

LPCA Board Meeting:
September 15, 2010

In attendance: Jill MacDonnell, Steve Belzer, Paula Swayne, John Schade, Jon Jensen, David O'Toole, Brady, Karen McBride, Naisha Keasling, Scott Rose, Carmen, Mark Abrahams.

- I. Call to Order: 6:30 p.m.
- II. Public Discussion of items not on Agenda
 - a. Campaign for urbanizing chicken keeping: Presentation by Patty (20 year resident). Purpose is to allow residents to keep limited number of egg laying hens (no roosters) at residences. Would LPCA write letter of approval to city counsel to approve updating laws. Proposed number of hens has been three to five hens. Language of proposed ordinance. Hearing on this proposal is 3pm on October 5th hearing, long leg. Website for more information. www.EATsacramento.org
 - b. JIM- Bridge stakeholders meeting. First assessment of traffic pattern is complete. It appears right now given traffic issues the preferred location is in the north Richards blvd and rail yard area. Broadway bridge came lowest in aggregate. Sutterville worst in terms re: affect on community but far ahead in "saving" miles. We really need point of origin and point of destination data. Next and last meeting is in November. Jim guess rail yard #1, I street improvements #2, somewhere in South #3. Its obvious the benefit is 80-85% West Sacramento. Next step is recommendation; then city counsel of each city will occur. Likely going to be four-lane auto bridge. Will have bike and pedestrian lane on bridges.
 - c. Terry Grimes resigned from the board. Sent his letter of resignation to Scott Rose today. Need to figure out when we can bring in new board member.
 - d. Liability Insurance for the board: \$960 per year is the least expensive. Lets think about this to discuss next time.
- III. Taste of Land Park Update
 - a. Movie and stranger danger went really well. If we do this again extend invite to Curtis Park and Hollywood Park.
 - b. The location is now on West Lincoln. 3-6 pm Sat. October 16th. Band is confirmed. Tickets are \$30 prior to Sept. 25; \$40 day of. We have already sold 24 tickets.
 - c. Discussion of sponsorship and donations. (on handout); tables were donated by Rob Fong. Greater Broadway partnership donating wine glasses. \$3100 in sponsorships so far this year; last year only ended up with \$2000.
 - d. Action Items:
 - i. Silent auction Donation & Coordination: Carmen going to take over.
 - ii. All board expected to volunteer.

- iii. In addition doing “wall of wine” – Paula accepting bottle donations
- IV. Approval of August Minutes: Steve B. moves to approve; Paula seconds; all in favor.
- V. Treasurer’s report- Paula Swayne
 - a. Goes over bank account status; Bank of American account transferred to Chase. Paula has atm card with LPCA on it.
 - b. Paula moves to discontinue association with Merchant Wharehouse; wants to substitute with PayPal account → Steve B moves to approve; John S. seconds- all in favor
 - c. Paula goes over proposed Budget for 9/15/10 through 3/31/10.
- VI. President’s report: David O’ Toole
 - a. Carmen working on land park safety list.
 - b. Board Survey: 1) more community building events; 2) growing membership; 3) growing business membership; 4) outreach; 5) re-branding LPCA; 6) Community Center (big goal).
 - c. Next Rob Fong meeting is September 23, 2010.
 - d. Zoo developments: Zoo priority: 1) safety of visitors; 2) more parking (lot on fairytale town); 3) train from old sac to zoo; 4) modest expansion; 5) opportunity to expand on commercial property on Sutterville Road. Next Zoo meeting October 8, 2010; 8:30 a.m.
 - i. Steve Belzer speaks to train issue: idea was to put train on west side of zoo to old sac. At time EIR was really problematic; PUC crossing regs; pollution close to school.
- VII. Cell Tower and Wireless Interim Policy
 - a. Jon Jensen provides summary. Steve Belzer says we need an expert consultant; our policy only really focuses on aesthetics. We don’t know enough about technology to really make a good assessment. Planning commission needs to come up with a policy and get it to city council. Aesthetics argument will not control here we need to come up with something better.
 - b. This policy pretty much codifies our “interim” position for now.
 - c. VOTE: Paula Swayne moves to approve interim policy; Karen McBride seconds. Approve Draft version, all in favor, no abstentions.
 - d. Once get final draft, Jon wants to forward to Planning Commission and go to a meeting.
- VIII. Committee Reports and Updates

- a. Land Use: Jon Jensen
 - i. Provided list of entitlement applications to board.
 - ii. October 20th arranged for architect panel to discuss land use design issues.
 - iii. November 9th: Land Use committee meeting.
 - iv. No new news on Del Rio shopping center; major renovations are in the works. Trader Joe's is likely dead. Potential tenant is Henrys.

- b. Communications: Scott R:
 - i. Handout – Function and Timing for Communications Channels: Prioritizing channels of communication.

 - ii. Needs new budget; Handout delineates costs associated with different channels of communication.
 - 1. Discussion of Newsletter: bylaws say 4 times a year; we are thinking of changing it to 3 per year.
 - 2. E-News letter Monthly- about \$20 per month.
 - 3. Website should be the mother ship. Carmen is going to be making a facebook page for LPCA. Use as a community announcement page. Garage sales; community issues; meeting coming up etc.

 - iii. Postcard better way to announce membership meeting and a lot cheaper than sending out newsletter.

 - iv. New Releases – we need to do a better job of this. Get our events into the media.

 - v. Survey- need to do a better job with this too. Engage members on issues and get feedback.

 - vi. For this year: one more membership meeting- do postcard.

 - vii. Jon Jensen makes motion to approve budget for communications committee as stated-\$650;
 - 1. VOTE: Paula Swayne seconds. All in favor, none oppose, no abstentions. Motion Passes.

 - viii. Delving into improvements re: website:
 - 1. Using Sacramento city college to design website and branding etc., approved donation of \$6,000 last year. Students came about a month ago to LPCA with 6 concepts. Communications committee took the six and have narrowed it down to two.
 - a. “Street light” concept
 - b. “Tree and house” concept- board seems to like this design better
 - 2. Jon Jensen motion to accept recommendation of tree house; Paula Swayne seconds. All in favor; none oppose; no extensions.

- c. Other Committee Reports

- i. Membership: Paula S. makes motion that Karen McBride take over as Membership committee chair;
- ii. VOTE: Steve Belzer seconds. All in favor. Approved.

IX. Adjourn: 9:00 p.m.