

BOARD MINUTES - approved 02/21/2023
Land Park Community Association
Vic's Cafe - 3193 Riverside Blvd.
Thursday, February 2nd - 6:30-8:30pm

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

I. **Finance:** Beverly Boido

- A. Bank balance: \$11,240.23
- B. Ckg \$2,074.49; Savings \$1,156.85; WPA savings \$8,004.89
- C. QuickBooks - online option: \$42.50/mo; integrates with Stripe and MailChimp; Donor tracking; Class tracking (non-profit)...

ACTION: QB online will be purchased at the monthly rate and used for two months and then revisited by the board (at the April retreat). Discussion of options other than QB will be considered at that time.

Moved by Ignacio B.; Seconded by Dr. John; Unanimous approval.

II. Approval of January **minutes:** 2023.01.05 Minutes - DRAFT - LPCA Board

ACTION: Beverly will resend January minutes, and send February minutes, for review
After responses are received, minutes will be updated & sent to all board members for approval.
Following approval, January and February minutes will be posted to the WEBSITE

ACTION: LPCA has not always posted board-only minutes - Executive board to review bylaws and bring their determination to the board.**

ACTION: Ignacio and Beverly will create an Agenda template for Board meetings that includes a place for action items to be proposed for discussion in advance of the upcoming meeting.

PROPOSED MINUTES DEADLINES: Draft Minutes will be completed and distributed to the board within one day [FRIDAY]. Board members/Committees will have two days [SAT/SUN] to respond with additions and changes. The amended version will be distributed to the Executive Board for approval on [MONDAY]. Once approved, Minutes will be posted to the Website [TUESDAY].

Approval vote will be noted in the Final/approved version before posting.

Counter proposal: We need to consider an allowance of **5 business days to complete, approve and post minutes.** This is a more realistic expectation for volunteer board members and committee chairs to have adequate time to review, and for Beverly to have adequate time to edit the minutes for final review and approval by the Executive Board, and for posting to the website**. **All board members should acknowledge receipt of the minutes, either with comments or approval.**

ADDENDUM - since there is disagreement on this item it will require review at the next board meeting.:

III. **Board Applicants: Introduction and election** (aps sent as attachments)

- A. Monica Robinson - interest is in the Safety committee; also Events w/ Elizabeth and Kelly
Election to the board moved by Michelle B.; Seconded by Rick S.; Unanimous approval.
- B. Elizabeth Blucher (work conflict - will attend future mtg - election deferred)
- C. Kelly Ramos - will work with Monica & Elizabeth on events
Election to the board moved by Monica R.; Seconded by Dr. John.; Unanimous approval.

IV. **Website Update: Anthony**(Roman unable to attend)

A. Overview of changes

1. Donate button has been added to the top banner - required tweaking but now working
2. JOIN links appear to be working but any attempt to correct being directed to multiple pages is on hold. Requests for changes must be incremental to avoid exorbitant charges - the contract is not beneficial to LPCA
3. Review of changing providers will be deferred until increased membership and/or fundraising provides funds to consider another provider. In the meantime, self-management/move to a wordpress setup will be considered.

B. New Mailboxes and communication protocols

1. Info@landpark.org now goes to Committee mailboxes as well as admin@landpark.org
 - a) Committee members should respond to inquiries as able or run proposed responses by the President/Exec. Board, if help is needed (MB)
2. Created LPCA Google Drive folder - accessible to all board members - link to be provided
 - a) Images
 - b) Documents (correspondence, Bylaws, Practices, and Procedures...)
 - c) Newly created New Member orientation
 - d) Financial Reports

V. **Traffic Safety: Brent Shultz**

A. Present agenda for meeting with CP Jennings

B. Request board support for the letter - This is a timely opportunity because CP Jennings recently secured support for Pocket/Greenhaven area traffic calming measures:

1. The City completed their study of traffic patterns on LPD and 11th and LPD and 2nd, concluding that the intersections did not warrant a four-way stop sign
2. **The committee would like to proceed with petitioning CM Jennings for mini-roundabouts, which do not require a "warrant", or other Traffic safety measures.(MB)**

ACTION: A letter will be drafted that is focused on "The Ask" [petition of support and statistical data support for traffic calming] and who will represent LPCA at the meeting with CP Jennings and/or staff [Board Members Brent Shultz and Kris Rogers will attend and represent LPCA; members of the Land Park Traffic Safety Committee, Jerry Champa and MeganWicks will represent LPTSC].

When finalized the letter will be distributed by email for board approval and upon approval will be included with the subsequent meeting minutes. It will then be sent to CP Jennings' office and a meeting can be scheduled.

Reference December minutes: It was not agreed that LPCA Traffic Committee and LPTSC were separate entities. This will require further discussion.

ADDENDUM - since there is disagreement on this item it will require review at a scheduled at the next regular board meeting on April 6th unless an earlier meeting can be scheduled.

VI. Parks: Rick Stevenson

- A. WLP Finance Strategy: Recognize the existing impacts on WLRP and the further impact of expected growth on an already under-supported park system. Ask for transparency in the funding stream and create a more consistent source of funding. Designate WLP a community park related to the development of high-density housing along Broadway. Insist fee waivers for low-income housing be offset by city funding so there is adequate care for the WLRP and equitable access to high-quality parks for everyone. This can be linked to specific needs like bathrooms and Rangers, etc.

ACTION: Ignacio will draft 'The Ask' to highlight the issues listed in Rick's documents. When finalized it will be distributed by email for board approval and upon approval will be included with the subsequent meeting minutes. It will then be sent or delivered to CP Jennings' office, a meeting can be scheduled and a public awareness campaign can be instituted..

VII. **Events:** Kris Rogers

- A. Community Meeting and Annual Election Planning - Reviewed checklist
The annual election meeting is currently scheduled for March 2nd at FairyTale Town
Election protocol, draft agenda and checklist sent

ACTION: Beverly will clarify info on election protocol and send to board members by 2/10

QUESTION: Can the Membership Team help with the sign-in table?

Current members check-in and receive ballots, but they often renew their membership at this time.

Beverly can oversee the ballot count & check-in, however she can not both check-in and process payments.

ACTION: New Events committee [Kelly, Liz, Monica] will reach out to provide food donations (w/acknowledgement to the donor) for ~ 40 guests

- Need two or three people to rotate at the front gate of FTT after it is locked. This does not need to be board members. *Kris will find volunteers.*
- Flyers to schools and businesses will be handled by ???

QUESTION: was anything decided about who will help distribute flyers?

- Branding

QUESTION: was anything decided about branding for the annual meeting?

QUESTION: Discussion before the March 2nd community meeting: When? By zoom?

- **Zoom Suggested date: February 21st at 6 - 6:30 pm - Elizabeth Blucher will be available**
- **Zoom link and election info will be sent out on 2/10*.**
- Debrief: **April mtg or retreat? Decide at 2/21st mtg**
- Executive Board Election: **set date and time at 2/21st mtg**

- B. Meet & Greets Update: Michelle, Anthony, Nacho

- 1. Urban Roots is up first:

Urban Roots suggested a Sunday afternoon/evening (JC) - Date TBD

- 2. Future M&Gs - Other suggestions?

- C. Easter Event - New Events committee [Monica, Kelly, Liz] is working with LP Golf for April 1st Hat Parade and Bottomless Mimosas - Sponsored by Ideal Plastic Surgery].

Easter Bunny will hand out candy (no egg hunt)

Members receive free Mimosas,

ACTION: An LPCA membership table will be needed.

Will contact Pinki to help with Hat Parade event & prizes

- D. Bike/Skate events (Events/Parks) - May 6th - no details yet
- E. Tree Planting (Events/Parks) - Fall - no date yet.

VIII. Land Use (how you want to grow): Kirk Vyverberg - confirmed resignation/relocation to Oregon

- A. Neighborhood Association (NA) contacts: Kirk provided to Beverly

ACTION: Beverly will include the information with the updated NA list.

- B. Sierra Curtis (SCNA) Town Hall scheduled on 2/15 must be rescheduled due to the storms' impact on co-chair's home and Kirk's relocation.

ACTION: Beverly will reach out to her neighbors (on the Sierra Curtis Neighborhood Association [SCNA] team) for an update.

- C. Kirk's observations and recommendations for Land Use (LU)
 - 1. LPCA is not currently geared to the policy work advocacy that Land Use requires
 - 2. However, advocacy can be geared toward impacts on Traffic Safety, livability and the Regional Park as part of Broadway development and the D7 Transportation corridor between downtown and South Sac
 - 3. Sacramento is the only town that has grown in California
 - 4. Recommend recruiting an environmental attorney and an architect to the board for Land Use and Park issues
 - 5. Recommend reaching out to Developers for a friendly discussion on where policy meets design - the biggest developers in the city live in LP

IX. Membership - Michelle, Ignacio, and Anthony

- A. Review of new membership plan and upcoming marketing drive (sent)
 - 1. Jan - Mar:
 - a) Adding stickers with updated information to existing membership door hangers. Membership committee to distribute on door steps. Seeking help from other Board members to divide and conquer
 - b) Focus on recent home purchases and recently lapsed members - personal visits with existing brochures and door hangers w/ updated stickers. Also, bring marketing materials to all events
 - 2. New members - personal follow-up by board members (turn interest to action)
 - 3. Quarterly block parties - Anthony, Michelle, and Dr. John have volunteered so far
 - 4. Subsequent:
 - a) Purchase email contact information for neighborhood residents ~\$300
 - b) Develop New Neighbor Kit (see marketing plan)
 - c) Develop business relationships
 - 5. Update marketing material and Direct mail after building membership to ~1,000 and some fundraising
 - 6. Retention - Holiday card, renewal outreach, member perks...

ACTION: Beverly will provide the current member and lapsed member list by Tues., Feb. 7th. **(Chg. to W. 2/8)**

- B. Distribution of door hangers and Annual meeting flier - not scheduled for the annual mtg
Door hangers will be used for initial new neighbor visits after adding updated stickers.

X. Land Park News: Can board members sign up to write one article a year?

ACTION: add this discussion to April retreat Agenda

XI. New Business - None.

ADDENDUM: The board will need to finalize a few items before the Annual Election on March 2nd, including the election of Elizabeth Blucher. Please let [Beverly](#) know if you can be available for a 30-minute zoom call during the evening of February 21st when Elizabeth Blucher is available.. *By February 10th board will have received a copy of the portion of the bylaws that relate to elections and a description of the procedure that is normally followed.

Adjourned by 8:30 pm (more or less)

