



FPNA Board Meeting Minutes
Tuesday, February 13, 2024
2112 North Ross Street

Board Members:	President	Jeffrey Katz
	First Vice President	Julie Humphreys
	Co-First Vice President	Stephanie Miles
	Second Vice President	Chris Switzer
	Secretary	Angel Barnes
	Treasurer	Peter Christoffersen
	Parliamentarian	Mark Rothenberg
	Communications Director	Trace Weatherford
	Social Director	Allyson Thompson
	Membership Co-Director	Kevin Shuler
	Membership Co-Director	Katie Mayberry
	Home Tour Director	Sandy DeAngelis

The monthly **FPNA Board Meeting was called to order at 7:07 p.m.** on February 13 2023 at the home of Julie Humphreys. All the above Directors attended, with the exception of Allyson Thompson and Peter Christoffersen. We were joined by neighbors Charlie and Wendy Curlin (of Flower Street), and Jessica Carr who invited neighbor Jason Niedle of Ethos, a message-design company.

A Motion to **Approve the January 9, 2024 FPNA Board Meeting Minutes** was made by Sandy. The Motion was seconded by Chris and passed.

New Business:

A Motion to approve the January Treasurer's Report was made by Jeff in Peter's absence and seconded by Chris. The Motion passed.

Committee Chairs

The Board is seeking a volunteer to head the Elections Committee. The President, Second V.P., Secretary and all Director positions will be open this June. The deadline for nominations is the second Tuesday in May.

An e-mail will issue advising neighbors of the elections and open positions. Jeff asked Trace to include an announcement in the March issue of *The Gazette*. Trace suggested that Jeff include it in his column.

Chris nominated, seconded by Katie, Tracy Stein to be Chair of the Legacy Committee.

Mark announced that the Legacy Committee guidelines will be discussed in the upcoming By-laws Committee meeting on March 4. An email will be going out immediately following the Board Meeting (February 14, 2024). All neighbors are welcome to participate in the Bylaws Committee meeting. Mark invited comment from the Board for additions or deletions to the current set of Legacy Committee Guidelines. There was no comment.

Jeff provided an update on behalf of The Historic Resource Committee. Moments before the Board meeting, Rudy Rosas of the Public Works Agency, emailed to the HRC a set of plans for the signage that had previously been discussed. The cost estimates for signage range from \$50,000 to over \$100,000 based upon the specifics of the monuments. Representatives of the HRC will be meeting with the Public Works Agency on February 15, 2024 to discuss details. There is a possibility that the monuments could be completed by Home Tour.

Membership

Kevin and Katie reported that 61 of January's 66 Membership donations came from recurring donors.

It was initially reported that the Spring Mixer, at which the Membership Drive is enthusiastically promoted, had been moved to the weekend of April 13, so as not to fall too closely to the March 16th Pickleball Tournament and the Chili Cookoff a week later. As the Pickleball Tournament is not an FPNA event, the Board determined that it was not eligible for an eblast. Therefore, discussion was held of possibly combining the Tournament and the Spring Mixer so the Tournament could benefit from joint advertising. Membership will be discussing this further with Gene Andres to determine if he could accommodate the request.

Beautification

Chris reported that her Committee has identified 23 dead or distressed trees designated for removal and replacement with new trees which will be selected from West Coast Arborists. The trees have been purchased from the Beautification Committee's budget but will be planted by the City in the month that the trees are ordered.

The Committee has also designated 25 electric boxes which will be adorned with attractive wraps which will be shown first to the City for their approval. Our obligation will be to maintain the electric-box wraps once installed. The Committee is working on identifying the owners of the electric boxes, whether Edison, the City or telecommunication. The Committee is committed to addressing the electric box in Sara May Downie Park as it has confirmed that this box belongs to the City.

Home Tour

Sandy informed the Board she has solicited five homes and five gardens north of Santa Clara for this year's Home Tour which will take place on April 27 and 28 with the Gala Opening Night on April 20. The annual Dumpster Day which precedes Home Tour weekend, will be e-blasted.

Floral Park Website

The ad hoc committee which was established at the January Board meeting, tonight provided a report. Jess Carr reported that, for a variety of reasons, transitioning from Wix to Wordpress would provide Floral Park with greater flexibility with its website. A site on the Wordpress platform would facilitate e-commerce and form/document management. In addition, WordPress allows design and site mobility should we choose to change providers at a later date.

Additionally, Jess recommends that we standardize logos, colors, fonts, etc so that everything Floral Park would have the same look and feel. That would include social media and Home Tour. The ultimate goal for consideration would be to have Home Tour be a micro site within the FP site.

Another discussion point was that we could authorize specific people on a committee to do minor data updates to their page on the FP site, such as adding calendar dates or notes for events pertaining to their respective committees. It would also allow Home Tour, if and when it is rolled into a microsite, to manage the daily updates and reporting that it needs. Since it is time intensive and time sensitive, having these point persons would be preferable to having to pay someone to design a site in Squarespace.

Jason presented a proposal for his company, Ethos, to create the WordPress site. The proposal is extremely generous and he is forgoing his fees. The amount included in the proposal is to cover the cost of his employees. To the extent his employees' fees exceed the proposal, Jason said his company would absorb that cost. The proposal is nearly identical to that which Jeff reported on at the last meeting. The additional benefit of having Jason perform the work is that he is very familiar with the neighborhood, so his design will complement the look and feel of Floral Park.

Lastly, Jason indicated that Google donates \$10,000 in advertising to non-profits, thus, FPNA would qualify.

The Board's vote on the website proposal has been deferred to our March meeting so Sandy can have the opportunity to discuss it with Mason, who has been extremely involved with the Home Tour website. Jess, who has also been involved with the Home Tour website, reported that she has spoken with Mason already. At Home Tour Director Sandy's request, the vote was postponed so that she can receive confirmation directly from Mason that he is onboard.

Communications:

Trace is supportive of the new website proposal and is inundated now that Home Tour has been e-blasted and tickets are available. Marc LaFont has volunteered to be webmaster so Trace can have some experienced assistance. She reminded us that e-blast requests need to be short. If not, the sender understands that Trace will proofread and edit them.

Sponsorships

Julie requested a vote on the ten nominated Santa Ana charities which were vetted and e-mailed to all Board members prior to this meeting and included in the Compendium of Board Reports. It was proposed that each charity receive \$1,000. Katie moved, and Chris seconded, that FPNA donate \$1,000 to each of the ten charities, which passed with unanimous support.

Social

Flyers advertising our annual Chili Cookoff and seeking chef-contestants have been prepared and will be distributed immediately.

A Motion to Approve the Board reports was made by Stephanie and seconded by Trace. The Motion passed by unanimous vote. The Compendium of Board Reports, so approved, are attached to these Minutes and incorporated by reference.

A Motion to Adjourn at 8:25 p.m. was made by Jeff, seconded by Mark. All were in favor.

Location of Future Regular Board Meetings:

Tuesday, March 12 at 7 p.m.	Peter Christoffersen 2220 N. Heliotrope
Tuesday, April 9 at 7 p.m.	Jeffrey Katz 1919 N. Heliotrope
May 14	Location TBA
June	Sandy DeAngelis 2121 N. Victoria

Calendar of upcoming FPNA Events:

TBD	Pickleball Tournament
Saturday, March 23, 2024	Chili Cook-Off
TBD	Spring Mixer
Monday, May 27, 2024	Memorial Day Ceremony
Saturday, June 29, 2024	Freedom Fest
Thursday, July 4, 2024	Bike Parade

Saturday, September 21, 2024 Fall Concert



Board Reports for February 2024

I. President – Jeffrey Katz

A. 17th Street Shopping Center

The architect submitted plans on January 11, 2023. True to its word, Planning completed review with some comments by January 31, 2023. Planning will be calling the Architect this week to set up a meeting to finalize the plans and move on to the Building Dept phase.

The GC still has to secure engineering from the structural engineer before final plans can be submitted to the Building Department.

B. Traffic Calming Report

Nothing to report.

C. Homeless

As a result of our January 5, 2024 meeting with Assemblyman Valencia, the Mayor, CalTrans, et al, it appears that the City will be moving forward with Clean Up responsibilities on the CalTrans portion off of 17th near the 5 and will be billing CalTrans.

Katz is spearheading the creation of SMBA – Seventeenth and Main Business Alliance -- is a collaborative initiative aimed at uniting local businesses, stakeholders, and community members to address pressing issues and foster growth within the intersecting corridors of Seventeenth & Main St. in Santa Ana. The first meeting will convene on February 28, 2024, at 6:00 pm, at The Wooden Floor.

D. Arts & Culture Ad Hoc Committee

Planning underway for the Memorial Day Ceremony.

II. Sponsorship – Julie Humphreys & Stephanie Miles (1st V.P.)

The Sponsorship Committee met last night on 2/9/24 and reviewed the ten nominations for 2024 charitable Awards. The current 2024 Budget allocates \$9,000 for Charitable Awards and \$31,000 for Scholarships. After deliberation and discussion of the ten nominated recipients, **the committee unanimously recommends that \$1,000 be reallocated from scholarships to charitable awards and that the ten nominated charities each receive an award of \$1,000, for a total of \$10,000, with the request**

that the funds be used for services rendered in Santa Ana and/or for Santa Ana residents. This will still leave a significant \$30,000 for Scholarships—our highest amount ever.

The ten nominated recipients were reviewed, vetted (via Charity Navigator/Guidestar), evaluated, and deemed worthy of FPNA support, represent a variety of causes, organizations, and services provided, and are predominantly local and/or small, and include: KidWorks, Friends of the Santa Ana Library, OC Fellowship of Christian Athletes, OCSA Film & Television Program, SoulRapha, OC Children's Therapeutic Arts Center, La Semilla Learning Center, Assistance League of Santa Ana "Soc it to Hunger Program," The Sheepfold, and WISEPlace. Please see attached supplemental report for more details of each of the recommended recipients and the services they provide.

We request that the Board approve the requested grants at the February 2024 board meeting so we can notify the recipients, advertise the grants in the Gazette (and, perhaps, the Home Tour booklet), and invite the recipients to have a table at the Home Tour to provide information about their organizations and solicit additional donations from neighbors and other attendees. Please add this item to Tuesday's Board meeting agenda.

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

- Sarah Mae Downie Park/Butterfly Garden – Chris Switzer
 - This month, the Wise, Wonderful (and WET) Wednesday Weed Wackers cleaned the park one time.
 - On Wednesday, February 14th, Parks and Rec will be delivering mulch to the garden and volunteers will spread it.
- Exits and Entrances - Lina Lopez
 - The roses were trimmed, and weeds were pulled in January.
- Heart Stones – Dave Karaffa
 - Two heart stones have been purchased and completed, but not yet installed per the families' request.
 - The Tom Waggoner family ordered 2 heart stones and they are being made now.
- Tree Committee – Debbie Wolfenbarger and Heather Small
 - A detailed list of tree vacancies and replacement trees was developed by Heather Small.
 - On December 27, 2023, Debbie and Chris hand delivered a check from FPNA to Daniel Rivas, West Coast Arborist. We purchased 23 trees in 25-foot boxes from WCA . Per Arturo Rodriguez, SA Public Works will plant them within a month after the trees have been selected. Debbie, Chris and Heather will be included on the tree selection.
 - The total cost was \$9850.00.
 - *There is no update at this time, but we should have information by the time of meeting of what vacancies will be filled.*
- Yard with Most Curb Appeal – David Buster
 - Our February homes for the Curb Appeal Award is 1919 N Heliotrope and 2395 N Flower.
- Electrical Box Wraps –Chris, Rich Silva and Debbie Wolfenbarger and committee
 - Phone calls with Nabil Saba, PWA and Mike Ortiz, Parks and Rec revealed the following:
 - The city is very excited we are doing this and Nabil hopes “it will become contagious.”
 - We need to find out who “owns” the boxes – ie. Edison, Spectrum, ATT, etc. Mike has a team identifying who owns the boxes and I sent them all our pictures.
 - Mike indicated the City owns the box in SMD Park and we will start with that one.
 - But first, we need a letter between FP and the City stating FPNA is responsible for maintenance on the boxes, which will include graffiti removal and we pay for installation.

- Nabil requested that once designs have been selected and approved by the Board, the City needs to approve them as well.
- Nabil is drafting the letter now and Mike will give us contacts of who the City has used in the past if we need them.
- Planting on Broadway – Jeff, Lina and Chris
 - Lina and Chris met with PWA and explained the trees we want to plant. Juan will get back to us.

IV. Social – Allyson Thompson

The Social Committee held a planning session on February 8th the home of Allyson Thompson at 6:00 p.m. to discuss the logistics for the next event, which is the Chili Festival on March 23, 2024.

Chili Festival – March 23, 2024

Jessica Carr, Joy Rideout and Brian Stoddart are taking the lead on planning the event. Event flyers are going out this weekend. The event will occur on the cul-de-sac at North Park. KC & Helen are hosting a margarita bar in their yard. This event should pay for itself.

Social Sponsorship Packet

As previously reported, I prepared a Social Sponsorship Packet that would allow neighbors and vendors to pay one time to sponsor a number of events. I received some questions and concerns from some of the Social Committee Members. I am going to withdraw the idea of this program for 2024 to give more time to address concerns and develop the program.

2024 Event Dates

- Chili Cook-Off Saturday, March 23, 2024 (changed from March 9th)
- Freedom Fest Saturday, June 29, 2024
- 4th Bike Parade Thursday, July 4, 2024
- Fall Concert Saturday, September 21, 2024
- Holiday Event Saturday, December 14, 2024 (changed from December 7th)

*Historic Designation Kick-Off – when that is scheduled in 2024, the Social Committee is happy to help the Historic Committee in volunteering for this event.

V. Care & Compassion – Rachel Moloo

No written report.

VI. Membership Committee - Kevin Shuler & Katie Mayberry

Donations:

- January Membership Donations = \$2290
- 66 January Donors, of which 61 were recurring donors (93%)

New Neighbors:

- None

Mixers Update:

- Spring Mixer to be held Saturday, March 16th.

- Location TBD (Potentially 2216 North Flower/Christian Gaarenstroom)

Donation Initiatives:

- New neighbor baskets: All have been delivered to date.
- Membership table at every mixer.
- Membership Renewal Letters & Letters/Surveys to non-donors to inspire future donations.
- All FPNA Pride Flags Delivered

Block Captain Updates:

- Three new block captains: Angel Barnes on Victoria, Amy Dawson on N. Park, Amy Miller on Ross.
- Block captains are sending thank you notes for 2023 drive.
- Membership drive exceeded goal for 2023!

VII. Home Tour Committee – Sandy DeAngelis

No written report.

VIII. Historic Resources Committee – Jim Perez and Bev Schauwecker

Erwin, Ed and Janelle will meet with the city on 2-15-24 to discuss progress on signs provided by the City. We have requested that we receive a copy of the bids, by 2-9-24 at the latest so we can share with the FPNA Board for their meeting. We have also asked if the City thinks it is possible to complete this project by 4-26-24.

We are planning a Workshop on Mills act for March. We have a list of neighbors that signed up at our meeting at Rancho.

Mark is looking for a venue to hold about 25 neighbors, with chairs and tables for note taking, etc. IF YOU HAVE SUGGESTIONS, PLEASE CONTACT MARK.

Jeff Katz has asked the FPNA Board for funding for a sign to place on Broadway and Santa Clara. Jeff is interested in getting signage posted so we can celebrate our new status. Jeff was invited to join the January 30 meeting with HRC.

Janelle is obtaining bids to make the wrought iron signs for poles and has made samples of signs with white printing on black background. (request by FPNA Board to reduce the amount of white background).

IX. Legacy Committee - vacant

No written report.

X. Communications Committee –Trace Weatherford

EBLASTS

- Home Tour eblast sent, tickets now available for purchase
- Regular cadence of eblasts re: Home Tour have been programmed leading up to the week of the event
- Wine donation plea eblast sent (with reminders programmed)
- REMINDER: Any eblast request must come to me with the eblast request form filled out

NEWSLETTER

- Deadline is February 13, 2024 as previously communicated
- Hope to have the Sprint Issue delivered to neighborhood by 1st week in March

WEBSITE

- Completely updated including Home Tour/Gala/Wine Garden detail
- Website activity up significantly (i.e., with 173 sessions / interactions in a single day) probably due to Home Tour ticket availability
- Marc LaFont has agreed to be webmaster going forward

SIGNAGE (nothing to report)

XI. Parliamentarian – Mark Rothenberg

No written report.

XII. Treasurer's Report – Peter Christoffersen

Attached is the Financial recap Year-to-Date through end of January.

EXHIBIT A

Supplemental February 2024 Sponsorship Report and Request for Board Approval

The Sponsorship Committee met on 2/9/24 and reviewed the nominations for 2024 charitable Awards. The current 2024 Budget allocates \$9,000 for Charitable Awards and \$31,000 for Scholarships. After deliberation and discussion of the ten nominated recipients, **the committee decided to request that \$1,000 be reallocated from scholarships to charitable awards and that the ten nominated charities each receive an award of \$1,000, for a total of \$10,000, with the request that the funds be used for services rendered in Santa Ana and/or for Santa Ana residents.** This will still leave a significant \$30,000 for Scholarships—our highest amount ever.

The ten nominated recipients were reviewed, vetted (via Charity Navigator/Guidestar), evaluated, and deemed worthy of FPNA support, represent a variety of causes, organizations, and services provided, and are predominantly local and/or small.

We request that the Board approve the requested grants at the February 2024 board meeting so we can notify the recipients, advertise the grants in the Gazette (and, perhaps, the Home Tour booklet), and invite the recipients to have a table at the Home Tour to provide information about their organizations and solicit additional donations from neighbors and other attendees.

The ten nominated organizations are:

1. **KidWorks:** Recruits college students (tomorrow's leaders) to serve at-risk youth and families through licensed after-school programs, tutoring, mentoring, college and career readiness, family services and leadership development. It was founded in Santa Ana 30+ years ago and has been able to significantly expand its programs as donations have increased. <https://www.kidworks.org>
2. **Friends of Santa Ana Public Library:** The Friends are volunteers that work in support of the Santa Ana Public Library. It holds book sales and other events to help raise funds for projects and equipment needed by the library that cannot be funded through the City budget, including providing books for textbook scholarships for teachers, churches, neighborhood little libraries, doctor's offices and books taken to other countries. FOSAPL also funds high school scholarships. <https://www.santa-ana.org/friends-of-the-library/>
3. **Orange County Fellowship of Christian Athletes:** FCA serves to support the well-being and positive development of youth, utilizing the transformative power of sports and Christian values to instill life-changing principles. Their dedicated team of coaches and mentors work to create a safe and nurturing environment for at-risk youth, offering an alternate path away from gang involvement. Through sports programs, character development initiatives, and faith-based teachings, FCA has redirected countless vulnerable youth toward a more positive and fulfilling future. <https://ocfca.org/>
4. **Film & TV Conservatory at the Orange County School of the Arts:** This conservatory teaches students about film and television production as a future career and is one of the few such programs open to high school students, which can lead to admission into the nation's top post-HS film programs. It is funded on donations from parents and outside organizations/foundations but suffers from a lack of funding for newer technology for needed equipment and software programs used in the industry, including updating the sound mixing room software and equipment and iMacs. This donation would be earmarked for such equipment/software. <https://www.ocarts.net/areas-of-study/school-of-fine-media-arts/film-television/overview/>
5. **SoulRapha:** for 20 years, this organization has served to end senior isolation and loneliness for older adults living in aging care facilities and senior communities by, among other things, providing technology

to keep residents connected, sending virtual and physical greetings from the community, producing customized weekly media programming, hosting in-person resident events (classes, games, music, etc.), providing caretaker support, including meals and gifts. <https://soulrapha.org/about-us/>

6. **Orange County Children’s Therapeutic Arts:** For 23 years, Therapeutic Arts has offered healing and support for children and youth with neurodiversity, commonly known as disabilities or special needs. Bordering Floral Park at 2215 N Broadway, its programs utilize art, dance, and music to foster emotional recovery and growth, providing a safe space for self-expression and development. In addition, they work with Santa Ana’s Workforce Development Program to offer youth employment services. <https://www.octact.org/>
7. **La Semilla Learning Center:** Provides free tutoring to Santa Ana elementary students in a faith-based environment which fosters academic growth and strengthens parents at home and in the community. Students get personalized tutor and guidance attention at a 1:3 ratio four days/week, and parents are offered weekly curriculum and education reinforcement, and are equipped for supporting family relationships and interacting with schools. <https://lasemillalc.org/>
8. **Assistance League of Santa Ana (“Soc it Hunger Program”):** The SAAL “Soc it to Hunger Program” strives to reduce food insecurity for vulnerable children and families by operating an emergency food pantry providing food and supplies and operating open air food distribution events. It also partners with the SAUSD to pool resources and amplify impact to ensure that no family goes without. It seeks to expand their monthly distribution through additional donations. <https://assistanceleague.org/santa-ana/philanthropic-programs/soc-it-to-hunger/>
9. **The Sheepfold:** Since 1979, The Sheepfold has endeavored to equip mothers with children suffering from homelessness or abuse for successful independent living so they can live on their own independently and not be tempted to return to their abuser and destructive lifestyle. Its six-month program strives to ease the pain of homeless and abused women and their children, restoring their sense of value and self-worth with the goal of finding employment and establishing them in their own apartment, ready for independent living. During their stay with Sheepfold, coupled with the non-denominational Bible teachings, they receive everything they need free of charge, including home cooked meals, new clothes, all hygiene supplies, children and infant supplies, subsidized childcare, transportation and more. <https://thesheepfold.org/>
10. **WISEPlace:** WISEPlace is the only OC based nonprofit dedicated to ending homelessness for unaccompanied women. Since 1999, it has provided women with safe shelter, and other wrap-around services such as counseling and mental health services, case management and addiction recovery, and employment assistance to help rebuild their lives on a path towards self-reliance. At WISEPlace, the women served often lack the support system of a spouse, significant other, or children; nearly half are disabled, over eighty percent have experienced domestic violence and nearly all have incomes well below the poverty line, all of which put the women served at a greater risk of becoming homeless. In June 2023 WISEPlace broke ground on a new permanent supportive housing development at 1411 N Broadway St. <https://wiseplace.org/>

EXHIBIT B

HOME TOUR

Acct #	Description	2024 Budget	2024 Actual YTD	Over/(Under)
Revenue				
4310	Prepaid Tickets-Cash Donations - # Tickets	\$ 2,000.00		\$ (2,000.00)
4320	Prepaid Tickets-PayPal Donations - # Tickets	\$ 45,000.00		\$ (45,000.00)
4330	Gate Ticket Donations - # Tickets	\$ 25,000.00		\$ (25,000.00)
4350	Home Tour Book Contributions	\$ 6,000.00		\$ (6,000.00)
4360	Collectible Contributions	\$ 5,000.00		\$ (5,000.00)
4370	Vintage Auto Show Contributions	\$ 1,200.00		\$ (1,200.00)
4384	Wine Garden Donations - Pre Event	\$ 5,000.00		\$ (5,000.00)
4385	Hospitality Wine Garden Donations - HT	\$ 7,000.00		\$ (7,000.00)
4387	Opening Night Donations - # Tickets	\$ 18,750.00		\$ (18,750.00)
4388	Opening Night Donations/Silent Auction	\$ 15,000.00		\$ (15,000.00)
		\$ 129,950.00	\$ -	\$ (129,950.00)
Expenses				
5310	Administrative	\$ 8,500.00	\$ 310.00	\$ (8,190.00)
5315	Walk of Fright - NEW	\$ 200.00		\$ (200.00)
5320	Promotional Flyer	\$ 2,000.00		\$ (2,000.00)
5330	Home Tour Book	\$ 5,700.00		\$ (5,700.00)
5335	Docent	\$ 600.00		\$ (600.00)
5340	Collectibles Section Expenses	\$ 500.00		\$ (500.00)
5345	Vintage Auto Show Expenses	\$ 1,200.00		\$ (1,200.00)
5350	Homeowners Costs	\$ 6,585.00		\$ (6,585.00)
5360	Volunteer Appreciation	\$ 800.00		\$ (800.00)
5365	Signage	\$ 800.00		\$ (800.00)
5375	Equipment Rental	\$ 8,000.00		\$ (8,000.00)
5385	Promotional Expenses	\$ 500.00		\$ (500.00)
5388	Mailing Services	\$ 250.00		\$ (250.00)
5390	Misc. Home Tour Expense	\$ 2,000.00		\$ (2,000.00)
5398	Opening Night Expense	\$ 15,000.00	\$ 1,224.41	\$ (13,775.59)
5399	Wine Garden Expense	\$ 8,500.00		\$ (8,500.00)
		\$ 61,135.00	\$ 1,534.41	\$ (59,600.59)

Treasurer's January Month End Comments

* Reimburse Richard Payne Wines \$1,224.41
* USPS Fee for Renewal of Permit \$310.

Home Tour 2024 Activities Recap	
Wine Garden	\$ -
Opening Night	\$ (1,224.41)
Home Tour	\$ (310.00)
Total Impact *	\$ (1,534.41)

SOCIAL

Acct #	Description	2024 Budget	2024 Actual YTD	Over/(Under)
	Revenue			
4920	Social Donations	\$ 6,000.00		\$ (6,000.00)
4935	Chili Cook Off Donations	\$ 2,500.00		\$ (2,500.00)
		\$ 8,500.00		\$ (8,500.00)
	Expenses			
5410	Summer Event - Freedom Fest	\$ 5,250.00		\$ (5,250.00)
5420	Fall Concert Event	\$ 6,000.00		\$ (6,000.00)
5425	Chili Cook Off	\$ 3,000.00		\$ (3,000.00)
5430	Winter Event - Holiday Party	\$ 5,750.00		\$ (5,750.00)
5470	Additional Events	\$ 5,000.00		\$ (5,000.00)
		\$ 25,000.00	\$ -	\$ (25,000.00)

Treasurer's January Month End Comments

SPONSORSHIP

Acct #	Description	2024 Budget	2024 Actual YTD	Over/(Under)
Revenue				
4610	Sponsorships/Endowment Donations	\$ 12,000.00		\$ (12,000.00)
Expenses				
5610	Scholarships	\$ 31,000.00		\$ (31,000.00)
	<i>* Scholarships - Reallocation 2023 Home Tour Tickets</i>	<i>\$ 9,306.18</i>		
	<i>* Scholarships - Reallocation 2223 Wine Garden Net</i>	<i>\$ 22,718.20</i>		
	<i>* Scholarship Funds Paid in 2023 for 2024 Awards</i>	<i>\$ 3,900.00</i>		
5620	Charities	\$ 9,000.00		\$ (9,000.00)
5622	Community Project Funds	\$ 5,000.00		\$ (5,000.00)
		\$ 45,000.00	\$ -	\$ (45,000.00)

Treasurer's January Month End Comments

* Scholarship Funds Paid in 2024 for 2025 Awards	
Susan Hart Estate Scholarship Gift \$1,000/yr. 9 Yrs.	\$9,000

HISTORICAL: SPECIAL PROJECT

Acct #	Description	2024 Budget	2024 Actual YTD	Over/(Under)
	Expenses			
6100	Miscellaneous Historical	\$ 10,000.00	\$ 932.03	\$ (9,067.97)

Treasurer's January Month End Comments

* Deposit for Historic Sign Drawings \$932.03

LEGACY COMMITTEE

Acct #	Description	2024 Budget	2024 Actual YTD	Over/(Under)
5515	Legacy Awards	\$ 2,500.00		\$ (2,500.00)

Treasurer's January Month End Comments

ARTS & CULTURE COMMITTEE

Acct #	Description	2024 Budget	2024 Actual YTD	Over/(Under)
5635	Arts & Culture Activities	\$ 4,500.00		\$ (4,500.00)
5465	Memorial Day Event	\$ 250.00		\$ (250.00)
		\$ 4,750.00		\$ (4,750.00)

Treasurer's January Month End Comments

COMMUNICATIONS

Acct #	Description	2024 Budget	2024 Actual YTD	Over/(Under)
	Revenue			
4210	Promotional Sponsorship Funds	\$ 15,000.00		\$ (15,000.00)
	Expenses			
5210	Printing	\$ 12,000.00		\$ (12,000.00)
5240	Website	\$ 1,500.00	\$ 155.81	\$ (1,344.19)
		\$ 13,500.00	\$ 155.81	\$ (13,344.19)

Treasurer's January Month End Comments

- * Campaigner By Prot Monthly Charge \$67.85
- * Just Host - Renewal Domain Name Registrations (3) \$65.97
- * Just Host - Renewal Domain Name Registration (1) \$21.99

MEMBERSHIP

Acct #	Description	2024 Budget	2024 Actual YTD	Over/(Under)
Revenue				
4110	Membership Contributions	\$ 32,000.00	\$ 2,290.00	\$ (29,710.00)
Expenses				
5110	Printing, Mailing & Distribution	\$ 500.00		\$ (500.00)
5120	New Neighbor Gifts	\$ 1,000.00		\$ (1,000.00)
5130	New Neighborhood Mixers	\$ 1,500.00		\$ (1,500.00)
5135	Block Captain Street Events	\$ 2,400.00		\$ (2,400.00)
5137	Walk of Lights -NEW (Board Approved 1/9/24)	\$ 200.00		\$ (200.00)
5140	Miscellaneous Membership/Membership Drive	\$ 2,200.00		\$ (2,200.00)
		\$ 7,800.00	\$ -	\$ (7,800.00)

Treasurer's January Month End Comments

* 66 Donors with 61 Reoccurring in January

BEAUTIFICATION

Acct #	Description	2024 Budget	2024 Actual YTD	Over/(Under)
	Revenue			
4510	Heartstone Sponsorships	\$ 800.00		\$ (800.00)
	Expenses			
5510	Heartstone	\$ 400.00		\$ (400.00)
5520	Neighborhood Plantings	\$ 4,375.00		\$ (4,375.00)
5540	Miscellaneous Beautification	\$ 600.00		\$ (600.00)
5560	Butterfly Sanctuary/Sarah May Downie Expenses	\$ 4,000.00		\$ (4,000.00)
		\$ 9,375.00	\$ -	\$ (9,375.00)
	Special Projects: Reforestation			
5550	Reforestation Expenses	\$ 10,000.00		\$ (10,000.00)
	Special Projects: Electrical Box Wraps			
5570	Electrical Box Design, Cleaning & Painting (Wrap)	\$ 5,000.00		\$ (5,000.00)

Treasurer's January Month End Comments

CARE & COMPASSION COMMITTEE

Acct #	Description	2024 Budget	2024 Actual YTD	Over/(Under)
	Expenses			
6095	Care & Compassion Committee Expenses	\$ 1,000.00	\$ 109.25	\$ (890.75)

Treasurer's January Month End Comments

* Reissue Sign Cost Check from Old WF Check \$109.25

DONATIONS / CHARITABLE

Acct #	Description	2024 Budget	2024 Actual YTD	Over/(Under)
5624	Board Approved Charitable Donations: Events - NEW	\$ 7,500.00		\$ (7,500.00)

Treasurer's January Month End Comments

GENERAL / ADMINISTRATION

Acct #	Description	2024 Budget	2024 Actual YTD	Over/(Under)
Revenue				
4010	Interest Earned	\$ 2,750.00		\$ (2,750.00)
4150	Floral Park Online Store Donations	\$ 1,000.00		\$ (1,000.00)
4900	Miscellaneous Sponsorships/Donations/Grants	\$ 500.00		\$ (500.00)
		\$ 4,250.00	\$ -	\$ (4,250.00)
Expenses				
6020	Stationary, Postage & Supplies	\$ 750.00	\$ 131.50	\$ (618.50)
6030	General Meeting	\$ 2,250.00		\$ (2,250.00)
6040	Insurance	\$ 6,500.00		\$ (6,500.00)
6050	Admin Storage * (Board Approval April 11, 2023)	\$ 5,500.00	\$ 456.20	\$ (5,043.80)
6060	Professional Services	\$ 1,000.00		\$ (1,000.00)
6070	Bank Charges/ PayPal & Giving Fuel Svc Charges	\$ 2,500.00	\$ 255.77	\$ (2,244.23)
6080	Board Election Expenses	\$ 250.00		\$ (250.00)
6090	Misc. Administrative Expenses	\$ 5,000.00	\$ 169.00	\$ (4,831.00)
		\$ 23,750.00	\$ 1,012.47	\$ (22,737.53)

2024 FPNA Overall Summary	2024 Budget	2024 Actual YTD	Over(Under)

Cash Funds On Deposit as of Month End	Account Balance	Uncleared Funds	Available Funds

Treasurer's January Month End Comments

- * Wufoo.Com Fee for Scholarship Online Tool \$169
- * USPS Postage 199 2023 Tax Donation letters Mailed on 1/25/24 \$131.50
- * Offsite Storage - Extra Space Storage \$456.20

Current Funds Status	
General	\$ [REDACTED]
2024 Sponsorship	\$ [REDACTED]
Total	\$ [REDACTED]4

Total Revenue January	\$ 2,290.00
Total Expenses January	\$ 3,743.97

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Floral Park FPNA
Katie Mayberry

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

X

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 with 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.