

BOARD MINUTES approved 02/21/2023
Land Park Community Association

[ZOOM link](#)

Thursday, January 5th - 6:30-8:30pm

Board Members: Craig Rutledge - President/Treasurer, Kristina Rogers - Vice President/Secretary, Anthony Arieas, *Ignacio Barragan*, Michelle Bell, Jeff Coleman, *John Schade*, Brent Shultz, Rick Stevenson, [Roman Ambroselli - website team], *Kirk Vyverberg*. (*Absences are noted by italics*)

I. **Finance:** Craig Rutledge

Bank balance \$11,650 (Checking \$1,500; Savings \$2,150; Works Progress Administration (WPA) Garden Fund \$8,000)

Storage Unit was closed in December, saving \$210/month

Issues with the website continue and income is impacted - see V.

The 2022 Financial report will be ready for the February Board mtg.

II. [2022 Accomplishments:](#) Kristina Rogers

Recommend continuing to focus on partnering with businesses, Jennings office, nonprofits and others in the community to keep outreach and events manageable and within the limits of the board members' time while building awareness and interest in the community.

Building membership with informational and fun events is essential.

III. [2023 Goals:](#) Kristina Rogers/discussion

The community is interested in the work being done (Parks, Safety, Land Use...)

This does not always translate to membership.

- Need Event leadership to build social interest and enthusiasm.

Ladder of Engagement: Different levels of connection from observation to leadership and organizations invest in relationships to build increasing levels of commitment (from very specific/immediate issues(s) to long-term engagement).

Building membership/ fixing the website is crucial (see V.)

IV. Working with what we have: No room for burnout - covered in II & III

V. **Website:** [Anthony's proposal:](#) website issues to be resolved.

Website and membership are linked:

Blue Pig has impacted **membership**

- User unfriendly aspects of join/donate segments
 - At times unable to collect membership fees
- Inadequate response to requests & issues

- Failure to be proactive in preventing fraud (minimal monetary impact but huge time impact for B)

Action Item:

Website group (Anthony, Roman, Ignacio, Craig & Beverly) will meet this week

- Focus on the accessibility and collection aspects of joining and donating.
- Consider if Blue Pig's cost is justified.
- Defer discussion of mbr. benefits to membership committee
- Consider other website impacts to building membership (minutes)

Action Item:

Membership committee (Anthony, Michelle, Ignacio, Kris) will meet

- Review proposal from 2022
- Consider options for outreach
 - Business membership
 - Land Park News, Inside Sacramento - utilize free options
 - See also IX Action item
- Determine what is needed to proceed
- Make suggestions for the website (Consider member benefits vs community benefits)

Member/Community Benefits suggestions (Kirk):

1. Participate in LPCA surveys informing Neighborhood Priorities and Community Planning
2. Access your Councilman through Community Meetings
3. Stay up-to-date on City plans and actions shaping our community

Action Item: Beverly to provide membership data:

- New member 2022
- Retained 2022 list
- Dropped 2022 list
- Prior member list
- Prior board member list
- Administrative position responsibilities

VI. **Traffic Safety:** Brent Shultz

Please read the information posted on the [LPCA website](#) and bring questions

- Hopeful that the recent meetings with the city will lead to action at hot spots
- Meeting with CP Jennings Team next week
- Continuing to collect signatures for the Land Park Drive Traffic Study petition. Over 450 signatures have been collected to date.

VII. **Land Use:** Kirk Vyverberg

- Sierra Curtis Neighborhood Association **and LPCA** are hosting the 2040 General Plan 2nd Community Town Hall: Reviewing your Community Plan – the Takeaway at Sierra II Center on Feb.15 from 6:30-8:30pm
- [Information, Question submissions and Registration are on the SCNA website](#)
- Issue of density remains controversial:
Greater Land Park may be a Beta Test for community choice: Townhouses, Duplex, Triplex, how mixed. Invite the community to visualize options in 2023.

VIII. Parks: Rick Stevenson

- Rick will lead a Park walk on Saturday [January 21st 9am]. He will send info and links to the Board.
- Restoration of the damage to the Swanston Statue is being addressed by the Parks and Crocker Art Museum. Although no one has claimed responsibility there were ‘colonist’ complaints about the statue in the past. This is not historically accurate - He was an internationally renowned sculptor who helped bring Diego Riviera to Northern California.
- Need to rebuild Parks Committee - look at ways to draw public interest into action
 - Tree planting event
 - Cleanup events
 - Closed for non-vehicle activities
 - Partner w/Land Park Volunteer Corps (LPCA), Tree Foundation, Master Gardeners, Citizen Science...
 - Articles for Land Park News and social media inviting participation

IX. Community Meeting and Annual Election Planning

The annual election meeting is currently scheduled for March 2nd - 6:30-8:30pm

It has been confirmed that we can meet at the new Storybook House at FairyTale Town.

- Guests usually include our City Councilperson, County Supervisor, State Representative, and representatives from Parks and SacPD. The Zoo and FairyTale town should be represented as well. They usually make a brief ‘state of’ presentation and are available for a few questions. All this may be confirmed by the Feb. board mtg.
- It is also the annual election - Everyone is up for election this time including new members who were appointed but not elected. We will use your existing information for the ballot info - there will be a draft at the Feb mtg in case you want to edit anything.

Kris will use social media and the website to promote the event.

Action item: Beverly

Use door hangers and Annual mtg flyers to reach neighbors early in Feb.

Beverly will reach out to Art for guidance on using school volunteers for help

Action Item: Beverly

Annual mtg notice to Inside Sacramento and Land Park News

X. New Business

Focus on current board members to help determine who will join or participate in the neighborhood

Stephanie Duncan may know of a camera donation.

Adjourn by 8:30pm

Land Park Community Association is inviting you to a scheduled Zoom meeting.

Topic: Board 2023.01.05

Time: Jan 5, 2023 06:30 PM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/83708692468?pwd=Z3pyTGVTOST2MklrdG9mbC9JY3g4dz09>

Meeting ID: 837 0869 2468

Passcode: 884527

NEXT BOARD MTG:

Zoom or In Person TBD

February 1st, 6:30-8:30

