

Floral Park Neighborhood Association

Scholarship Committee Report – October 2025

Sponsorship Updates

Our next Sponsorship Committee meeting is scheduled for Thursday, October 23rd, 2025, at 7:00 pm, located at 2112 N. Ross Street. Committee members will have the opportunity to brainstorm new ideas and suggestions, which may include updating our scholarship criteria and refining the application review process. We will also discuss how we might redirect available funds to support local teachers through dedicated scholarship opportunities.

Denise Byrd, First VP

FPNA Beautification Committee Board Report
October 14, 2025

- Sarah Mae Downie Park/Butterfly Garden – Chris Switzer and Beth Hoffman
 - The Wise, Wonderful Wednesday Weed Whackers continue with bi-monthly maintenance in SMD Park.
 - New SMD Park bench and original dedication bench are installed adjacent to FPNA Historic Marker.
 - Sprinklers repaired by CoSA Parks and Rec, all adjusted for cooler fall temperatures.
 - Prep and clean-up for Historic Designation Celebration scheduled for October 26, 2025.
 - Light post was repaired by CoSA Parks and Rec for a short in electrical wires.
- Exits and Entrances - Lina Lopez
 - Broadway/19th Street entrance has new (revised) larger letters for “Historic Floral Park”.
 - Flower Street area north of 17th Street to be routinely maintained by COsA.
 - Santa Clara/Broadway and 19th street plantings to be refreshed with November seasonal plantings.
- SMD Park Heart Stones – Dave Karaffa
 - No new heart stones this month.
- Tree Committee – Debbie Wolfenbarger
 - 15 Replacement trees all purchased, will be installed in the next few weeks.
 - Invoice from West Coast Arborists is forthcoming.
- Yard with Most Curb Appeal – Diana Christoffersen and Chris Switzer
 - September
South of Santa Clara -- 2028 Victoria
North of Santa Clara -- 2445 North Park
Both properties feature classically traditional stately homes complimented by understated, but always meticulously maintained landscaping. On both properties, clipped boxwood hedges formally define walkways to the front door and huge mature trees (two massive deodara cedars on the lawn at 2028 N. Victoria and a large oak in the parking strip at 2445 N. Park) and an expanse of lawn with simple floral plantings bring a sense of serenity. Both homes are always lovely to look at!
- Utility Box Wraps – Sarah Mae Downie Park wrap is designed and has Board approved.
 - SMD Park Box Wrap Installation expected completion by October 26, 2025.

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

Communications Board Report

October 2025

Website (FloralPark.com)

- Much time spent dealing with a host/domain reputation blacklist issue which affected email to/from gmail and has resulted in the website being offline on multiple occasions. May have to investigate a new email hosting platform.
- Updated Board Documents portal with October Board Meeting agenda/board reports, and September Board Meeting minutes
- Added Monument Dedication, Bylaws Committee and Scholarship Committee meetings to the Events Calendar. Updated the location of the October Board Meeting and the Walk of Frights event.
- Fall Concert table reservations sold out on 9/7/2025, approximately 2 weeks after sales started. We will be moving off TheEventsCalendar to a new calendar/event solution over the next few months, as the current solution is incompatible with other website software plug-ins.
- Online eBlast request form, Sign Overlay request form, SmugMug gallery updates, and repository solution evaluations are still in work.
- Shared email addresses need to “sign off” when sending emails so everyone knows who sent it vs just communications, etc. I got a complaint about that and wanted to share. When you see an email from communications whoever sent it will sign off as Jess or Mason. Sometimes I sign us both bc we agree on the on the response that was sent.
- Best not to assign names to the Board email addresses in your address book. For example, send to communications, etc vs Jess or Mason. This also confuses recipients when they see something sent from Mason because he is the name associated with the email address in their address book when it really came from me. So for Board addresses do not associate names with an email address just send to the Board position. This will also help not sending emails to personal email addresses. If I/we need to see something about FPNA send to communications or eblast or newsletter vs sending to my name or Mason’s name as 9 times out of 10 it ends up in my personal and it will get lost. This keeps all the emails in the correct inbox.

Social Media (Facebook, Instagram, YouTube)

- Pending is a future discussion about Social Media

eBlasts (Constant Contact)

- 11 eBlasts sent since September Board Meeting (1 Fall Concert, 1 General Meeting, 2 Walk of Frights Drink/Snack Stations, 1 Elections Committee, 1 Bylaws Committee, 1 Scholarship Committee, 2 Home Tour Recruitment, 1 PreserveOC Tours Advisory, and 1 Historic Monuments Dedication)

Newsletter

- Production of the Fall Newsletter is in work. Writers and topics are needed, as always.
- Need articles from: Social (next event), Beautification (Curb Appeal for October and November, Walk of Frights (article, map, decoration contest), Membership (?)

Neighborhood Signs

- Signs posted for the September 11th General Membership Meeting
- Ordered overlays for the November 13th General Membership Meeting.

Social Committee Board Report

October 2025

Fall Concert September 27, 2025

- 'Noches de Fuego' was a big success!
- Band and dancers were well received
- About 55 tables purchased
- Over \$300 in donations to Social Committee received

Floral Park Historic District Dedication

- Sunday, October 26, 3:00-5:00
- Planning for about 100 people
- Light refreshments to be available

Tree Lighting Ceremony

- Proposed for Sunday, November 30 to kick off the holiday season
- Looking for alternative to large tree at Sarah May Downie Herb Garden because City contact is non-responsive
- Estimated \$2,500 budget for lights and installation/removal (lights to be kept in storage for future use)

Holiday Party December 13, 2025

- Snow, horse carriage, and Santa reserved
- Committee meeting 10/23 to plan additional details

Taste of Floral Park

- Preliminary planning for possible event in Spring 2026

Freedom Fest 2026 and Fall Concert 2026

- Brainstorming in progress

Membership Report

Month of September 2025

Co-Membership Directors: Chris Rosas & Kevin Shuler

Donations:

- September Membership Donations = \$2100
- YTD Donations = \$17,895
- 91 Total Donors to date, of which 84 were recurring donors (92%)

New Neighbors:

- 520 W. Santa Clara – Nathaniel & Michelle Taleon

Events & Mixers Updates

- Walk of Frights: Wednesday, October 29th. Drink stations have been identified, and judges secured.

Donation Initiatives:

- December Membership Drive! Personalized letters to past donors, and never donors. Incentive for new 2025 Donations/Home Tour Ticket? Block Captain Involvement where possible.
- New neighbor baskets: All new neighbors have been welcomed.
- Membership table at every mixer.

Block Captain Updates:

- Nothing to report.