



OVERBROOK FARMS CLUB | Spring Member Meeting

May 16, 2019 | 7:00pm

Overbrook Presbyterian Church



AGENDA

- Refreshed Graphic Identity for Overbrook Farms
- Overbrook Farms Club as Registered Community Organization (“RCO”)
- New Membership Definition
- New Communications Approach
- Other Updates:
 - Historic Designation Update
 - Signage and Beautification Plans
 - 63rd Street Corridor Planning
 - Community Unity Events



REFRESHED IDENTITY

The board of Overbrook Farms Club and an ad hoc Design Committee have worked to refresh our graphic toward a clean and simple design that can work for both:

- Overbrook Farms, our neighborhood and community
- Overbrook Farms Club (OFC), our civic organization

We decided to develop our website to focus more on the community and neighborhood as a whole, not just the OFC.

REFRESHED IDENTITY: Graphic Mark



REFRESHED IDENTITY: Sample Collateral



Welcome to Overbrook Farms

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REFRESHED IDENTITY: Website



NEW URL!
overbrookfarmsphila.org

**Old URL will send you to
the new site.**

GO LIVE DATE:
Tuesday, May 21

**"A Desirable Home Place,
Suburban Living at Its
Best. 10 minutes. 5 miles.**

We are the nation's first planned "suburb deluxe". Built by Screenshot 29 by famed developers Wendell & Smith, Overbrook Farms still features today the latest in green and healthy suburban living, all



REFRESHED IDENTITY: Website Content

COMMUNITY

Events
Neighbor Profiles
Listserv
Properties

LIVING

Shopping
Service Providers
City Services
Schools
Health & Recreation
Transportation

HISTORY

Historical Significance
Historic Designation
Preservation FAQs
Process for Renovations
Resources for Owners

LEADERSHIP

About
Contribute
Membership
Board
Meetings
Documents

CONTACT

Address and Key Contacts
Contact Form



Overbrook Farms Club

The Overbrook Farms Club was established in 1892 and is currently seeking 501(c)(3) nonprofit status. It is our Registered Community Organization (RCO).

We ...

- Are the voice of the community for zoning or land use matters
- Can assist with enforcement and advocacy to regulators and authorities
- Communicate to our elected officials about community needs and concerns
- Raise funds to invest in community initiatives, improvements, and events
- Provide guidance to the community concerning regulation



Community Engagement

We have been challenged to communicate with our neighbors, and as a result there is low engagement.

As the City continues to attract new residents, our neighborhood is changing. To manage change well, we need better communication.

The listserv is *not* the best mode of communication as many neighbors are not on the listserv, and there are many non-community members on it as well.

This year, the OFC is concentrating on rebuilding basic communications with members through a new membership drive and improved communication channels.



Why is this important?

- St. Joseph's University has completed a new Master Plan. We need to engage the University and our elected officials on how the plan will impact our neighborhood.
- The Philadelphia Historical Commission is planning to move to vote on our historic district nomination. We need to understand what that means for our community.
- We have been invited to partner with Overbrook West Neighbors on a comprehensive plan for the 63rd Street commercial corridor and will need community input.
- There are neighborhood beautification and public safety initiatives for which we need to demonstrate support and provide specific feedback.



Overbrook Farms Club – New Membership

Earlier this year the OFC board revised the bylaws to define membership more inclusively:

- You are a person of legal age (18 years or older).
- You are willing to submit your full name, street address, current email, and a telephone contact for the Membership Roster.
- You own *or* are a long-term tenant of a residential or commercial address that falls within our City-approved catchment: 58th Street to 66th Street, City Avenue to Woodbine Avenue, including the 6400 and 6600 blocks of Woodcrest Avenue and Morris Park Road.

NOTE: Membership is *per person*, not per household or per address. You may have as many members per household or address as you wish.



Membership Process

1. Sign up online or through the Membership Brochure.
2. Our Membership Committee verifies your address.
3. At the (next) meeting of the OFC board, you are officially added to the Membership Roster.
4. *Congrats! You are now a member as that board meeting date. (You will get a notice.)*
5. You renew your membership each January by verifying your contact information.

NOTE: Membership is rolling, but renews on a calendar year basis regardless of when you join. We will likely be re-instituting dues in the future, but wanted to build the Roster first.

Members Newsletter



Welcome to Overbrook Farms

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- Issued 1-2/month at most (*not* a listserv)
- Community news and events
- Polls for voting on important matters
- Notices and agendas for all meetings
- Surveys for gathering input on needs
- Solicitations to support what you care about

We will no longer be creating a hard mailed newsletter for reasons of time and cost.



Communication Transition

1. Week of June 10: Website goes live
2. June 10 – July 15: New membership promoted to the listserv
3. Week of June 10 through June 30: Distribution of Membership Brochures
4. July 15: Deadline to join; OFC stops sending communications to the listserv.
5. **Starting July 15, all official OFC communication will be via the members-only email list.**

We will be retaining the listserv, but renaming it: overbrookfarmsneighbors@simplelists.com.

We understand this transition will **not** require re-joining. We will be sending information about how and when the transition to the new name will occur.