



Sponsorship Committee Report, March 2025

The Sponsorship Committee held a meeting on 2/25/25 with 4 people present.

Items discussed included scholarships and community grant applications received. We currently have 70 scholarship applications from 10 different schools, with a deadline of March 7th. Regarding community grant applications it was recommended by the Committee to reach out to the Board to see if any further funding could be made available and of course board approved as all four grants are compelling and worthy of consideration. Funding could come from charitable donations line item or possibly charitable giving from general board budget line. In either case, we are excited to see these four grants come through this new initiative.

We received 4 Community Grants, not including the "Assistees" Community Book Fair which was already approved at the last board meeting- Thank you!

#1 Santa Ana High School Girls Wrestling room upgrades Written by a Santa Ana High School student in the wrestling program. Requesting funds to upgrade the Girl's Wrestling room and sports equipment, as the space needs attention and beautification. This includes creatively displaying the inspirational history of the wrestling program, title banners, stat boards, and a fresh coat of paint. They currently share fitness equipment with several other sports which is difficult at times. **This year they won a historic victory as CIF Southern Section Duals Champions!** Recently featured on ABC7 news and OC Register. **Requesting \$5,000**

#2 "Healing Heroes" is an ongoing program with **Soul Rapha** to connect Santa Ana College nursing and medical students to seniors in our community. These students gain the opportunity to serve while also gaining career literacy in healthcare. Soul Rapha works to combat senior isolation and loneliness through community led programs and inter-generational engagement. **Requesting \$5,000 (Also received a Charity Nomination form from them)**

#3 The HIVE youth program - community garden improvement, expansion and beautification project. The HIVE provides a safe space for children for after school homework help, play, and community. Serves low-income families in the Willard neighborhood. **Requesting \$1,000 (Also received a Charity Nomination form from them)**

#4 Santa Ana Triangle Community Youth Sports and Beatification Initiative, in partnership with Santa Ana Rotary. Provide funds for families with children to afford equipment and costs associated with sports and after school programs. Also providing funds for beautification to improve the neighborhood such as public space flower beds and painting projects which provides opportunities for Floral Park volunteer involvement. **Requesting \$5,000**

**Full copies of all grant applications are available upon request*

Stephanie Miles, First VP

Beautification Committee Board Report
February 11, 2025

- Sarah Mae Downie Park/Butterfly Garden – Chris Switzer and Beth Hoffman
 - The Wise, Wonderful Wednesday Weed Whackers continue with bi-monthly maintenance in the park.
 - The cement pad was laid for the monument and the bench that was there is now in storage until the monument is completed.
 - Mike Ortiz said we can get a another bench before home tour, and I am waiting for him to tell me the cost. Then as a board, we need to decide who will be able to buy it and put their name on it. There have been many requests, so maybe a lottery?
- Exits and Entrances - Lina Lopez
 - On Saturday, March 22 volunteers will be asked to help plant on Santa Clara and 19th St. and help with weeding along North Park.
 - An eblast will be sent out.
- Heart Stones –Dave Karaffa
 - The heart stone purchased last month is still in process. Ray is having problems with his heart mold.
- Tree Committee – Debbie Wolfenbarger and Heather Small
 - Debbie has reached out to the arborists at the city to look at the sycamores on Riverside because they are dieing.
- Yard with Most Curb Appeal –
 - March homes selected were:
 - 2321 North Park
 - Chosen for always being beautifully maintained, including the fountain now filled with plantings.
 - 2010 Greenleaf
 - Chosen for a complete transformation of the “yellow house” previously. New paint, new landscaping, added focal points including the birdbath and bird feeder, and kumquat trees in urns on either side of his entry.
- Utility Box Wraps – Sarah Mae Downie only
 - Jason Niede agreed to help us with this project and all the information was sent to him and he will get back to me with a quote.
- Ivy and trash on Broadway – Beth Hoffman
 - **Overgrowth of vines from Broadway I-5 South Exit**
In addition, we contacted County of Orange Public Works to determine how to complete removal of overgrown Creeping Fig vines from wall behind homes on Riverside adjacent to I-5 Freeway Exit.
*Still waiting for responses.

A Reminder: Cal-Trans closed the exit, and work was completed in September 2024, from majority of I-5 exit pathway (approximately 1,500 feet) yet still incomplete of the remaining 150 feet approaching the Santa Clara intersection. Believed to be a jurisdictional issue, Caltrans left for Santa Ana City to finish. Following our January correspondence with Councilperson Lopez and Public Works Rudy Rojas, there is now an ongoing attempt for clarification between Cal Trans and Santa Ana. Follow-up phone calls have been placed to obtain a plan for creeping fig and trash removal.

Chris Switzer and Beth Hoffman
Co-chairs – Beautification Committee

Communications March Board Report 2025

Sent out eBlasts - total 6

Neighborhood Night Out (4)

Sponsorship Meetings (1)

Communications Update (1)

Preparing eBlast for Neighborhood General Meeting on 3/13. Signs will be up on Friday 3/7.

Social Media has been reviewed and will be discussed at Board Meeting. Did not review X or Threads. I don't have an account with either and do not want one. I mean X is dead in my opinion. No need to really go there. And Threads can auto post anything we post to Instagram if we take back our pages. Discuss further at meeting.

A New [FloralPark.com](https://floralpark.com) Website

A completely redesigned [FloralPark.com](https://floralpark.com) website is coming soon! Through the incredible work of Floral Park neighbor Jason Niede and his team at Tethos, we are just a few weeks away from the rollout of an entirely new [FloralPark.com](https://floralpark.com) website. The new website will feature improved branding and graphics, reorganized information, and the migration of a hodgepodge of technologies and platforms into one that is cost-effective and maintainable moving forward.

The new website will allow your Communications team to offer more frequent updates and more easily integrate newsletter and eBlast content.

A preview of the new [FloralPark.com](https://floralpark.com) website will be presented at the General Membership meeting on Thursday, March 13, 2025. The meeting will be held at the Assistance League of Santa Ana, 1028 W. Second St., beginning at 6:30 pm.

A Neighborhood Focused Newsletter

Our Newsletter team is hard at work on re-imagining our Floral Park Neighborhood Gazette into a more neighborhood-focused newsletter that is easier and less-costly to produce. We still plan to produce a quarterly newsletter, which will bring forth new features as well as the return of some old favorites, for example:

- President's message
- Social Committee updates
- Upcoming events / calendar
- Beautification updates
- Giving/Sponsorship updates (charitable donations to local non-profits, scholarships, and community grants)
- Feature articles (e.g., Home Tour, Scholarship Recipients, etc.)

- Floral Park Neighbor Spotlight on longtime residents
- Local neighborhood news and updates
- "Did you know?" feature with fun facts about Santa Ana / Orange County
- New neighbors, births, and pets
- Return of "The Grapevine" for business recommendations

If you are interested in joining our Newsletter team or contributing content, please drop us an email at communications@floralpark.com

Update on Floral Park eBlasts

Last July, we migrated from the Campaigner platform to Constant Contact to improve eBlast delivery reliability and provide commonality with the platform used for the Floral Park Home Tour. Over the last 6 months, we have aligned distribution lists to reduce platform subscription costs. Hopefully, everyone has noticed the improvement in eBlast reliability. If not, please let us know!

If you know any Floral Park neighbors who are not receiving eBlasts, please forward this email to them. They should be able to click on the button below to generate an email request to be added to the Floral Park Neighbors email list. We just ask that you provide your name and street address, which are used to maintain the list as people move in and out of the neighborhood.

Membership Report

Month of February 2025

Co-Membership Directors: Chris Rosas & Kevin Shuler

Donations:

- February Membership Donations = \$3145
- YTD Donations = \$6065
- 78 Total Donors to date, of which 71 were recurring donors (91%)
- Valentine's Day Membership Flower Promotion: 61 Orders with a net profit of \$450.

New Neighbors:

- None

Events & Mixers Updates

- February Valentines Day Gram Donation Drive: \$10/per gram. One free gram if sign up for a Recurring Donation.
- Spring Mixer – Sunday, March 23rd 3pm to 6pm. Location still TBD.
- Summer Block Mixers to be determined by individual block captains.
- Fall Mixer August 24th from 3-6pm

Donation Initiatives:

- New neighbor baskets: All new neighbors have been welcomed.
- Membership table at every mixer.
- Membership Donation Invitation Letters to go out in 1st Quarter to all neighbors who have not ever donated. Information, Challenge, Survey why they do not donate, and guilt.

Block Captain Updates:

- Gazette Delivery. We need to put them to work!
- Summer Block Mixers Planned
- Block Captain Happy Hour in April/May