

## **Communications Board Report May 2025**

### **Website (FloralPark.com)**

- Updated events calendar through the end of 2025
- Set up May 17<sup>th</sup> Sock Hop event for electronic ticket sales
- Updated Board-login portal with 2019-2024 agendas/minutes and 2020-2025 budgets; Britiny is looking for a few missing items
- Created sponsorship online payment form for electronic payments
- Investigated costs for various repository solutions (Google Drive, Dropbox, etc.); currently evaluating to make a final recommendation to the Board
- Pending are eBlast and Sign Overlay online request forms on Board-login portal

### **Social Media (Facebook, Instagram, YouTube)**

- Contacted Marc LaFont regarding FPNA Facebook accounts
- Facebook and BlueSky are ready to go - membership will be limited to neighbors only
- Further discussion about Social Media at the June Board meeting

### **eBlasts (Constant Contact)**

- 19 eBlasts sent since April Board Meeting (5 Elections, 5 Sock Hop, 1 Home Tour, 3 Neighborhood Cleanup, 1 Beautification, 4 City Most Beautiful Yard)

### **Newsletter/Gazette**

- The completely revamped Spring Newsletter was sent to the printer May 8<sup>th</sup>. It should be ready for distribution the weekend of May 16<sup>th</sup>.
- Huge shoutout to Stacey Olson and Jess Carr, who did a bunch of heavy lifting to get the newsletter redesigned, formatted, and across the production line.
- Also thanks to our writers: Jess Carr, Mason Nakamura, Summer Taylor Martinez, Ed Trotter, Alison DeMark, Denise A. Silva, Alex Hart, and the Board members for their contributions to the newsletter.

### **Neighborhood Signs**

- Overlays will be ordered for rescheduled June 14<sup>th</sup> Scholarship/Charity Awards Presentation

## FPNA Beautification Committee Board Report

- 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.
  - All planting has been completed for the season.
  - At our last FPNA board meeting, we decided to advertise to the neighborhood that a bench will be available in SMD. *Discussion please – when should we start the and end the “lottery” and how should we publicize it? Eblasts, Instagram, FB, fliers? If the newsletter/Gazette has not gone out, maybe publish it there or wait until the next one?*
- Exits and Entrances - Lina Lopez
  - No updates – exits and entrances looking good.
- SMD Park Heart Stones – Dave Karaffa
  - The heart stone purchased last month is ready to be installed.
- Tree Committee – Debbie Wolfenbarger and Heather Small
  - Debbie has reached out to SA City arborists to look at the sycamores on Riverside because they are dieing.
  - Chris sent pictures of all the sycamores that are in distress and 2 that should be removed.
  - We have also asked City Arborists to examine Italian Cypress on North Park Cul-de-sac where three have recently died. This loss includes one tree that was mature (25 feet tall).
- Yard with Most Curb Appeal – Diana Christoffersen and Kevin Islas
  - 2300 N. Park (north of Santa Clara)  
Reason: This “secret” garden leads one right into a fairy tale. On the right, the twisted and low reaching branches of the live oak create a deeply shaded magical forest, while on the left lies a sunny formal English garden with manicured paths and a fountain as a focal point. The garden perfectly suits the old-world style of the home. Most amazing is the consistently tidy upkeep which can only be a major feat under that giant oak.
  - 2216 N. Flower (south of Santa Clara)  
Reason: The contemporary update to both the home and garden was done with such effective results. The perimeter fence, front door and driveway gate coordinate well with their repeated modern horizontal lines. The offset large polished concrete squares leading from the street to the front door are set in tidy gravel and paralleled with trees and slab stone benches, all surrounded with plantings that are simple yet support the design concept. Overall, just well done.
- Santa Ana Most Yard of the Year Award – Diana Christoffersen, Linda Chapel and Chris Switzer
  - Twenty-four yards were submitted this year – the most ever.
  - The winners are 2031 N. Ross Street, 1919 N. Heliotrope Drive and 2341 Bonnie Brae.
- Utility Box Wraps – Sarah Mae Downie only
  - Jason Niedle agreed to help us with wrap project, all information was sent to him, he will get back to us, but we are still waiting for the cost quote.
  - Marc LaFont reached out and is also working on a design for the box wrap.
- Santiago Creek Meeting – Beth Hoffman
  - Lou Correa’s office reached out to us regarding a meeting. The meeting is Monday, May 12 at 6:00 at Santa Ana College, Dunlap Hall, Room 101, 1530 W 17<sup>th</sup> Street.

Submitted by:

Beth Hoffman and Chris Switzer

Beautification Co-Chair



## **Social Committee Report**

**May 2025**

The Sock Hop is scheduled for this Saturday, May 17<sup>th</sup>. We need to boost ticket sales, so please spread the word. We are allowing day of ticket sales and open ticket sales on the Floral Park website all the way through to the event.

Two neighbors will be running as co-chairs of Social in the coming year. They are incredibly talented and passionate about the role and will make an incredible fit for this busy position. Freedom Fest is next month. I personally will be completely out of pocket due to a medical issue. Tracey Stein and Brian Stoddart are co-chairing the event.

The Fall Concert is scheduled for September 27<sup>th</sup>. The theme is Latin Fusion and the music is featuring Santana.

### **Dates for 2025**

- **Freedom Fest** – Saturday June 28<sup>th</sup>
- **Fall Concert** –Saturday, September 27<sup>th</sup>.
- **Holiday Event** – Saturday, December 13<sup>th</sup>

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# Membership Report

Month of April 2025

Co-Membership Directors: Chris Rosas & Kevin Shuler

## Donations:

- April Membership Donations = \$2045
- YTD Donations = \$10,410
- 85 Total Donors to date, of which 74 were recurring donors (87%)

## New Neighbors:

- 2332 N. Riverside Drive: New Owners TBD

## Events & Mixers Updates

- Summer Block Mixers to be determined by individual block captains. First one already completed on North Park (Cinco de Mayo/Tacos and Tequila!)
- Fall Mixer August 24<sup>th</sup> 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 2nd Quarter to all neighbors who have not ever donated. Information, Challenge, Survey why they do not donate, and guilt.

## Block Captain Updates:

- Captains completed two flyer distributions.....one for elections and one for dumpster day.
- Summer Block Mixers being planned.
- Block Captain Happy Hour in June.

## Floral Park Home and Garden Tour – 2025

### Board Report 5/13/25

The Home and Garden Tour began with an overcast sky and, at about 10 am, we had a downpour which lasted about 15 minutes. It was amazing that guests continued to come and tour the homes and gardens – we do have a resilient following and incredible docents and team members. I heard amazed remarks, but everyone kept their good spirits and positive attitude.

It is amazing that with overcast and rain, we were only down by a little over 100 guests.

The homes and gardens were exquisite and diverse; the vendors were incredible and there were several new vendors. The cars were beautiful the owners were on hand to give details and tell stories and share adventures.

And, financially, the Tour was a total success as was the Wine and Beer Garden and the Gala. Peter has the numbers.

We are very excited to welcome Wendy Curlin and Jeanette Mustafa as the head of the Docents, as well as Eric Finley who took over the Home Tour Booklet and Sponsorships. What an awesome job they did!

We welcome any new members to the Home Tour Committee. Please call Sandy if you have questions or are interested in being part of the team.

# **Floral Park Neighborhood Association Sponsored Events & Activities 2025**

## **Neighborhood Social Events & Activities**

May 17	-	Sock Hop (FP and WFP)
May 17	-	Dumpster Days; E-blasts scheduled
June 14	-	Scholarship/Charity Awards Ceremony -Trotter/DeAngelis home 3:00 pm – 6:00 pm
June 28	-	Freedom Fest
July 20	-	Time TBD; Jazz Concert; Arts & Culture, Victoria Dr.
August TBD	-	Outdoor Film In The Park; Arts & Culture
August 24	-	Neighborhood Mixer: Jessica and Joys 2341 Bonnie Brae
September 7 <sup>th</sup>	-	Arts & Culture; Symphony in the Park; Victoria Dr., 5:00pm
September 13	-	Fall Concert
October 26	-	Halloween SPOOKtacular
October TBD	-	Walk of Fright
December 13	-	Holiday Event
December TBD	-	Walk of Lights
December 20	-	Menorah Lighting – Katz Home/Heliotrope

## **Board Meetings: Monthly 2<sup>nd</sup> Tuesday 7-8:30PM**

May 13 :	-	<b>SPECIAL ELECTION MEETING 6PM-7PM BOARD MTG 7PM to 8 PM Chris Switzers 2462 N Riverside</b>
July 8,	-	<b>Transition Board Meeting:</b> Jessica Carr, 2341 Bonnie Brae
August 12,	-	Peter Christoffersen, 2220 N. Heliotrope Dr.
September 9,	-	Julie Humphreys, 2112 N. Ross St.
October 14	-	TBA
November 11	-	TBA
December	-	No Meeting

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**General Neighborhood Mtgs – Quarterly 2<sup>nd</sup> Thursday 6:30-8:00PM**

- |                     |   |                                                                 |
|---------------------|---|-----------------------------------------------------------------|
| <b>March 13</b>     | - | <b>Assistance League of Santa Ana</b>                           |
| <b>June 21</b>      | - | <b>Scholarship/Charity Awards Ceremony, DeAngelis/Trotter's</b> |
| <b>September 11</b> | - | <b>Assistance League of Santa Ana</b>                           |
| <b>November 13</b>  | - | <b>Assistance League of Santa Ana</b>                           |