



FPNA Board Meeting Minutes
Tuesday, August 9, 2022
2028 North Victoria Drive

Board Members:	President	Jeff Katz
	First Co-Vice President	Tracey Stein
	First Co-Vice President	Mark Rothenberg
	Second Co-Vice President	Chris Switzer
	Secretary	Angel Barnes
	Treasurer	Peter Christoffersen
	Parliamentarian	Patrick Johnson
	Communications Co-Director	David Kosak
	Communications Co-Director	Trace Weatherford
	Social Director	Denise Silva
	Social Director	Jay Joyer
	Membership Co-Director	Kevin Shuler
	Membership Co-Director	Katie Mayberry
	Home Tour Director	Sandy DeAngelis

Board Meeting Call to Order – The August 9, 2022 FPNA Board Meeting was called to order at 7:06 p.m. at the home of Parliamentarian, Patrick Johnson. With the exception of Kevin Shuler, all the above Directors attended. A new neighbor from Bonnie Brae joined us, Stephanie Miles, who may assist the Membership Committee. Additional attendees were former Communications Director, now Communications Committee member, Marc LaFont, and former Social Director, now Social Committee member, Denise Silva.

A Motion to **approve the July 12, 2022, FPNA Board Meeting Minutes** was made by Peter and seconded by Patrick. The Motion passed.

Public Comments

Dr. Annebelle Nery, appointed the new President of Santa Ana College in December, 2021, was our guest speaker. She disclosed her history and her goals for the college. We were pleased to learn that, in contrast to most other colleges who have lost recent enrollment, Santa Ana

College has seen impressive growth which promises to continue, given Dr. Nery's plans to partner with a number of local organizations, including FPNA.

A Floral Park interior-design team led by Denise Silva met at the Howe Waffle house, the headquarters of the Santa Ana Historical Preservation Society, this afternoon. President Tina Davidson was so grateful for Denise' and the Board's enthusiastic offer of assistance to decorate for the SAHPS 2022 Holiday Home Tour in 3 months. The 1889 Queen Anne Victorian was the home and medical office of Santa Ana's **first** female physician and **second** female physician in the whole County. Floral Park's own Ed Power played Father Christmas each year (as shown in the SAHPS Summer Newsletter) and out of respect to him, there will be no Father Christmas this year, but a Memorial to Ed, with several mounted photos of him in that role.

Tina hopes that French Park, Washington Square or Wilshire Square, and the Ebell Women's Club will also volunteer to decorate a room although she gave Denise's team first choice. Being the most impressive room, the parlor was their first choice, but the decorations required would necessitate a budget. Naturally, we would keep and use the decorations again in future. After discussion, a Motion was made by Sandy, seconded by Chris and approved by all, allocating **up** to \$2,500 for holiday decorations. It is anticipated that we will spend less, thanks to Patrick's suggestion that we use Denise Ryan's money-saving contact.

The public mail received since the last Board meeting were checks for June *Gazette* advertising space from Nancy Collins on Heliotrope and from Eddie Quillares the State Farm agent on Broadway. Also, we received a \$400 donation from the *The Network for Good* because someone (unnamed in the letter) donated that amount to FPNA through their employer. Lastly, for having filed no claims through our Non Profits 501(c)(3) Insurance policy, they sent us what appears to be a quarterly dividend for our low loss ratio, which makes \$519.33 year to date.

Only two membership donations (of \$25 each) were received by mail from neighbors this past month. Consequently, since the Membership Co-Director is new to FP, the Secretary suggested that her Committee consider our pre-COVID practice of a Chili Cook-off incentive prize. (In past years, a \$100 donation entitled the donor to 10 free chili samples.)

Approval of the Board Reports

A Motion to approve the Board reports was made by Peter and seconded by Patrick. The Motion passed by unanimous vote.

Treasurer:

Given his very detailed report, a Motion to approve the Treasurer's Financial Report for July 2022 was made by Patrick and seconded by Chris. The Motion passed by unanimous vote. Since Peter

will be unable to attend our September Board meeting, he asked that Committee Directors send him their proposed 2023 budgets by September 13. The Board can discuss and approve them at our meeting on October 11th and elicit a vote of approval from the General Membership at its November meeting.

Parliamentarian

Since the Board's July meeting, the Parliamentarian met with each Director to review the stated duties of our respective positions to determine whether they are still correct and/or whether there are additional duties or omissions warranted. At those individual meetings, Patrick showed us the *FPNA Mission Statement*.

Membership

Adding to the Committee's written report, Katie will set about publicizing the Chili Cookoff incentive with the goal of spurring Fall membership donations. For the first time, the Cookoff will occur in conjunction with the Fall concert on Saturday, October 1st.

Beautification

All covered in Chris' very detailed written report.

Home Tour

Next year's Home Tour will resume on the last full weekend of April which is the 29th and 30th.

Communications

The Committee has now created under floralpark.com/calendar all Santa Ana events including those at the zoo, our museums, our libraries, concerts, etc. Thus, if anyone has a local event they want publicized, send it to **Communications@floralpark.com**.

Old Business

Property Issues

No revised plan or facsimile for the installation of the antique Vietnamese pagoda which would exceed the City's height limits at the Maharaja House. The owners are still dealing with the City's citation of their roof installation over an antique pool house without permit.

Report from Ad Hoc Land Use Committee

At our last Board meeting there was unanimous approval for the formation of a Land Use Committee to be chaired by Mark Rothenberg. He presented the first report this evening from the Ad Hoc Land Use Committee containing draft language of a proposed amendment to the Standing Rules. It authorized the creation of a Neighborhood-City Relations Committee which would review property conditions that are of significant interest to the neighborhood.

A Land Use Matter shall be deemed of significant interest if it meets any of the following criteria:

- (1) involves the development of new rules, codes, or other requirements by the City or other regulatory authority that may have a significant impact on the neighborhood;
- (2) involves renovations to the exterior of any neighborhood home (including without limitation to ancillary structures and landscaping) built prior to 1945;
- (3) involves instances of nuisance, vagrancy, or other conduct that diminishes the quality of life for two or more homeowners independent of the subject property.

Mark and Patrick emphasized that such a process is in harmony with the mission of FPNA as set forth in the Constitution which highlights the role of the Association to preserve the historical integrity of the neighborhood. The Board approved moving forward with the Neighborhood-City Relations Committee but had some comments as to the proposed language to the Standing Rules. Mark will edit the draft and present it at the September meeting.

City Planning Department: Jeff gave us good news from Senior Planner, Pedro Gomez. Mr. Gomez has finally found and hired a woman to fill the vacancy left by Holly Sobeleski, who played an integral role in assessing whether properties qualified for the historic Mills Act designation. The new person has critical expertise, as she was hired from the city of Claremont which has its own historic landmark properties.

New Business

Walk of Fright

With Trace Weatherford's expertise, we designated new award categories at our next *Walk of Fright* which will occur on Friday night, October 28th. They are: *Best of Show*, *Most Original*, *Best Use of Fright* (or consider "Most Scary"?) and *Best Use of Lights/Special Effects*.

Floral Park Flags

Since we are completely out of Floral Park flags to sell, we discussed particulars. All agreed that we should keep the Fleur de Lis design and the 3' x 4' size. Using Marc LaFont's vendor which is cheaper than ours to date, the current single-sided flags would cost us \$17 each. Double-sided would entail having the vendor sew two flags back-to-back at about \$34 each. Since it takes a stronger breeze to wave the heavier double-sided flags, Sandy's preference is for the single, therefore, 50 flags with grommets will be ordered.

The **Motion to Adjourn** the August 9, 2022 Board Meeting was made by Jeff and seconded by Sandy. All were in favor; the meeting was adjourned at 9:04 p.m.

Calendar of 2022 Events:

Tuesday, August 23rd Neighborhood Night Out at the Green Parrot on Main at 6:30 pm

Sunday, September 11 New Neighbor Mixer from 3 to 6 p.m. at Sam & Shawna Nichols'
2319 Benton Way – Family friendly with bounce-house on front lawn

Tuesday September 13 Monthly Board Mtg. at 7 p.m.

Friday, September 16 Care & Compassion Blood Drive

Friday, November 18 Final 2022 Care & Compassion Blood Drive



Board Reports for August 2022

I. President – Jeffrey Katz

A. 17th Street Shopping Center & Storage

The designer has outlined the structural issues that need to be addressed. Minh Thai has designated a member of Planning Department to interface with designer.

B. Traffic Calming Report

No report.

C. Olive Street Alley

I met with Public Works and the hold-out homeowner. There is a go-ahead from PWA; however, currently working with Pedro Gomez in Planning. The driveway requested by the homeowner as a condition to agreeing to close off the alley is not permitted. Working with Planning to get an informal variance.

D. Pods on Victoria Street

Pods were not removed before the concert and remain on front lawn. However, Code Enforcement has cited the owner for (1) broadening driveway beyond permissible width without permit (she has been ordered to return it to previous size); (2) replace new vinyl windows with original wood windows; and (3) rehang shutters. I believe there was a citation regarding landscaping and Code Enforcement *recommended* that the pods be removed to facilitate the return of the landscaping.

II. Sponsorship – Tracy Stein & Mark Rothenberg (1st V.P.)

All checks have been mailed, and as a wrap up for the 2022 awards, we will submit an article for the next newsletter to recognize the winners.

Mark and I met with Patrick to review our 1st VP descriptions in the FPNA Constitution and Standing Rules. We were able to clarify a few items and review some issues we may need to discuss with our committee.

Committee members:

Julie Humphreys
Wayne Suraci
Merle Craig
Gary Barton

III. Beautification Committee - Chris Switzer (2nd V.P.)

- Met with Patrick Johnson, Parliamentarian
- E-blasted 2 times, including the day of the committee meeting, to include as many people as possible.
- Also emailed individuals who expressed a desire to be on the committee.
- We had an excellent turnout – 16 at the meeting and 7 who want to be on the committee and were unable to attend. Nine of the volunteers are new this year.

- Sarah Mae Downie Park/Butterfly Garden – Lead Chris Switzer
 - **GOAL** - to start a volunteer sign-up sheet to maintain the garden – 2 times/ month to keep the garden as good as possible and to meet our agreement with the city not to use pesticide or weed killers.
 - **Action** – a demonstration of the bi-monthly maintenance needed in the park is scheduled for **Wednesday, 8/10 at 8:30 am. Kay, Julie, Cindy, Kathy, and Denise volunteered to assist, and a schedule will be determined.**
 - Large clean ups and plantings to TBD
- Exits and Entrances - Lina Lopez
- Volunteers needed seasonally to plant, weed, fertilize – TBD
 - **GOAL** – to include more neighbors
 - **Action** – it was suggested that we get design ideas from the neighbors via a contest for the area at 19th and Victoria. It is a tricky area given that the tree is deciduous and is very messy when it drops leaves, and the shady area becomes full sun; the tree roots make it difficult to plant; and it very visible to all who enter our neighborhood. More information to follow.
- Lights, Monuments, Etc. – Marc LaFont, Richard Silva, Jerry Gensing
 - **GOAL** – upgrade our exits and entrances to be consistent with a historic district, our safety and to welcome all into Floral Park. Additionally, encourage all homeowners to take pride in their yards.
 - **Action** - Research by the committee regarding monument lights at Santa Clara and Broadway and 19th and Broadway is in process to prepare costs for the budget to be approved by the FPNA board.
 - **Action** – research is occurring to determine if a Floral Park monument can be placed in the center medial of Flower Street near 17th St.
 - Starting a Floral Park Monthly Beautiful Yard Award was discussed. Need to determine the cost and design of the sign that can be used repeatedly and who selects the yard.
 - There was discussion regarding Christmas decorations for Floral Park and this will be researched, and estimated costs presented to the FPNA board.
- Heart Stones – Nanci Zinngarbe and Dave Karaffa
 - Three heart stones were installed in the month of July.
- Tree Committee – Debbie Wolfenbarger

- **Action – it was determined that the dead crape myrtle tree on Bonnie Brae was removed, and one remained.**
- **Action – Debbie will find out when the city plans to replace the oak trees at 2008 Heliotrope Street and 2453 North Park.**
- **Most Beautiful Yard of the Year Award – Debbie Wolfenbarger – no action currently.**
- Open Discussion
 - Lina Lopez was asked to write an article for the Gazette explaining how to care for our trees during the drought.

IV. Care & Compassion – Rachel Moloo

No written report.

V. Membership Committee - Kevin Shuler & Katie Mayberry

Donations

- 2022 YTD Donations: \$12,145
- 2022 MTD for July: \$1380
- New Donors: Judy Bailey
- Penetration: 2022 = 9.84% YTD vs. 2021 = 20.81% for the year.
(61 Donors/620 homes vs 129/620 for 2021)
- 65% of all donations come in using Giving Fuel

New Neighbors

- 2511 North Park – Ryan & Erica Miller
- 1815 N. Flower – Brian & Cynthia Bell (Just moved in a few weeks ago)

Mixers 2022

- September 11th Mixer: Location to be the home of Sam & Shawna Nichols at 2319 Benton Way. This will be a family friendly mixer with a bounce house in the front and standard mixer in the backyard.
- Communication Committee to eBlast and print signs for the event.
- Walk of Lights: Proposed date of Wednesday, December 21st.

Donation Initiatives:

- New neighbor baskets have all been delivered, with a letter explaining the process to get involved and make donations.
- Membership table at every mixer.
- Membership Quarter Page “Membership Drive” ad in the next newsletter. Include donation envelope with a call to action to participate & donate.

Floral Park Neighborhood Association Membership Goals 2022-2023

Establish Membership Committee

- Goals: welcome new neighbors, support membership growth goals
- Meet every other month, focused on new campaigns. Brainstorm creative ways to welcome neighbors, foster community.
- Determine block captains

2022 End of Year Membership Drive

- Update 2021 letters – do door to door mail drops
 - o Gather 5-10 volunteers to do mail drops
 - o Develop updated list of neighbors segmented who have given and not given (reminder letter for past givers, invitation letter for non-givers)
- Phone drive
 - o Set date to call, have pizza/wine
- Neighborhood signs with deadline

2022 – raise final amount \$14,000

2023 – goals TBD. Potential growth goals around both total giving and total number of contributing households.

VI. Social Committee – Jay Joyer

Pacific Symphony Concert

Fantastic turnout (estimated at 300ppl) for a first-time event. Overall reception to the program was positive and the Pacific Symphony did a great job tying its history in Santa Ana into the program.

Next Neighborhood Night Out – Tuesday, August 23 at The Green Parrot Villa

- Well on the way to the required 50 RSVPs needed for this private venue (approx. 40 RSVPs as of Aug. 2 without an e-mail blast being sent)

Fall Concert/Chili Cook-Off – Saturday, October 1

- Planning underway, including a run-of-show that incorporates both events into one and allows for enjoyment of both.

Holiday Event – Saturday, December 10

- Investigating new snow activity: a two-lane snow-covered sled run with no play area to eliminate snowball throwing and slipping for a more enjoyable activity for all ages
- A. DeMark (event chairperson)

VII. Home Tour Committee – Sandy DeAngelis

Home Tour Dates: April 29 & 30, 2023 10 AM- 4 PM

Our next meeting as scheduled will be August 16, 2023, 7 PM, we have new members that are joining, and we look forward to meeting and working with them on the main Fund Raiser for the Association. We are looking for Houses and Gardens (back yard) (guests do not want to pay to see front yards, which are free for the drive by). If you know of a neighbor that would like to participate, please have them contact Sandy, 714-357-8565.

Discussion for board:

Floral Park Flag (Purple with Fleur)
Size?

Single side, double sided?

Walk of Fright

Eliminate categories and just have 5 winners?

Keep categories

Make signs neighbors can keep and put up each year? Or Standard ones we deliver and pick up?

Suggested date for Walk: October 28 or 29 ???

VIII. Historic Resources Committee – Julie Humphreys

As of July 14, 2022, the Final Revised Application for Floral Pak Historic District was completed and re-submitted to SHPO along with a brief cover letter outlining the substantive changes.

The HRC's understanding of the order of process is that, because the NPS sent back the first app to SHPO with "Return Comments," our revised application will be first reviewed by SHPO (which deemed our original application sufficient), then SHPO forwards it back up to NPS with its own cover letter (it will use ours as a guide).

The HRC does not have a current idea as to how long this process will be, but it doesn't expect it will take long for SHPO to turn the application around and flip it to the NPS (hopefully without any further revisions needed from us). The HRC understands that the full SHPO does not need to review/vote/re-hear the matter, and that this is largely administrative at this point. The HRC has had several communications with our SHPO contact and he has been expecting our revised app.

Irrigation Gate

Committee was ready to work on this while waiting for our app to process, only to find out that Jim Taft (homeowner) is out of the country until 8-28. Jim has written to let us know he is ready to move forward, along with landscaping the area when he returns.

Meeting will be scheduled for later this month, when several members have returned from vacation.

IX. Legacy Committee

No written report.

X. Communications Committee – Dave Kosak & Trace Weatherford

Social Media

We added 8 new Facebook followers for a total of 1,388. Our Instagram followers has reached a whopping 3,500 people!

Eblasts

There were 12 eblasts sent during the month of July. New names have been added to both the Home Tour and the Neighbors eblast lists. Home Tour email addresses from the Home Tour director have not been forwarded to the Floral Park Home Tour email distribution list.

Newsletter

The September issue of the Floral Park Gazette is in the works with more great content and is scheduled for delivery in early September.

Website

We have experimented with adding a new calendar format to the page and will be tracking its engagement going forward. A strategic move on our part when the calendar section of the website is one of the sections most often visited. Some interesting notes:

- During the last 30 days the website was visited 1665 times by 1265 unique visitors.
- The website generated \$748 in sales over the same period (driven entirely by Neighborhood Night Out).
- Most popular pages (aside from homepage) were the homes page, the calendar, and Freedom Fest details.
- Sundays and Mondays are the days the site is most visited (roughly 75 sessions a day), while Fridays generally see the least traffic (roughly 35 sessions).
- 69% of our traffic comes from mobile devices (only 26% of users visit via desktop, and 4% on tablets).

XI. Treasurer's Report – Peter Christoffersen

- Submitted S-100 Tax Return (Non-Profit status) to State of CA – certified receipt
- Submitted and received City of Santa Ana Business License valid thru 3/31/2023
- Expenses of \$5,371.08 vs. Revenue of \$2,731.64 – Continued strong financial position
- Met with Patrick Guzman, FPNA CPA, to discuss their concerns regarding IRS and CA State compliance issues for Non-Profit Organizations
 - Topic to discuss – Vendors asking for cash payments to complete a W-9 and issuance of form 1099 at year end
- Reviewed updates for Treasurer's role in "Standing Rules" with Parliamentarian
- 2023 Budget Planning – Will be providing each Board Member with Budget Planning information for their area(s) of responsibility tonight (normally a September meeting item but I am unable to attend the September 13th Meeting)

President's Request – "Role – something that will make a difference"

- More involved with other Board Member's Committees – attend each Committee meeting a minimum of once annually (share the role of Treasurer and ask what we can do to make their actions more effective)
- Establish a Finance Committee before year end 2022

President's Request – "make a difference" - ideas

- Offer every homeowner in Floral Park a Historical designation Plaque for their home
- Share City and/or County services offered for “free” to all neighbors – i.e., Mosquito Prevention Inspections, etc.
- Work with OCSTA to set-up Concerts, Theatrical, Dance performances, etc. available to FPNA as well as invite neighboring neighborhood associations to participate/attend
- Work with Santa Ana “starving” artists to showcase their work at FPNA events – i.e., Home Tour, Social Events, etc.
- Schedule an “Arts Weekend” in our neighborhood for Artists to sell their art (Block off street area and provide minimal display fixtures)
- Free oval Floral Park Bumper Stickers for all FP neighbors
- US Flags lining our streets during certain key dates
- Hold a “FPNA Volunteer Appreciation Event” for all the various Committee volunteers in our neighborhood – Focus: To recognize and thank these individuals for their work.