



FPNA Board Meeting Minutes
Tuesday, January 12, 2021 at 7 p.m.
(Via Tele-Conference)

Board Members: President	Jeff Katz
First Vice President	Julie Humphreys
First Co-Vice President	Tracey Stein
Second Co-Vice President	Chris Switzer
Second Co-Vice President	David Buster
Secretary	Angel Barnes
Treasurer	Craig Kalthoff-Patti
Parliamentarian	Beverley Schauwecker
Communications Director	Marc LaFont
Social Co-Director	Alison DeMark
Social Co-Director	Suzee Katz
Membership Co-Director	Tammy Heider
Membership Co-Director	Kevin Shuler
Home Tour Director	Sandy DeAngelis

Board Meeting Call to Order – The January 12, 2021 FPNA Board Meeting was called to order at 7:04 p.m. With the exception of Alison DeMark and David Buster, all the above Board members attended.

Approval of the *December 8, 2020 Monthly Board Meeting Minutes*- A motion was made by Tracey and seconded by Marc to approve the Minutes in their entirety. All were in favor.

Secretary – Angel Barnes

An e-mail notice was received from an Irvine law firm that four State of California trademark registrations which issued to Floral Park on March 1, 2016, are all expiring on March 1, 2021 unless we file a renewal application for each one by February 28th. This was promptly copied to Julie, Craig and Tracey.

Following publication of Membership’s Solicitation Letter for Membership donations, the PO Box received about a dozen checks, all of which were promptly delivered to the Treasurer. Kevin will be reporting on that and the even more-robust on-line donation membership response tonight. Finally, Susan Hart mailed in her annual \$1,000 Scholarship donation.

President – See *New Business*

1st VP - Scholarship and Sponsorship – Co-Directors Julie Humphreys and Tracey Stein

The Sponsorship Committee is finalizing the 2021 scholarship application format so it can be posted to the website and sent to counselors. The deadline for receipt of the Applications this year is April 9, 2021. Additionally the Committee submitted a requested change to the Bylaws Committee so additional schools may be included for future scholarship applicants.

With the possible goal of creating a Newsletter article that may elicit more scholarship donations Tracey sent emails to the 2020 scholarship winners to ascertain their progress since receipt of their award. The four who replied thus far are doing well, despite COVID's impact on colleges.

2nd VP – Beautification Committee – Co-Director Chris Switzer

In Sarah Mae Downie Park, the Christmas decorations have been removed and the Park's spring planting will occur at the end of February or early March.

In 2020 the purchase of SMD Park Heart Stones were offered online for potential fundraising. The price for these is \$200 each; their cost to make is about \$90. Although a flyer was distributed by hand and by E-blast suggesting a heart stone for a holiday gift or to honor a friend or to celebrate an occasion, none actually sold in 2020. Consequently, Chris suggested that we try advertising them in the *Gazette* and the Board concurred. She will send Marc some verbage.

It was also discussed that keeping the neighborhood beautiful may have a broader appeal to prospective membership donors who send no donation because they have no interest in attending events. To many, the beauty of this neighborhood rather than its social aspect, is what drew them to live here. Thus, a suggestion was discussed that folks could earmark their donations for Beautification. For now, it will be emphasized that beautification is one of the functions that Membership donations serve.

As mentioned in the last Minutes, Chris reminded us that Santa Ana Public Works (PWA) discovered last month that the City has been providing and planting flowers at FP's entrances and exits twice annually for these past six years in error. Therefore, this cost will be our responsibility going forward, as it was in previous years. Chris estimated that, utilizing neighborhood volunteers (instead of the City) to do the two plantings per year at all five areas, will cost approximately \$1,600 to \$2,000 for the flowers. Thus, she asked the Board to allocate this additional cost in the 2021 budget.

At the suggestion of the Treasurer, the money will be placed in the Beautification budget, Accordingly, Tracy moved to amend the Beautification budget by allocating up to \$2,000

annually for the Entrance/Exit plantings. This was seconded by Sandy; all the Board was in favor.

Tree Maintenance Subcommittee - CoChairs Ellen Koldewey and Angel Barnes

On January 7, 2021, Ellen called the City's Public Works Agency (PWA) Tree Maintenance Supervisor, Frank Torres for an update on the planting of new Floral Park trees. Mr. Torres confirmed that PWA submitted FPNA's November 2020 tree order to West Coast Arborists (WCA) for nine parkway (curbside), entryway, and median trees. These will be paid for by the contribution of \$1500 from the City for five trees and by FPNA's \$5,820 from previously allocated funds. The planting will occur later this month or in February. WCA will invoice FPNA directly on completion. Mr. Torres and the PWA Project Manager Arturo Rodriguez will oversee the project.

Whenever the City removes a dead tree in the neighborhood after inspection by the City's arborist as part of our regular urban forest maintenance program, our Sub-Committee requests an updated "vacancy infill" list from the City to identify new suitable sites for future planting.

Meanwhile, we continue to monitor irrigation of entryways, median trees and new trees. As stated monthly, our Subcommittee welcomes new members interested in tree maintenance. Just contact emkold@aol.com or beautification@floralpark.com.

Membership – Tammy Heider and Kevin Shuler

The Walk of Lights was well attended even without beverage stations. Marc prepared a map with the list of contest winners and Suzee and Alison's idea to coordinate the Carolers with the *Walk* enhanced the experience.

On Christmas Eve, Tammy delivered 13 welcome baskets to new homeowners who were delighted to receive them. There were four orders of the orange crate framed prints for holiday gifts in December at \$30 each.

Tammy will deliver an introductory welcome letter to eleven more new homeowners next week followed by her Welcome gift baskets soon after.

Kevin's update tonight regarding the Holiday Membership Donation Drive surprised us all. Despite the cancellations of all our traditional functions due to COVID, the neighborhood responded with donations in 2020 totaling \$18,870 of which roughly \$12,000 arrived in the 60 days between November 3rd to January 5th! Of these, 50 were one-time donors, nine opted for recurring monthly donations and seven will be recurring annual donors.

Social Committee – Co-Director Suzee Katz

The Committee expects to have its first 2021 meeting next month at which it will evaluate ideas compatible with the COVID restraints at the time. Meanwhile, in the hope of revitalizing interest in Santiago Park, we were informed of a couples' picnic at noon in the park on Saturday, February 13th, the day before Valentine's. It is being called the *Winter of Love*, sponsored by the Park Santiago Neighborhood Association.

Parliamentarian – Beverley Schauwecker

At tonight's meeting the Bylaws Committee recommended the adoption of **two amendments to our Constitution & Bylaws** (both underlined below) submitted by the Sponsorship Committee. The two funds established in **Article VI (C)**:

The first to be the General Fund into which membership contributions and newsletter and website promotional sponsorship income shall be deposited, from which FPNA's general operating expenses are paid.

The second is the Sponsorship Fund established to collect revenues from, and to pay for the events and activities carried on for charitable and neighborhood benefit purposes. A minimum of 15% of the balance of this fund, as of September 30th of each year, shall be donated within the following calendar year collectively to Santa Ana nonprofit organizations and a minimum of five (5) scholarships awarded to graduating seniors of the Santa Ana Unified School District (including public schools chartered through SAUSD) **or other schools as may be determined by the Sponsorship Committee** and/or Santa Ana College, who are Santa Ana Residents.

D. Allocation of all yearly Sponsorship expenditures must be approved by the General Membership via approval of the FPNA budget.

E. Once the Board and General Membership has allocated funds via approval of the budget, they cannot be reallocated for any other purpose. When allocated funds remain unexpended for twelve (12) months, they shall revert back to the General Fund unless otherwise reauthorized by the Board.

F. The Board shall approve all expenditures from reserves that exceed allocated budgeted amounts. All disbursements shall be paid by check, which shall be signed by Treasurer or President. Any expenditure exceeding an amount established by the Standing Rules shall be signed by both the Treasurer and President.

G. The Treasurer shall present a financial report to the Board Members each month and to the General Membership each quarter. The financial report shall consist of a Balance Sheet. The Board may request additional reports as appropriate.

The Motion to amend **Article VI (C)** with the foregoing phrase was made by Craig and seconded by Beverley with all in favor. (It enables us to include consideration of students attending OCSA and public charter schools chartered through the Orange County Department of Education.)

The By-Laws Committee then discussed the wording needed to reflect our authority to hold VIRTUAL MEETINGS. Former Parliamentarian, Retired Judge Ellen Koldewey, researched and submitted the following wording (bold and underlined) from *Roberts Rules, 12th Edition*. The By-Laws Committee has reviewed and recommended its addition to **Article XI of the Constitution & By-Laws** (underlined below).

- a. General Membership meetings shall be held once each calendar quarter, and other meetings may be held for special topics as directed by the Board Members. The General Membership shall be given adequate notice of General Membership meeting dates and the agenda.
- b. Board meetings shall be held once per month and be open to the neighborhood.
- c. Only Board Members may vote at Board meetings.
- d. The President or three other Board Members may request a closed Executive Session.
- e. All meetings may be held by means of conference telephone, electronic video screen communication or any other electronic transmission authorized by the Board that is permitted by the California Corporations Code.**

Accordingly, a Motion to amend *Article XI* was made by Julie and seconded by Marc; all Board members were in favor.

NOTE: Beverley informed us that the above two amendments, plus the Beautification budget amendment, require ratification of the membership at the next General Meeting, Mark will send Notice and post the amendments 2 weeks in advance of the meeting on the website.

Historic Resources Committee - Co-Chair Beverley Schauwecker

Our National Historic District Registry Application has been augmented to strengthen our chance of approval. The four additional pages are under review now by Julie, Ed and Marc. The next meeting will be set once the Application is submitted.

Home Tour – Director Sandy DeAngelis

To discuss the options for a COVID-era Home Tour, the Committee will have its first 2021 meeting on January 19th. Should anything from that meeting need prompt Board input, it will be e-mailed to the Directors.

As to the **Walk of Fright**, the Board was asked to review and adopt the following suggested guidelines. Suzee made a Motion, seconded by Chris, to adopt the guidelines ***inclusive*** of making suggested changes. (As an example, we discussed that three of the award categories are too similar to each other). All were in favor.

1. The Home Tour has volunteered to Chair this activity.
2. Categories will be: the SCARIEST, BEST USE OF PUMPKINS, MOST CREATIVE, MOST THEATRICAL, BEST USE OF FALL COLORS, BEST HARVEST THEME and HONORABLE MENTION.
3. All the exterior lights in Floral Park are in the competition.
4. The Committee will announce the date of judging and winners thru E-Blasts and Newsletter.
5. The Committee will work with the Communications Director to create a map
6. The Committee will appoint the judges each year.
7. The Committee will post the signs in the winning yards and retrieve the signs after November 1st to be used the following year
8. The Committee will announce winners prior to the *Walk of Fright*
9. No one may win same award two (2) years in a row.

December's **Holiday Decorating Contest** Guidelines were proposed as follows:

1. Home Tour has volunteered to Chair this activity.
2. The Categories will be: MOST BEAUTIFUL, MOST CREATIVE, MOST WHIMSICAL, MOST OLD FASHIONED, BEST USE OF LIGHTS, BEST GROUP and HONORABLE MENTION
3. All the exterior lights in Floral Park are in the competition, excluding judges' homes.
4. The committee will announce the date of the judging and the winners through E-Blasts and the Newsletter.
5. The Committee will appoint the judges each year.
6. The Committee will post the winner signs in yards, present awards, if any, and pick-up the signs on or after January 2nd to be re-used the next year.
7. The Committee will announce the winners prior to the *Walk of Lights* or at the Holiday Party.
9. The same person cannot win two years in a row.

Suzee made a Motion to approve the above Guidelines and Tracey seconded. The Board members were all in favor.

Communications - Director Marc LaFont

Social Media has been extremely active. Since the last Board meeting, Floral Park's website visitation from over 1,500 people represented an increase of 116%, We have nearly 3,000

Instagram followers, as well as new Facebook followers. Ten Eblasts issued promoting the Toy & Food Drive, our Walk of Lights, the Home Decorating Contest and becoming a Floral Park patron. Marc has added our new residents to the Eblast list.

Since the media sponsorships for maintaining the web site and for the Floral Park Gazette expired at year-end, all three realtors on our Board renewed their year-long support. In December, Marc also asked the other Board members to help solicit new media sponsors and he renewed his request tonight. It was clarified that sponsors need not be limited to Santa Ana residents or businesses. The next newsletter issue is scheduled for early February and Marc asked us to shoot for submission of any articles by January 22nd.

This month Jeff will relinquish his *Letter From The President* column to the First Vice Presidents. He is also working with OCSA for submissions from student guest writers in 2021, and suggested we offer participating students a gratuity (\$50 per article was discussed). An OCSA student is writing a feature article on architect Paul Revere Williams for the February issue. Marc will also have Dylan Almendral contribute a feature article on the historic Fluor House.

Treasurer's Report – Craig Kalthoff-Patti

Craig is very pleased with the new on-line Sponsorship donation program since he can generate a receipt or acknowledgement to donors within three minutes. He reminded us that expense reports must be submitted to him no later than January 15th. Craig was requested to send Board Members, a copy of the Chart of Accounts and a monthly detailed report showing actual spending against budget for all items. He will distribute the Chart of Accounts though he is not amenable to monthly Treasurer's reports but will issue them quarterly, He will post the 2021 budget on the website and will present it at February's meeting.

NEW BUSINESS

Renewals Due for Floral Park's State Trademark Registrations

The Irvine firm of Knobbe Martens has offered to file timely Applications on our behalf for renewal of our Floral Park trademarks for a fee of \$1,400 (\$350 each). The State's filing fee is about \$30 each and the renewals are good for five years. We discussed the ostensible simplicity of preparing and filing the Applications ourselves. Tracey will look into this, with the goal of eliminating the \$1,400 cost. The due date is February 28th.

Care & Compassion

Ad Hoc Committee Chair Rachel Borack suggested that we partner with the Red Cross and the Boys & Girls Club of Santa Ana in its Blood Drive on January 29th and the next one in February.

The Toy & Food Drive for the Boys & Girls Club in which we participated in December was successful. Bev suggested that Rachel also contact our local women's transitional center, Wise Place, to determine its greatest needs at this time. Given Jenny Peart's very serious accident, Rachel instituted a meal train in December to the Peart home.

Improvement of Neighborhood Communications was again discussed with the goal of enhancing our contact list, since E-blasts are not reaching most of our homes. Although we are lacking many current e-mail addresses and cell phone numbers, it was decided that Jeff will create a letter seeking that information, which will be elicited and kept separate and apart from the contact information which the Neighborhood Watch Block Captains will garner. That information will be kept in the exclusive custody of each Captain and Co-Captain for the sole use of Neighborhood Watch related activity.

Approval of the Board Reports

A Motion to approve the Board reports was made by Julie and seconded by Tracey; all were in favor.

The Motion to Adjourn the December Board Meeting at 9:08 p.m. was made by Julie and seconded by Chris; all were in favor.

Calendar of Future Events:

Tuesday February 9, 2021 – FPNA General Meeting (by Teleconference) at 7 p.m. promptly followed by the monthly FPNA Board Meeting.

Saturday February 13, 2021 – Santiago Park Neighborhood's "*Winter of Love*" Picnic at noon.