



Meeting Minutes

6:30 PM, AUG 17, 2011 | Location: Eskaton Monroe - 3225 Freeport Boulevard

Attendance

6:35pm Call to Order

Board Members in attendance...

- **Mark Abrahams**, President, Events Chair
- **David Celeste**, Vice President, Transportation Committee Chair
- **Casey Marshall**, Secretary
- **Paula Swayne**, Treasurer
- **Steve Belzer**, Chair, Commercial Revitalization Committee
- ~~**Kate Dadey**, Picnics and Flicks Chair~~
- **Carmen Doonan**
- **Robert Florida**
- **Jon Jensen**, Chair, Land Use Committee
- ~~**Karen McBride**, Chair, Membership Committee~~
- **Jill Booth McDonnell**
- **April Meszaros**
- **Armand Vattuone**
- **Scott Rose**, Chair, Communications Committee
- **John Schade**

Treasurers Report:

Paula motion to approve report as is. Accepted unan.

Audience Comments/ Items not on the Agenda:

Shell Culp (Smooth Transitions - Moving for Seniors) Presented Village concept for our area. Wanted to see if this would be a viable resource for our community.

Sacramento Press - rep. Aaron Davis brought to our attention that we can post our own articles on Sac Press.com Copy editing service is available too and is free.

President's Report:

Mark - Comments on community appreciation of LPCA efforts, i.e. Letters from the public (Handwritten approval of LPCA from Mr. Yee). Focus on next Picnics and Flicks. We have one month to prepare for it. We should admire the passion of the Oak Park speakers at last night's city council meeting. They united and stood up for their community. Study funds approved at city council meeting for Freeport Blvd. bike path. LPCA should stay out front on this issue.

Committee Reports 7:00pm

■ **Sacramento River Crossings Update**

Broadway bridge or North Bridge. Mark is working with city official. Jon commented on Marks impact with his study and interaction with the Bridge development. Our voice is making a difference.

- **Commercial Revitalization - Steve B.**
- Sun Flower Market Place Update - Interior demolition is complete. Storefronts are now part of the bigger space. Waiting for the BLDG permits for the exterior for loading docks in rear. Possibly a roll up door, with down ramp. May cause issues with late night delivery of goods. Night loading may invite employee's to congregate and "loiter". In by April/ early summer.
- Hollywood blvd-south of Raley's, where Rite Aide used to be...a Dollar Store may be going in that area. our contact Fritz Brown. Improvements might be in store for that area.

■ **Communications - Scott Rose.**

- Website Training - Our constant contact account is now active. We have templates to use. The last piece that needs attention is the public List Serve. The new service may allow the option to "reply only" vs. "reply all". We need to activate our website more with more updates and community interaction. We may need a person to take control of website PR. Constant Contact may be a solution. We receiving about a 60% read rate from this. What to do with posting website notices, newsletters, minutes, agendas etc? Scott may need a vice chair to support him.
- Newsletter. We may be able to get it to pay for itself. It is delivered to 8500 people. We need to have more articles written by more than Mark. A quarterly would be nice. Feasible? Ideas: How they are doing at Sun Flower, the Bike Lanes, Home Tour may need a post card. Each post card may need to be dedicated to one topic. Maybe two newsletters a year and postcards in between, 3 newsletter at most.

■ **Events - Mark A./ April**

- Picnic & Flicks August 12th report we may want to purchase A frame signs from "Fast Signs" for next event eve advertisement.
- Upcoming Picnic & Flicks September 17th Update
- Home Tour Report It's coming together. 7 homes and the Fire Station on Broadway. The press releases are out. Signs are taken care of. The donations are coming in pretty good around 8,000. If we sell 600 tickets we may make close to \$20,000 with \$2500 in expenses. An LPCA committee will determine how proceeds are distributed to schools. April is organizing docents for houses. We need 70 or 80 docents. Hoping board members can do one or two, 2 hours shifts. - April - "will local vendors and sponsors have the opportunity to advertise or have a table during the event. SMUD? NWLP? Greater Broadway Partnership. 10am to 4pm on September 25th is the date!

■ **Land Use - Jon**

- NWLP. The development committee has made some additions and changes to the park. They have added more features that are "nice". In some form or another the NWLP has met our objections in some way or another. The Upper Land Park group is happy with the proposed traffic circle @ McClatchy and 5th. NWLP (Ranch Capital) has supplied the funds for this-25K.
- Z11-077, 980 3rd Ave. Request to convert an existing detached garage into a larger detached garage with second story unit.
- P11-052, 515 Broadway Request for special permit to allow existing medicinal marijuana dispensary, NorCal Alternative Healing, in heavy

commercial (C4) zone. Extension to September 19th. GBP is looking to comment to have owner improve the premises. Maybe LPCA works together with GBP to chime in on improvements.

- Permit application - 980 3rd Ave. - enlarged garage and second story apt. Does LPCA step in if adjacent neighbors do not speak up to issues concerning architectural context. If we are going to have a position we must have architectural guidelines.
- Permit application - 515 Broadway - continuation of existing marijuana dispensary
- Sunflower Mkt, Brew pub @ 1730 Broadway
- AIA Discussion of Complete Streets we should include SAFE in our discussions.
- Change of meeting date to second Tuesday on alternating months. Works for everybody.
- Brew Pub owner is on the board of the Greater Broadway Partnership. We need to put this on the agenda for this next meeting.
- Membership no count as of today. estimate 300-400 members.
- Parks - Jill Landpark Volunteer Corp. had another successful meeting last Saturday. LPVC may be looking to update the pony ride at Funderland. Community can also contact Steve B.'s wife to work in the park during the week. Scott R. are we tracking the funding for the park survey/ research. Cultural Resource study. Where the money is going is a little "nebulous". There are restrictions on uses of the park because the historic landmarks within the park. Steve B. is now Parks Chair. By Laws should't include the Chairs.
- Public Safety
- Transportation
 - Street Car Stake Holder Group Update. Another meeting in September.
 - Freeport Blvd. Bike Lane update
 - CA Board Critique 7:30 p.m. postponed till next meeting.
- Meeting Adjourned 8:37 p.m.