contest. And, Santa set his trusty elves to work once more delivering goody bag responses to letters in his Brookside mailbox.

Finally, the year concluded on a high note with the return of the Sleigh Ride. Turnout for this special tradition was the highest on record.

The positivity flowed into 2022 with the third annual January Dues Drive and VISA giveaway. Residents rallied to not only meet the primary goal of 200 households paid, but also surpassed the secondary goal of 220 households, enabling BCA trustees to raffle off both \$100 and \$40 VISA gift cards! In fact, 2022 dues collection even cracked the 50% mark with 224 of 444 households paid to date. Thank you to all who have offered your support!

BCA Officers

Jamie Seebald
(Co-President/Secretary)

Kate Basti
(Co-President)

Michele Elliott
(Treasurer)

BCA Trustees

Eric Basti

Natasha Crawford

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Hello, Neighbor!



Name: Pat Kelso

Which street do you live on? Estel

How long have you lived in Brookside?

We moved into our house Dec. 1, 1977.

Tell us about yourself: A Worthington native, I am a former English and Journalism teacher, and now do photography work focused on events as well as senior portraits and family photos. Much of my free time is devoted to volunteer activities including The Worthington Partnership Board, the Worthington Education Foundation, and the Worthington Alumni Board, but I always leave time for tennis, golf, yoga, and our family, including our Golden Retriever, Sunnie. My husband, Dan, and I have three wonderful grown children (who grew up in Brookside) and five amazing grandchildren. Fortunately, they all live in town.

What is your favorite thing about Brookside? The moment we found our home in Brookside, I knew that it was the right place for us to live. As our family grew, I seriously thought we needed to move to a bigger house, but we never did. Once you live in Brookside, it is hard to leave. The down-to-earth, friendly vibes that I feel on every street are part of what keeps me here. The quiet walks and the natural surroundings are also part of what makes me stay. The elementary school in the neighborhood where our kids built such great memories were a big part of what made us stay when the kids were young. The sense of community that is so much a part of Brookside is what continues to make us feel like this is where we want to be. There is much to love about our neighborhood, but maybe knowing this is home is what I love best.

Budget & Big Picture

The BCA was formed in 1956 as a board of 14 trustees with five officers. Many residents have served as trustees over the past seven decades. The current board took shape in the fall of 2019 and consists of three officers, three active trustees, and one web developer.

At that time, the board identified several major challenges, the most significant being low participation. With only about 25% of households paying dues, it was difficult for the BCA to cover annual expenses. Additionally, this meant no reserve funds were available to complete larger projects, like much-needed entrance renovations.

In hopes of improving participation, the BCA launched the new website in 2020 and resumed quarterly newsletter publications to enhance communication. Trustees have also sought to add benefits that appeal to more residents, like the Loyalty Card program, Dues Drive giveaway, food truck coupons and luminary kits, and new events with more adult interest. The changes seem to be working, with dues collection now over 50% three years later.

The current board also significantly restructured the budget beginning in 2020. The change allowed the BCA to finally start saving for entrance upgrade work, as shown:

<u>Budget Category</u>	<u>Pre-2020</u>	<u>2020-On</u>
Entrance Upkeep <i>Routine landscaping, lighting</i>	25%	25%
Events <i>All major/minor events</i>	50%	25%
Entrance Upgrade Fund <i>Savings for large scale work</i>	0%	25%
Other <i>Loyalty cards, newsletters, welcome packs, website, storage, insurance, scholarship</i>	25%	25%

While trustees had begun initial planning for upgrades in 2021, accident damage drastically changed the complexity and costs of work needed. Fortunately, savings are building and will provide a starting point for repairs and improvements, which are the top priority for 2022.

BCA Resident Scholarship

One talented Brookside senior will be awarded a \$500 college scholarship courtesy of dues-paying residents. For further details and to apply, visit brookside-civic.com and click on Area Resources. The application deadline is March 15.

March Madness Squares

Looking for a pool that doesn't take a perfect bracket to win? The BCA has you covered with March Madness Squares! Buy a square, get your number, and you have a chance to win every round if your number matches game scores. Visit the Events page on at brookside-civic.com for details and to enter. Limited to first 100 squares sold (deadline March 14).

Easter Egg Hunt

The BCA's annual Easter Egg Hunt returns on April 9th! The event will be held at Brookside Elementary from 10am to noon (indoors if raining). Bring your basket and be ready for crafts, games, and 2,000 eggs! **Able to help?** A volunteer sign-up link is coming soon via email, Facebook, and the Egg Hunt event page at brookside-civic.com.

Brookside Estates Garage Sale & Freecycle Day

Mark your calendars for the Brookside neighborhood garage sale on Saturday, June 4 from 9am-2pm! BCA will advertise the event and permits are waived for the day.

The following day (June 5th), residents are welcome to set free items at the curb for Freecycle Day. Please be sure to clear away unclaimed items by the end of the day.