

**FPNA Beautification Committee Board Report**  
**August 12, 2015**

- 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 Historic District Monument is almost completed.
  - Regarding the lottery for the bench at Sarah Mae Downie Park, we have 6 families who have asked to be entered into the drawing during our August meeting. The lottery closed on July 31.
  - Parks and Rec have been notified that we need the old bench replaced and the new bench ordered.
- Exits and Entrances - Lina Lopez
  - A substitute company sent by PWA to clean the 19<sup>th</sup> Street/Broadway entrance butchered it instead. The City was very apologetic and will replace plants we lost.
  - We met with Juan Ixta regarding the Flower Street area and Santa Clara exit. At Santa Clara, the City agreed to remove the dying jasmine, improve the soil and replant this area in the fall.
- SMD Park Heart Stones – Dave Karaffa
  - One heart stone purchased several months ago will be installed when the construction is completed.
- Tree Committee – Debbie Wolfenbarger and Joseph Rodriguez – new co-chair
  - They are actively working with West Coast Arborists to plant soon.
- Yard with Most Curb Appeal – David Buster – a new committee was formed and met to organize the next year
  - Selections for August are -
    - South of Santa Clara - 2144 N Greenleaf
    - North of Santa Clara - 2311 N Riverside
- Utility Box Wraps – Sarah Mae Downie only
  - New committee members were added, and they will meet the last of August.
- The following committees are new and will meeting soon:
  - Researching placing more trash cans in our neighborhood
  - 100 Year Birthday Celebrations for homes
  - Holiday Decorations
  - Maintain and paint lampposts

Submitted by:  
Beth Hoffman and Chris Switzer  
Beautification Co-Chair

## **Communications Board Report**

### **August 2025**

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

- Updated events calendar information for Fall Concert
- Updated Board Documents portal with May minutes and July agenda/board reports
- Debugging issue with TheEventsCalendar incompatibility causing assigned table seating not to work properly; evaluating alternate calendar/event solution
- Evaluating various repository solutions (Google Drive, Dropbox, etc.) to make a final recommendation to the Board
- Pending are eBlast and Sign Overlay online request forms on Board-login portal
- Pending are SmugMug gallery updates for recent events (Scholarship/Charity Awards, Freedom Fest)

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

- Pending is a future discussion about Social Media

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

- 11 eBlasts sent since July Board Meeting (2 Neighborhood Security Advisory, 3 Jazz at the George, 1 Beautification, 1 Park Bench Lottery, 1 ALSA Assisteens Community Drive, 1 WFP Casino Night, 1 Upcoming Events, 1 Neighborhood Mixer)

#### **Newsletter/Gazette**

- The Summer Newsletter is underway – Scrambling as stories promised not delivered
- Jim and Sue Stewart have assisted with a newsletter article
- Perhaps drop publication to 3 times a year - Already a “full time” job
- Should have enough sponsorship to pay for 2 issues - evaluating

#### **Neighborhood Signs**

- Overlays ordered and will be posted for August 24<sup>th</sup> Neighborhood Mixer

# Membership Report

Month of July 2025

Co-Membership Directors: Chris Rosas & Kevin Shuler

## Donations:

- July Membership Donations = \$1390
- YTD Donations = \$14,830
- 89 Total Donors to date, of which 82 were recurring donors (92%)

## New Neighbors:

- No Closings in the month of July

## Events & Mixers Updates

- 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 3<sup>rd</sup> Quarter to all neighbors who have not ever donated. Information, Challenge, Survey why they do not donate, and guilt.

## Block Captain Updates:

- None

## Home and Garden Report

August 2025

A transition meeting of new members to the Committee as well a core group met on 8/5/25 to start the planning for Home Tour 2026 as well as be sure new members were up to speed and knew each other.

We still need a Communications Manager to work with Mason and handle the email blast via Constant Contact.

We also need a Docent Coordinator

New Members of the Committee are:

Wendy Curlin – CO Chair of the Home Tour Committee

Carl Jordan – Wine and Beer Garden

Alison DeMark – Gala event

Allyson Thompson – Food at the Home and Garden Tour

Eric Finley – Branding and Marketing

Home Tour will be April 25 and 26, 2026

Gala will April 18, 2026

Wine Garden will be at 2410 North Park Blvd

We will be North of Santa Clara this year

## **Social Committee Board Report**

**August 2025**

### Floral Park Historic District Dedication

- Supporting subcommittee on event
- Concerned about proposed 9/21 date which is the Sunday before the Fall Concert

### Fall Concert September 27, 2025

- 'Noche de Fuego' Yucatan Peninsula Resort Theme
- Santana cover band booked
- Folklorico dancers from OCSA in process
- Working on street closure permits
- Table reservations online soon
- New this year – trying to plan “Fiesta Lounge” open seating under a cabana with BYO chairs and blankets
- Possible tequila tasting and margarita bar

### Arts & Culture Subcommittee

- Jazz at the George concert was excellent
- Coordinating on possible tree lighting ceremony to kick off holiday season
- Possible foreign film screening

### Holiday Party December 13, 2025

- Snow, horse carriage, and Santa reserved
- Other elements to be worked on after Fall Concert