

Friends of Del Cerro (FODC) Minutes April 25, 2018

1. **Call meeting to Order:** 6:51pm
2. **Introductions** — **Present:** Jeri, Jackie, Glenn, Jane, Mary **Absent:** Jane, Mary,
Sitting In: Adam Luger
Present via conference call or via teleconference: NA
3. **Approval of Agenda:** Approved without objection
4. **Approval of the March 14th, 2018 Meeting Minutes:** Approved without objection
5. **Officers Report** —
 - Chair Report** — Jackie O'Connor
 - Thanks — Appreciation of work done by Glenn & Mary
 - Reminder of three key areas
 - Safety, Design & Development & Community Relations
 - Policy & Procedures update
 - Co-Chairs do not need to be board members working alongside FODC Board Member
 - Report on Committee Nominations and Resignations
 - Mike and Christine Resignation
 - Rename Fund-Raising Committee to Grants and Donations Committee
 - MAD Letter from Paul. Update of status
 - Amendment Policies & Procedures Re Co Chairs do not need to be Board Members
 - Non Profit Academy May 31st - June 2 — email address for registration
<https://www.sandiego.gov/cdbg/nonprofit-academy>
Adam and Jackie will attend
- Vice Chair Report** — Glenn Thomas
 - Board Nominations Open
 - Informal discussion regarding board member nominees in relationship to branding opportunities. Jackie and Glenn to attend
 - Julie O'Connor Quinn suggested applying for a SDSU Capstone Project(s). A collaboration that outlines community projects which staff and students have active role in conjunction with FODC. Deadline for submittal is May 14th. Potential project list:
 - Safety
 - Community Relations
 - Design & Development
 - Glenn discussed the potential of a FODC Newsletter/ Magazine. Julie O'Connor Quinn has offered the suggestion to FODC and has also offered to volunteer and assist in the process. It was decided to table this project at this stage until contributors and a Managing Editor could be appointed
 - Glenn discussed a Policy & Procedures Amendment — “A non-board member may be a co-chair if the other co-chair is a board member.”
 - An Economic Development Committee is under consideration. Glenn is working with small business in the community to define potential initiatives. The initiatives are to be revenue based for FODC.

Secretary Report — Jeri Deneen

- Review of previous action items

Treasurer Report — Glenn Thomas

- Review of the Financial Statements
- Review of the Status of the books and checkbook. Glenn retains the key to the FODC PO Box
- Economic Development Micro District Grant letter needs to be completed to finalize the Grant

6. **Committee Reports** —

Standing Committees:

- **Marketing Committee** — Glenn Thomas
- Discussed Whitewonder Website Development and a motion was set forth to approve the proposal
- T-shirt Sales begin in 2 weeks at Windmill Farms, cost is \$20 each
 - Advertising
 - Coffee Mugs
- Glenn discussed the need for a Merchandise Manager for the following:
 - Inventory control physical and digital
 - Del Cerro Deliveries
 - Liaison to Windmill Farms approved for sales
 - On-line Sales Management
 - Retail Display selection and proposal
- Promote Next Door, Facebook Page, Invite your friends
- Sponsorships - Need manager of sponsorship/ads
- Designing brochure Why/Who FODC

- **Finance Committee** — Glenn Thomas
- P&L / Balance Sheet / Cash flow Statement review
- Luis Serrano and Glenn Thomas to set upcoming Meeting Date

- **Grants & Donations** — Jackie O'Connor
- Economic Development Grant - Status report Jackie — FODC to resubmit for this grant again next year
- CCPS Grant possibility — Jackie reviewing the ability to apply for this grant as well as the Economic Development Grant
- Looking for Co-Chair & volunteers
- Board Member Pledges and Donations.
 - How much and when?
 - Email pledge to FriendsOfDelCerro@gmail.org or
 - Send check to PO or drop by Glenn's
 - Why? Easier to asking others when you have given
 - Better grants because we have our own funds too
 - Insurance cost is separate
 - Economic sustainability

- **Community Relations** — Jackie O'Connor and Glenn Thomas
 - Short term immediate projects (weeks, not months)
 - I Love a Clean San Diego
 - CPR Class — American Red Cross

- **Membership Development / Strategic Plan Committee** — Jackie O'Connor and Glenn Thomas
Adam Luger Co-Chair Membership Committee —
FODC Membership Brainstorming Event Ideas:
 - Hearst Fall Festival
 - May 12th Block Party
 - Happy Hour for Hearst Community
 - CPR Class
 - Soccer event at Qualcomm Stadium July 25th

- Community Event – Cleanup, Beautification, Etc.
- Fun Run / Walk Event

Ad Hoc Committees:

- **The Del Cerro Maintenance Assessment District Advisory Group** — Jackie as acting moderator
No Report
- **Del Cerro History Committee** — No Report
- **Del Cerro Recipes** — Jane Kloforn — No Report
- **Safety Committee** — Jeri Deneen and Jackie O’Connor
Jeri and Jackie reviewed the following:
 - Pending Committee Meeting
 - Nomination of Jeri and Jackie as Co-chairs
 - Chair and Vice Chair and Volunteers needed.
 - Board needs short-listed initiative options
- **Design & Development Committee** — No Report
 - Need Chair and Co-Chair and volunteers
 - Del Cerro parks, medians, signage, landscaping

7. Action Items / Recap Motions —

Actions:

- Adam to handoff to Lewis the requirements needed to file for a California Non Profit Corporation
- FODC Board to Promote NextDoor, Facebook Page, Invite your Friend
- Jackie to review Policies and Procedures on FODC Google Docs
- Jeri to set a date for the next Safety Committee Meeting
- Jackie and Glenn to consolidate the Mission Statement into a single statement
- Glenn to create a list on Google Docs of potential as potential nominees to serve on the Navajo Planners Board
- All Board Members to send potential names to Glenn to be added to the agenda for each meeting.
- Jackie to create a letter for individuals to sign asking for additional proof of the SDSU traffic study’s accuracy. — Jackie to contact Mark prior to creating the letter.
- All Board members to commit a yearly financial pledge to FODC. Commit to be made by the April meeting.
- Jackie to contact Sally and her husband to have an informal conversations to explain FODC.
- Jackie, Mary, and Jane to meet with Skip and Paul prior to finalizing the Engineers Report. Currently on hold.
- For all emails, copy master email friendsofdelcerro@gmail.com in the correspondence
- Glenn will give everyone credentials to log into the email friendsofdelcerro@gmail.com account
- Jackie to find out the exact date in March of the elections to be held for the Navajo Planning Committee Group — On Hold
- Jackie to add to the agenda a discussion of who would be a good member for the Navajo Planning Committee Group Board
- Jackie to obtain the application for serving on the Board of the Navajo Planning Committee Group
- Jackie will clarify with Paul the means and methods, percentages and overlaps of the Proposed Del Cerro Maintenance Assessment District Budget, Allocation by Corridor report.
- Adam will clarify the Block Party info and check on potential to have a booth at the event
- Glenn and Mary to create “Why Del Cerro” copy — 2 to 3 minute draft

Grant Application Fulfillment Actions:

- Submittal of the letter for the completion of the Micro District Grant and benefits for local businesses

Motions:

- Motion set forth to approve the proposal for Whitewonder Studios Website Development.
 - Motion set forth Glenn, 2nd by Mary

Nomination:

- Glenn Thomas nominated as FODC Treasurer Chair
Nomination set forth by Jane, 2nd Mary and approved by unanimous vote

Appointments:

- Louis Serrano Appointed as Co-Chair Finance Committee
- Glenn appointed as Membership Co-Chair
- Jackie appointed as Safety Committee Co-Chair
- Jeri Appointed as Safety Committee Co-Chair
- Adam Luger Appointed as Membership Co-Chair

8. Announcements —

- Next FODC Board Meeting is scheduled for May 23rd at 6:30 at Glenn's — Refreshments Jeri and Jackie
- Hearst Fundraiser 17th La Mesa Rec Center
- Del Cerro Business Network Meeting March 15th at Thomas Residence

9. Adjourn —

- 9:07pm

Respectfully submitted
Jeri Deneen
Secretary
April 22, 2018