



Sponsorship Committee Report, October 2024

The next Sponsorship Committee meeting will be held on October 10th 2024 at 7:00pm at 2311 Bonnie Brae where we will receive input on the 2014 sponsorship guidelines and also review a final draft for a special project grant of \$5,000. We will also discuss how to effectively spread the word about this grant and finalizing the due date and timeline.

Stephanie Miles, First VP

Beautification Committee Board Report
October 8, 2024

- Sarah Mae Downie Park/Butterfly Garden – Chris Switzer and Beth Hoffman
 - The Wise, Wonderful Wednesday Weed Whackers continue with bi-monthly maintenance.
 - Beth and Chris met the Eric Castelan, the new Park Services Inspector for Parks and Rec. We checked all the sprinklers and removed plants that were blocking coverage. The irrigation technicians will be repairing the broken sprinklers, adding extenders, changing out sprinkler heads and re-positioning soon.
 - Additionally, we identified which areas of the garden were on which system – there are 12 system in the park, so in the future, when we identify a broken sprinkler, we can identify the system.

- Exits and Entrances - Lina Lopez
 - It was determined that November 2 and 11 will be the neighborhood planting days weather permitting. An eblast will be sent out asking for volunteers.

- Heart Stones –Dave Karaffa
 - No new heart stones this month.

- Tree Committee – Debbie Wolfenbarger and Heather Small
 - The last 6 trees we purchased were planted around September 18th.

- Yard with Most Curb Appeal – A new committee was formed, and they will carry on with finding new homes.
 - Homes selected for September were: 2331 Bonnie Brae and 2012 N Ross.
 - Homes selected for October were: 2314 N Riverside and 2107 N Ross

- Utility Box Wraps – Sarah Mae Downie only at this time
 - This committee of 7 met on October 19th. After a good discussion, pictures were selected and 2 of the members agreed to prepare the lay out that meets the specifications needed to print on the wrap.
 - Hopefully, by the next meeting, we will be prepared to show you the design.

- Planting on Broadway
 - On October 2nd and 3rd, CalTrans spent 2 days cleaning the ivy off of the walls and trimming trees along the Broadway off ramp. On the second day, the off ramp closed.
 - The city will be contacted to provide regular “street sweeping” and clean up along Broadway north of Santa Clara. Still in progress.

Chris Switzer and Beth Hoffman
Co-chairs – Beautification Committee

Communications Board Report October

eBlast – All seems to be going fine. No complaints that we have heard of and have even added some folks. Any new requests to be added will require a street address along with name and email. We are trying to cull the list and also make sure only residents are getting our blasts.

We are going to really start pushing people to use the form and to send to FPNA eblast email address. We don't have all of the details for everything and we need whoever is requesting the blast to spell it out for us. We will make it look pretty but you need to write the content. If it doesn't come to the right email address is entirely possible it will get missed. I attached the form for reference. We will make some adjustments to it but this one is fine for now.

Website – Committee has been formed. Members are Jessica Carr, Mason Nakamura, Stacey Olson and Alex Hart. We have had a couple of calls looking at color palette and fonts. Seems trivial but it does make a difference. We are also working on refreshing our logo a bit. Still includes fleur de lis with Floral Park. Just using a different font that is easier on the eyes and easier to read. We should have the basic layout and logo refresh soon. Once we have something we can walk thru we will present to the Board. Then we start on content and automation of things like donations, media sponsors, etc.

The current website is patched up and I am doing my best to stay on it but I need help. If something needs to be posted for anyone you have to tell me. I don't have the bandwidth to chase folks down and ask questions, etc.

Newsletter/Gazette – We are pushing hard to get something out quickly. Trying to get out for Halloween but it is not easy. This is NOT my wheelhouse and it is truly the blind leading the blind. Jason is graciously helping me with layout and I am collecting stories, recipes anything to fill this sucker. I am a reluctant editor 100% as I was not expecting this to fall onto our plate. Worst case is we pivot and just have it be more Thanksgiving and Holiday focused. Our ultimate goal is to create a template for newsletter that anyone one can use and it won't be such a production to produce.

Signs – We are going to probably create a form or some automated process to request a sign. That way you fill out the template and the order gets placed. Depending on the printer we use it may be possible to have someone pick up and drop at one of our houses. Mason and I have not decided exactly how to manage sign storage yet. We have the basic signs and all we need is the details for the lower part of the sign. We are also going to ask the folks that need the signs to set them up and take them down. More coming on this when we figure things out.

eBlast Request Form

Please complete the following form to submit your request for a neighborhood eblast. ONLY forms fully complete will be considered. Once submitted, the Director of Communications will review your content and notify you of its status.

Submission Date: _____

Full Name: _____

Your Email: _____

Mobile Number: _____

Text for eBlast. Be as SPECIFIC AS POSSIBLE: _____

Eblast Schedule (date for the first, plus second/third if applicable):

What type of eblast are you requesting (select all that apply):

- Event
- Meeting
- Announcement
- Other (Please specify):

Date of Event: _____

Time/Location of Event: _____

Content File(s) - Please attach the any relevant file(s), for example, pictures, URL links, .jpeg, .pdf, etc.

Please provide any additional information or instructions regarding this submission. For example, the type of imagery required if none is provided.

Please submit this form via email to eblast@floralpark.com
THANK YOU!



Social Committee Report

October 2024

The next Social Committee meeting is October 17, 2024. The November Social Committee meeting is scheduled for November 12, 2024.

Wrap-Up on Fall Concert

- We will be discussing at the upcoming meeting what went well and what can be improved. We will also honor Suzee Katz and Denise Silva for handling the event in my absence.

Cancelling the Chili Contest for November - too much going on.

Holiday Party

- At the October 17th meeting we will be planning for the Holiday party in earnest. The snow and Santa Claus are reserved. The time of the event will be 4:00 p.m. to 7:00 p.m.

Walk of Frights & Walk of Lights

- **Walk of Frights – October 29th**
- **Walk of Lights - December 22nd**

Proposed dates for 2025 Event Dates

- **Sock Hop with West Floral Park**–Saturday May 3rd
- **Freedom Fest** – Saturday June 28th
- **Fall Concert** –Saturday, October 4th
- **Holiday Event** – Saturday, December 13th

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Floral Park Neighborhood Association

Calendar Social Events & Deadlines

2024

- September 21 - Fall Concert
- October 6 - Pacific Symphony
- October 29 - Walk of Frights
- November 9 - Chili Cook Off
- December 14 - Holiday Event
- December 22 - Walk of Lights

Board Meetings

- August 13 - Julie Humphreys
- October 8 - Allyson Thompsons
- November 12 - TBD

General Meetings

- September 10 - Peter Christoffersens
- September 12 (General) - Assistance League of Santa Ana
- November 14 (Budget) - Assistance League of Santa Ana

- Committee Meetings - To Be Updated

2025

- April 19 - Gala (location TBD)
- April 26 & 27 - Home Tour
- May 3 - Sock Hop (FP and WFP)

- June 28 - Freedom Fest
- December 13 - Holiday Event

Membership Report

Month of September 2024

Co-Membership Directors: Chris Rosas & Kevin Shuler

Donations:

- September Membership Donations = \$2075
- YTD Donations = \$15,445
- 88 Total Donors to date, of which 74 were recurring donors (84%)

New Neighbors:

- None

Mixers Updates:

- Walk of Frights – Tuesday, October 29th. Handled by the Home Tour Committee
- Walk of Holiday Lights – Sunday, December 22nd: Handled by Membership Committee

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.
- End of Year Membership Drive: Article/Ad in Gazette, Flyers, Flags up in Neighborhood, eBlasts.

Block Captain Updates:

- All Block Captain positions have been filled.
- Gazette Distribution in October.
- Survey participation was a huge success. Will do something similar for the Year End Membership Drive 2024.
- Block Captain Mixer & Jan/Feb 2025 Mixer: TBD

Home Tour Board Report

October 2024

The Home Tour Committee is coordinating the Walk of Fright on Tuesday, October 29th. The judging will be on the 26th and 27th.

CATAGORIES ARE:

BEST IN SHOW

MOST ORIGINAL

SCARIEST DISPLAY

BEST USE OF SPECIAL EFFECTS

MOST THEATRICAL

BEST USE OF SKELETONS

We are looking for hosts for the refreshments for the Walk of Fright: 4 north of Santa Clara and 4 South of Santa Clara. Communications is setting up Sign Up Genius for potential treat stops.

The Home Tour is scheduled for the 26th and 27th of April and the homes will be South of Santa Clara. We are looking for Homes and Gardens. Please ask your neighbors (in that area) and let us know.

We have a preliminary brochure "invitation" as well as brochure for potential home owners.

HISTORIC Resources Committee
Board Meeting 10-8-24

This is a response to asking for an update.

“Good Evening Craig and Bev,

We are currently pending final execution on the finance side for the City’s internal processes. I have alerted the vendor already that we are looking to move forward, pending the official Notice to Proceed. I am hoping to get all of this ready to go and get started within the month on deliverables for you and the Floral Park community to see and review. We appreciate the patience and understanding of the community while we complete all of the City processes.

Thank you,

Alex Olmos”

It will be 2 years on 2-2-25, since we were granted our Historic Designation. We have seen celebrations of other neighborhoods getting their neighborhood signs.

We will be asking for an in-person meeting, this week.

Bev Schauwecker, Co-Chair