



Sponsorship Committee Report, September 2024

The next Sponsorship Committee meeting will be held on October 10th 2024 at 7:00pm at 2112 N Ross St where we will receive input on sponsorship guidelines and also review a final draft for a special project grant of \$5,000. There is no sponsorship meeting in September and members have been encouraged to attend the General Meeting on September 12th.

Stephanie Miles, First VP

Beautification Committee Board Report
September 10, 2024

- Sarah Mae Downie Park/Butterfly Garden – Chris Switzer and Beth Hoffman
 - The Wise, Wonderful Wednesday Weed Whackers continues with bi-monthly maintenance.
 - A request to Park and Recreation was made for upgrading the walkways, trimming the large trees and repairing sprinklers.
- Exits and Entrances - Lina Lopez
 - The entrance at 19th/Broadway was weeded and trimmed. Broken plants from the entrance and on Victoria and 19th Street were also removed. Reportedly, the damage was done by a wrong way car.
- Heart Stones –Dave Karaffa
 - No new heart stones this month.
- Tree Committee – Debbie Wolfenbarger and Heather Small
 - Debbie and Heather are waiting for the remainder of the trees we purchased to be planted.
- Yard with Most Curb Appeal – A new committee was formed, and they will carry on with finding new homes.
 - **This information was not available yet.**
- Electrical Box Wraps – a new committee was formed and stay tuned!
- Planting on Broadway
 - A work order with Caltrans was submitted to clean up and trim the ivy in the Broadway off ramp within the next 30 days. Reminders have been sent.
 - The city will be contacted to provide regular “street sweeping” and clean up along Broadway north of Santa Clara. In progress.
- Most Beautiful Yard of the Year Award – a new committee was formed with the focus on more neighbors submitting yards. This only happens in April and information will be given at that time.

Chris Switzer and Beth Hoffman
Co-chairs – Beautification Committee

**Minutes of the Curb Appeal Appreciation Committee
Sub-Committee of Beautification**

Floral Park
August 28th, 2024

Members Present:

David Buster
Debbie Wolfenbarger.
Glenda Fink
Richard Silva

Di Willis
Ramze Jneid
Kevin Wethey
Kevin Islas

Members Absent:

Diana Christoffersen

Upon due notice given and received, the Committee meeting for Curb Appeal Appreciation was held on Wednesday, August 28th, 2024 and began at 7:05pm at the home of David Buster on Flower.

01). The Committee reviewed the following topics: a) objective b) similarity to Most Beautiful Yard c) criterion for selection d) how often this appreciative award will be given out e) awarding homeowners f) sign distribution g) letter writing h)home selection process

A).Objective

The Committee reviewed objective formed last year and revised it as follows: Objective of Curb Appeal Committee is to award two houses, one each month of the calendar year, with a sign that demonstrates the neighborhood's appreciation for helping to upkeep our neighborhood and make it a beautiful place to live.

B).Similarity to Most Beautiful Yard award

The committee reviewed this criticism and has come to the conclusion that while our program holds certain criteria in common, curb appeal recognition does not mirror MBY. The goals of curb appeal are different from those of MBY.

C).Criterion

Homes are identified by the following criteria

- 01) Consistent maintenance/upkeep
- 02) A nice change
- 03) Actively done something different
- 04) Provided a new focal point
- 05) A 'Refresh'
- 06) Homes may not be repeated unless all other options have been exhausted

D).Frequency

The committee has decided to award two houses each month.

E).Awarding Homeowners

Some homeowners have asked: "what do they get?"

- Home owners would receive a sign to place in their yard demonstrating they have been acknowledged.
- Home owners can keep the sign for up to one month.
- Committee members to retrieve signs to reuse for the new award presentation
- Winners to be photographed and be placed in the Newsletter & Online
- The committee thought it would also be nice to award FP stickers for use on their cars

F).Sign Distribution

Homeowners will be awarded with a sign for one full month to be displayed in their yard. This sign to be distributed between the 1st and 3rd of the each month and collected on the last day for the follow month's distribution. Richard has volunteered to be in charge of the signs. He will deliver them, collect them at the end of each month, and distribute them to the new homeowner.

H).Letter Writing

At time the time of sign distribution the homeowners will also receive a handwritten note thanking them. Debbie has volunteered to write the letters.

I). Home Selection Process

A committee member must remain objective in their selection and nominations, unbiased and see potential in a home as it relates to the outlined criterion. Two members of the committee will submit their picks each month after having reviewed their choice options that month from a walk/drive around of the neighborhood.

Home Selection Schedule

October-David &Kevin I.

November- Di & Glenda

December- Ramze & Kevin W.

January- Debbie & Richard

Next Meeting- February 2025

Meeting Adjourned at 8:03 pm

Membership Report

Month of August 2024

Co-Membership Directors: Chris Rosas & Kevin Shuler

Donations:

- August Membership Donations = \$1075
- YTD Donations = \$13,370
- 87 Total Donors to date, of which 73 were recurring donors (84%)

New Neighbors:

- None

Mixers Update:

- Summer Mixer: Sunday, August 25th was a huge success. Thanks to Carolyn Greenberg for hosting!!
- Walk of Frights - TBD
- Walk of Lights - TBD

Donation Initiatives:

- New neighbor baskets: All new neighbors have been welcomed.
- Membership table at every mixer.
- Membership Renewal Letters & Letters/Surveys to non-donors to inspire future donations will be going out in November for the End of Year Membership Drive.

Block Captain Updates:

- All Block Captain positions have been filled.
- Survey Flyers have been delivered, along with three email blasts to solicit ideas for FPNA.
- Block Captains to be introduced at General Meeting
- Block Captain Mixer/Thank you to be scheduled in late September.

Communications Report

eBlasts - 11 Campaigns sent (Block Captain Recruitment, Gazette Update, Membership Survey (3), Summer Mixer (2), Conditional Use Permit Notice, General Meeting (3))

Signs - Ordered generic/reusable neighborhood event signs, ordered overlays for Summer Mixer and General Meeting, ordered custom signs for Fall Concert

FYI - there is a delivery delay problem with the Fall Concert signs. The order got stuck in production after the vendor had an internal payment processing problem last Thursday. They charged me 3x for the shipping upgrade and the order is still stuck. I've talked with them yesterday and today. I don't know if the signs will be here much before mid-week. I let Denise know.

Newsletter/Gazette Update:

Committee consists of – Chris Rosas, Stacey Olson, Trace Weatherford, Jeff Katz, Jason Neidle, Richard Silva and Toni Kimball.

Lots of ideas and suggestions. Worked out a timeline for newsletter submissions, print dates, etc. I will get those created and published as soon as I can.

Group decided to leave advertising prices as is. Majority rules.

Only one more edition for the year and it will be a combo Halloween/Holiday combo. It's gonna be different and kinda fun. I am sure people will complain.

Goal is to have a 20 to 25 page for each edition. Looking for writers and story ideas.

Jason has agreed to manage the layout in the same software that Marc used. We just need help. We need someone to get the "files" for Gazette from him. He won't respond to me so I am not even gonna try. We need this ASAP. Who can get it for us??? Did I say ASAP??

HISTORIC RESOURCES COMMITTEE

BOARD/GENERAL MEETING REPORT SEPT 12, 2024

This is the response received from the city as to the progress of our Monuments.

We've been negotiating final pricing with contractors to get the monument work done. We concluded negotiations last week. All in we are at about 108k now. The original quotes had some exclusions which have now been included. The City team has direction to proceed to issue the notice to proceed. We need about 2 weeks to get through internal paperwork approvals and then we can schedule the work.

We'll let you know when we have a start date.

Thank you,

Rudy Rosas | Deputy Public Works Director/City Engineer

Public Works Agency | 20 Civic Center Plaza | Santa Ana, CA 92702

The City stated they would give us \$100,000.00 toward our Monuments, so it looks like FPNA will need to provide \$8,000.00, toward this project. On the positive side, they have already paid for the bronze plaque, which we thought we needed to pay.

Bev,

Co-Chair