



2018 Board Retreat
Minutes
Saturday, April 21, 2018
9am-1pm, Sacramento City College

Attending: Stephanie Duncan- President; Alison Leary- VP; Mitch Rohrer- Treasurer; Art Taylor, Craig Rutledge, John Schade, Joleen Lonigan, Shannel LaDue, Beverly S Boido- Admin & Acting Secretary
Absent: Steve Winlock

Agenda Item 1: Board Applications – Bill Pavao introduced himself and Denny Jones (from Upper Land Park) will introduce himself at the May meeting.
Bill Pavao – was raised Hollywood Park; attended Christian Brothers H.S. and has lived on 7th Ave for 30 years. He has had a career in state service – Housing and Community Development, particularly affordable housing; He retired from the Treasurer’s Office; He is completing his tenure on the American River Flood Control District in January. He is interested in supporting a more viable commercial district and contributing to the board with his knowledge of real estate, housing and business development, or as needed.
Introductions were made; Art spoke briefly about public housing, the Freeport Business District;

Agenda Item 2: Recruitment

Stephanie is able to post and promote LPCA items on Nextdoor, Facebook, and Twitter. Upper Land Park, South Land Park Terrace, & South Land Park Estates are considered separate neighborhoods on Nextdoor.com.
Stephanie is reaching out for folks who may be interested in the Parks Committee
Steve Winlock will head the Grants Committee and Lisa Riley will help

Agenda Item 3: Budget update – 2017 FY and 1st Quarter 2018 Financial reports (P&L and Balance Sheet) provided

Beverly used Quick Books to prepare reports that will allow LPCA to move forward with accurate financial reports and prior-year comparisons. Mitch and Beverly reviewed the data for the 2017 FY and 1st Quarter 2018 Financial reports (P&L and Balance Sheets provided to the board). The reports provide a greater degree of detail than will be necessary for future reports.

TOLP –A Taste of Land Park – breakeven point is ~\$20,000. We can make a more detailed comparison after 2018 TOLP, when Income and expenses can be compared to 2017.
2016 income: Membership & Advertising: \$8,530, TOLP Net: \$10,600.
Most committees and events came in under budget. Some committees did not use their budget. Outreach slightly exceeded their budget, but Outreach is a primary part of LPCA’s mission.
Treasurer’s statement: The organization is financially viable.

1099's were not sent for 2017 – Mitch is looking into whether we are required to make a late filing. Beginning with 2018 W-9s will be requested and 1099's will be sent to vendors that meet IRS requirements for filing.

Stephanie will begin sending a Mitch and Beverly copies of ad invoices, so Beverly can track and account for advertising income.

Beverly provided a form for requesting expense reimbursements that will allow her to accurately apply expenses to the correct committee or event.

Rock Garden Account: Dedicated funds were raised to help maintain and improve the Rock Garden. Mitch (or Parks Committee) will locate and contact the City dept/person who is responsible for Rock Garden. Once we know the city contact: 1) Craig Powell, Rick Stevenson and a UC Student may have a proposal in process. OR, if not, 2) Have the LP Volunteer Corp present the City with a proposal on how they would like to use the funds.

CD rates are rising enough that it may be worth it to set up a CD for better earnings – Mitch will look for the best option

Agenda Item 4: A Taste of Land Park Update – Craig Rutledge (speaking in place of Tommy – who is out of town, but has been getting things done)

Turned in permit with police; then ABC license application; after completed will get City Permit Ordered: Tables & chairs, fencing, plates w/ logos, napkins w/ logos; toilets & garbage, security, wrist bands, water & ice

Photographer contracted: \$100

Outreach to residents is in process (free – 2 tickets/house, only on event street)

City money has not arrived yet (*arrived April 26*) and other sponsors (Wells Fargo+) are still in process

Tickets are available at Vic's Ice Cream, Taylor's Market, and online at Eventbrite

Tickets are available for board members to sell (10 per board member to start)

Drinks – 21 vendors; Food – 22 vendors

William Land Park 100-year anniversary hat will be available for purchase (board approved)

9-11 set up / 3:30-7 event / 7-8 tear down

Volunteers needed – morning set up, vendor greeter, (*need vendor wristband*), hand out glasses & plates & wrist bands, NEED trash pickup; Board members in green shirts (trash and mingle); need high school students (trash, bike valet), tear down.

Plants – ask Roxanne Miller, she has indicated interest

MAKE SURE 10thAve is blocked earlier in the day than last year.

Update Eventbrite information

Entrance is at 13th

Agenda Item 5: Fairytale Town Presentation by Kathy Fleming, FTT Executive Director (Steve Carrillo and Matt DeFazio [Board member] also attended)

New plan: 3 small buildings; Expansion a little out in front; bulk of expansion on soccer field side. Indoors - distinct areas reading, writing, storytelling and some technology. Exterior concept now more storybook style - Tudor with a magical windmill

Completed feasibility study, initiated capital campaign \$1.2 million pledged, plus in-kind promises (realistically expect to match what they have raised)

Hired Tim Matthies, Architect (WMB Architecture); conducted site and tree survey.

Need to remove 3 trees: \$15,000 to remove three trees and \$17,000 to replace equivalent (52 inches of tree removal requires 52 trees to be replanted and they are requesting all trees to be replanted in William Land Park) partnering with parks on where to place trees that are not needed in FTT. Shannon at Parks Department is helping determine placement and types of trees, along

with Sacramento Tree Foundation and Land Park Volunteer Corp; Tree Foundation is able to re-purpose wood and FTT may get benches, et al, from the removed trees.

The trees being removed: The Elm outside the entrance, one tree in the DAR grove, one toward parking lot, all not thriving. Arborist and city have approved. Must go through normal City tree removal approval process, unlike Sac City College.

Next steps: tentative goal \$6 million including 2 years programming & staffing ...

2018 finalize designs, remove trees, install fence (same as now)

2019 break ground – begin phase 1; celebrate 60th anniversary

2020 complete phase 1 construction including bathrooms with the city – no details yet; grants may be available

Phases allow to pull back if fundraising does not meet goal

Benefit - more access even in inclement weather; meet increasing attendance demands

Kathy will provide information for the July newsletter, Facebook and Nextdoor

Agenda Item 6: Forum on Public Housing with Eye on Sacramento – Art Taylor

SRHA wants to expand the existing public housing from 751 units to 1200/1500 units; the project stalled after the election when HUD money stalled. Art has asked for a board tour of the acreage with a SRHA rep, but has not had a response. There has not been any information except the presentation in January. Eye On Sacramento is setting up a forum (maybe at Health Prof HS or CAL Middle School) with SRHA present and Sac PD.

Looking for a Sept date and location; 1.5 hour; not a pro-con; just get info out. Some believe information is being held back and that planning is going ahead behind closed doors.

Objections, Questions, Concerns:

Alison does not believe the city and SHRA are withholding information, but believes the effort is not able to move forward with planning at this time. She believe we will be putting effort out, but provide little or no information to the LP Community until the city/county/SHRA can begin to move forward with planning.

Question: What is city money going to at this point- studies? Can we get specific info on any studies already done or in process?

Art has trust concerns; does not believe City/SHRA have been consistently transparent in communications and planning; that the tiered housing concept will turn into something less acceptable to the LP community.

Alison: We can't enter discussions with negative, distrustful attitude or city/SHRA will be reluctant to work with us. Mixed use improves overall safety and economy: Increased amenities plus ~750 subsidize, 650 lower cost, balance market rates per presentation in January.

Market rate Multi units are already going up in the area

Increasing disparity of income reflects increased need for affordable housing, but also increased concerns over security and quality of life.

LPCA involvement in a future forum is tabled until more info provided.

Agenda item 7: South Land Park Neighborhood Association requests

- 1) SLPNA is opposed to Marijuana cultivation and dispensary and would like to know where LPCA stands

Cons: Applicant for dispensary at Broadway near 5th St. group made false claim on their application, stating they had reached out to the community associations, which they have never done.

*Businesses may not be locally owned or controlled / type of business doesn't meet the goals of active community participation.

*Proposals to restrict rents with the intention of protecting non-marijuana businesses creates complications, but landlords are already threatening to evict tenants because they can get higher rents from marijuana businesses.

Neutral info: * Hollywood Park supports cultivation and dispensaries in empty warehouses within their neighborhood (traffic, smell)

Pros: *Permits are reviewed one by one.

*Provide income from higher tax revenues.

Before LPCA takes a stand, invite speakers from city, growers, law enforcement

- 2) TRAINS – Del Rio Trail is planning to use the abandoned railroad track beds from Sacramento Zoo to the Pocket area. The Train Museum Foundation general plan includes an option to maintain the train tracks south to Hood for rail excursions. Members of the community have expressed concerns on how to protect privacy. Others feel trains build a sense of community. Some feel trains and bike trails can co-exist. Del Rio group is coming to our May meeting.

LPCA needs more info to determine support for Del Rio's bike trail proposal excluding trains.

Agenda item 8: Letter request from resident re: Stephon Clark shooting

LP resident provided a copy of the Sierra Curtis Neighborhood Association letter sent to the city in response to the Stephon Clark shooting. Discussion ensued regarding what response is appropriate for LPCA

There was a lively discussion of how to support both police and the broader community. It was clear there were strong and differing opinions. There was no support for sending a clone of the SCNA letter.

Agenda item 9: Bylaws adjustments – tabled due to lack of time

Agenda item 10: SLACK training

There was only time for a quick review of this organizational tool and a promise by board members to take the YouTube training. lpca-board.slack.com

Benefits: Cut down on confusing email tracking; Group communications easier; Direct message goes to one person (unless choose multiple); Post documents so everyone, or selected people, can access.

Agenda item 11: Working with other community groups (PTOs, neighborhood associations, schools...)

Anna Molander from Crocker/Riverside PTO wants to work with LPCA to promote each other's information

Steve Winlock met with McClatchy HS PTSA- how can we work together to promote each other's activities and share info?

Where else we could meet with better access for community participation? *Health Professions HS?*

How can we work with or at least coordinate with other neighborhood groups?

Community sport groups, again to promote each other.

What about a LPCA banner at Dooley field?

Agenda item 12: Communications

It is important that no matter the medium - Nextdoor, Facebook, Land Park News, personal conversations - LPCA has a common message. When there is a consensus, messages coming from the board need to be consistent. When there is not a consensus we cannot express our

separate, individual opinions as if they are statements from LPCA. When we speak, make sure we are clear whether we are representing LPCA or our own opinions.

Agenda item 13: Committee chairs - Land Use, Parks and Events

Alison will draw up a standard operating procedure for events and will, for now, keep in touch for the person who is planning an event.

Next meeting - provisional assignment of new board members

Proposed changes to by-laws

Outreach - Remainder of door hangers for Mill and between Sutterville and Fruitridge – maybe The Mill sales office. Mitch offered to help with The Mill distribution.

Agenda item 14: TOLP tickets and sign distribution:

Tickets were distributed to board members for sale. Lawn signs and banners pending.