

# FLORAL PARK

**Monthly Board Meeting Agenda**  
**FPNA Board Meeting**  
**Tuesday, March 12, 2024 – 7:00 p.m. to 8:30 p.m**  
**2220 N. Heliotrope (Peter Christoffersen’s Home)**

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- Attendees:**
- |                         |   |
|-------------------------|---|
| President               | <input type="checkbox"/> Jeffrey Katz         |
| First Vice Presidents   | <input type="checkbox"/> Julie Humphreys      |
|                         | <input type="checkbox"/> Stephanie Miles      |
| Second Vice President   | <input type="checkbox"/> Chris Switzer        |
| Secretary               | <input type="checkbox"/> Angel Barnes         |
| Treasurer               | <input type="checkbox"/> Peter Christoffersen |
| Parliamentarian         | <input type="checkbox"/> Mark Rothenberg      |
| Communications Director | <input type="checkbox"/> Trace Weatherford    |
| Social Director         | <input type="checkbox"/> Allyson Thompson     |
| Membership Co-Directors | <input type="checkbox"/> Kevin Shuler         |
|                         | <input type="checkbox"/> Katie Mayberry       |
| Home Tour Director      | <input type="checkbox"/> Sandy DeAngelis      |

**Call to Order Regular Meeting**

**Approve February 2024 Board Meeting Minutes**

**Public Comments**

- 3 minutes per neighbor and Secretary to read any received correspondence.

**Board Reports and Comments**

	Discussion Topics:	Topic Leader	Time	Notes
1.	Historic Signage	<b>Ed Murashie</b>	15 minutes	City rules/laws have caused the HRC to reconsider its original presentation to the Board. Ed will provide an update.
2.	Scholarship	<b>Stephanie/Julie</b>	3 minutes	Date of Scholarship Event

**Approve Board Reports**

**Old Business**

	Discussion Topics:	Topic Leader	Time	Notes
1.	Care & Compassion – are there any neighbors in need of care or compassion?	<b>Rachel</b>	2 minutes	Identify neighbors who are in need of care or compassion.
2.	Historic District Signage			See above
3.	Electrical Box Wraps	<b>Chris</b>	1 minute	See Chris’ board report for background on delay.
4.	Legacy Award guideline rewrite	<b>Mark/Tracey Stein</b>	15 minutes	Initiate process to rewrite guidelines; by-law committee to convene
5.	2024 Elections	<b>At Large</b>		
6.	Committee Chairpersons	<b>At Large</b>	15 minutes	Identify Committee Chairpersons for Legacy, Arts & Culture, Election and

				Historical Committees for 2024
7.	Website Ad Hoc Committee	<b>Katie</b>	5 minutes	Follow up to last meeting to discuss website re-design initiative – SEE ATTACHED PROPOSAL FROM ETHOS
8.	Traffic Calming Initiative - Flower Street Roundabout	<b>Jeff</b>	postpone	Seeking board permission to request reduced speed limit on Flower.

### New Business

	Discussion Topics:	Topic Leader	Time	Notes
1.	Treasurer's Report	<b>Peter</b>	5 minutes	Approve Treasurer's January Report (See Exhibit B to Compendium)
2.	Ongoing protests in the neighborhood on North Park	<b>At large</b>	10 minutes	FPNA is fielding a number of complaints regarding the ongoing
3.	NeighborhoodUSA Awards			It was announced on 3/8/24 that FPNA is a finalist in the Neighborhood of the Year and Newsletters of the Year categories.
4.	Easter Egg Hunt with SAPD	<b>Allyson</b>		SAPD has asked for support from FPNA on this March 21 event at Fisher Park

**Adjournment** – Motion to adjourn the meeting until next board meeting.

### Calendar Social Events & Deadlines

March 16	-	Garden clean-up
March 21	-	Easter Egg Hunt with SAPD
March 23	-	Chili Cookoff
April 13	-	Spring Mixer
April 29 & 30	-	Home & Garden Tour
May 14	-	Special Election Meeting
May 27	-	Memorial Day Ceremony
June 29	-	Freedom Fest
July 4	-	Independence Bike Parade
September 21	-	Fall Concert

### Board Meetings

<b>April 9</b>	-	<b>Board Meeting Jeffrey Katz 1919 N. Heliotrope</b>
<b>May 14</b>	-	<b>Board Meeting (TBD)</b>
<b>June (TBD)</b>	-	<b>Board Meeting Sandy DeAngelis 2121 N. Victoria</b>

207 N Broadway, Suite A  
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Floral Park FPNA  
Katie Mayberry

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## WEBSITE ESTABLISHMENT

**OVERVIEW** Website Creation and Related Assets

**DETAILS** **UX Design, Planning, Limited Discovery**

- Discovery: review past brand usage, review 2 existing brands/sites
- Clarify needs in terms of shop functionality, logins, volunteer usage, updates, calendar, etc
- Create Design Direction Document, including: existing logo and official variations; official colors with suggestions; design inspiration; font suggestions; design element suggestions
- Develop Sitemap (assumes around approx 40 pages merging 2 sites)
- Develop Wireframe: Homepage (desktop)

**Content Management**

- Create Core Copy Document (with 1-2 rounds of revisions)
- Homepage copywriting in coordination with team
- Additional copywriting to be supplied from FPNA or existing sites

**Brand Expression**

- Logo update (Floral Park and Hometours) – same icon, potentially different text and colors on each (TBD)
- Homepage graphical design
- Secondary page graphical design
- Blog landing page and individual blog design
- Update Brand Guidelines to include items above, colors, fonts, design, etc
- Create various logo files as needed for web, print, etc, and establish asset library
- Supply Brand Guidelines and logo files for future vendor / internal use

**Website Implementation**

- Establish / setup WordPress hosting and necessary plugins (approx 3-5)
- Build site to design specifications above
- Move / implement approx 40 pages across 2 sites, including images, PDFs, etc
- Handle redirects to keep SEO functional
- Setup the existing shop
- Image sourcing and implementation with SEO metadata applied
- Includes Tethos process management, weekly meetings, etc
- Train FPNA representatives on usage. Record training for future use.

CONTINUED >

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## WEBSITE ESTABLISHMENT

### Quality Assurance and Launch Procedures

- Target launch date ~ 6-12 weeks
- Implement proprietary pre-launch and post-launch checklists, including links & orphans check, spell-check, DNS verification, image check, popular browser checks, mobile navigation and reflow checks, blog check, plugin updates & checks, basic security check, integrations check, various functionality checks, https vs http vs www vs non-www check.
- Includes 30 days of maintenance and troubleshooting

### Assumptions

- Hosting and other hard costs (i.e., plug-in expenses) covered by FPNA credit card
- Assumes 1 round of minor changes per implemented web page, 1 round of design changes per page design deliverable, 1 round of changes where not otherwise noted
- Includes 10 stock images if needed
- Assumes one point of contact with your team for approvals, with design reviews and changes/approvals requested within 3 business days

### INVESTMENT

\$11,850

Not to exceed \$5,000 - Jason's time donated + team labor at hard-cost

- \* Assumes slightly longer turnaround time
- \* Some Floral Park advertising/promotion requested, not required

### TERMS

Invoiced 25% on initiation, 25% at +30 days, remainder upon approval of project. Net 30 day terms.

If you have any questions, please let me know. Thank you!

X 

offered by Jason Niedle

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Client's written design approval and/or upon public launch of website notes client's final, formal approval of all work preceding such approval. Any changes from specifications supplied could substantially change scope — and therefore cost — of the project. Client's stated termination, non-payment of deposit, or non-response for more than 15 business days on more than three occasions grants Tethos authority to cancel project. Cancelled projects: client agrees to pay our standard hourly rates for work completed to date. All estimates and contracts are subject to Industry Standards and Guidelines, primarily [W3.org/standards](http://W3.org/standards) with [developer.mozilla.org](http://developer.mozilla.org) secondarily. All supplied materials are licensed, owned, or created by client, and we agree to hold Tethos harmless and agree to defend Tethos on claims of copyright or intellectual property infringement for our supplied materials. The above signature is an authorized representative and indicates acceptance of price and specifications as shown. Signing this authorizes us to begin your project. Tethos is a dba of Calendar Factory, Inc, a California corporation since 2003. Thank you!

Strategy. Creative. Success.