



## **Friends of Del Cerro (FODC) Minutes January 16, 2019**

1. **Call meeting to Order:** 6:39pm
  
2. **Introductions — Present:** Jackie O’Conner, Jane Klofkorn, Jeri Deneen, Glenn Thomas, Mark Allan, Jay Wilson  
**Absent:** Bonnie Kenk, Joe Lerner  
**Sitting In:** NA  
**Visiting:** NA  
**Present via conference call or via teleconference:** NA
  
3. **Approval of Agenda:** Approved without objection
  
4. **Approval of the December 12th, 2018 Meeting Minutes:** Approved without objection
  
5. **Officers Report —**  
**Chair Report —** Jackie O’Connor
  - Jackie provided an update on the Board Packets
  - Jackie announced Allan Gruber’s resignation
  - FODC has two new Ad hoc Committees —
    - The Front Porch Initiative, Glenn acting as Chair. Mark Livingston, Jay Wilson, Jeri Deneen acting as Co-Chairs
    - Princess Del Cerro Park Refurbishment, Mark Allan acting as Chair, Jay as Co-Chair
  - Governance Committee meeting date to be set to discuss mission statement, bylaws, finance, policies and procedures, committees, meeting dates, current projects. Everyone is welcome, meeting are each Monday. All those that would like to attend please contact Jackie or Glenn
  - Jackie reminded the Board of the three key areas Safety, Beautification, and Cohesiveness
  - Get-it-Done Stories – Board Members should continue to submit as many Get-It-Done as each submitted
    - Mark’s story: He contacted Scott Sherman’s office to report gravel on Mission Gorge Road and it was cleaned
  
- Vice Chair Report —** Glenn Thomas
  - Princess Del Cerro Park Refurbishment update — A workday event is scheduled for this Saturday, January 16<sup>th</sup> from 8:00 to 12:30. All FODC Board Members are encouraged to attend
  - Open Volunteers List to be added to the FODC website
  - Glenn reminded the Board that small tasks are also very important for our success
  - Glenn met with Don Teemsma and Katherine Nakamura 11.28.18 re: Phame- Glenn will set up a tour date of the facility
  - Glenn met with Roarke Shanley and Jay Wilson new Community Representative for Scott Sherman 12.12.18 - Meet and greet led to meeting with Scott Sherman. Asked him to look into potential uses of small lot next to Del Cerro Park (Pool)
  - Met with Scott Sherman and Jackie 1.16.19- Focus on Adobe Falls shared interest. Scott Sherman’s new main focus is Adobe Falls. Scott is suggesting SDSU to turn over property to City to become a part of San Diego River Conservancy. Also there’s a possibly to utilize the land for a farm as the soils are excellent for growing
  - Glenn met with Doug Livingston and Jay Wilson re: Front Porch Conceptual Design
  - Glenn and Jackie held their preset Executive meetings on 12.10.18 and 1.16.19

- Glenn and Mark Allan had a Fundraising Committee meeting on 12.12.18 and 12.26.18 regarding the fundraising campaign for PDC Park
- Glenn and Bonnie Kenk had a membership and accounting meeting 12.20.18 and 1.15.19
- Glenn met with Luis Serrano 1.15.18 re: Finance and Accounting
- Glenn had a Economic Development meeting with James Hunt (CB&T), Don Teemsma, Mark Allan and Jackie O'Connor on 1.18.19

**Secretary Report** — Jeri Deneen

- Jeri reviewed the previous action items
- Jeri is our recording secretary. FODC needs a corresponding secretary

**Treasurer Report** — Glenn Thomas and Bonnie Kenk

- See Finance Committee Report below

6. **Committee Reports** —

**Standing Committees:**

- **Marketing Committee** — Glenn Thomas
  - Glenn reviewed the FODC Merchandise Sales in December to Windmill Farms
  - FODC needs a Volunteer Social Media Manager who is proficient with Facebook and Instagram
  - **Goal** — To completely review branding and merchandising. Recommendations due in March and completed by April Board Meeting
  - **Goal** — To liquidate existing inventory. Recommendations due in February and completed by March Board Meeting
  - **Goal** — To evaluate alternative delivery options, like Bonfire.com by March Board Meeting.
  - **Goal** — to meet with Del Cerro merchandise expert to shortlist better-selling merchandise by March board meeting
  - **Goal** — To review and evaluate existing branding and have design competition for new designs and products by March Board Meeting
  - **Goal** — To meet with Windmill Farms for review and comment by Feb 2018.
  - No action on Windmill Farms Promo day
- **Finance** – Glenn Thomas, Bonnie Kenk
  - Glen reviewed Luis Serrano status is changing from a volunteer position to a paid position
  - Glenn proposed a motion to pay Luis \$250.00 per month to contract with Luis Serrano for bookkeeping services
  - **Goal** — to review financial management and reporting of grant monies. Recommendations due in February and completed by March Board Meeting
  - **Goal** — to review financial management and reporting of merchandise. Recommendations due in February and completed by March Board Meeting
  - **Goal** — Submit required 990 tax reporting by May 15th, 2019.
  - **Goal** — Recruit Treasurer
  - **Goal** — Complete quarterly Financials due by March Board Meeting
  - **Goal** — Budget for 2019- Submitted by February Meeting
- **Grants, Donations & Fund Raising Committee** — Jackie O'Connor, Mark Allan
  - Applied for the new 2019 / 2020 Economic Development Grant
  - Micro district funds are available. Committee requests funds be utilized for branding, advertising, and merchandise — New requirements were submitted for this years grant submission
  - Review New Grant Budget
  - Review 2018 / 2019 Budget
  - City of San Diego Economic Development, Jocelyn Maggard. Jocelyn has offered to attend one of our meetings
  - Front Porch Grants and Partners — Design Competition review
- **Community Relations** — Jackie O'Connor, Mark Allan
  - San Carlos Action Council 6:30 San Carlos/ Del Cerro Library. Date to be announced at the Board Meeting
  - Del Cerro Action Council report

- Navajo Planners representative
- Meeting with Scott Sherman
- **Membership Development / Strategic Plan Committee** — Glenn Thomas, Mark Allan
  - Mark Allen Report developed a Membership Pamphlet
  - Mark has spoken to Define U Fitness and suggesting a Mixer presentation to his members. Needs to be accompanied with a handout for the attendees. Mark and Glenn to meet with the owner
  - Current Membership 22 total
  - **Goal** — To Audit Membership Roles for complete accuracy- Recommendations due in February and completed by March Board Meeting
  - **Goal** — to send Monthly updates to all members. Collaborate with Julie O'Connor. Recommendations due in February and completed by March Board Meeting
  - **Goal** — To produce membership brochure and application by February board Meeting
  - **Goal** — To design Membership Development Strategy by March Board Meeting

#### **Ad Hoc Committees:**

- **The Del Cerro Maintenance Assessment District Advisory Group** — Jackie as acting moderator
  - Committee Meeting with Mark Rawlings on Tuesday January 15<sup>th</sup>.
  - Reviewed the Formation Committee and updated the list
  - Jackie O'Connor has heard from Paul with a progress report.
  - Mark Rawlings requested that it is clear in the FODC Bylaws that all Committee MAD Members must be a property owner in Del Cerro
  - Melissa Palacio, Bonnie Kenk, Jeri Deneen, Glenn Thomas, Mike Kociela, Christine Kociela, Jane Klofkorn
- **Crime and Safety Committee** — Jeri Deneen, Jackie O'Connor, Jane Klofkorn, Mary Roberts Julie Carrananto, Robbie Howell
  - Next meeting is January 30<sup>th</sup>, 6:30 at Jane's
- **Neighborhood Watch** — Jackie as acting moderator
  - Goal 10 new groups in 2019
  - Template for information
  - Jim Liston
  - Joe Lerner
  - Speaker CRO John Steffen has given Jackie a Neighborhood Watch form
  - Joe Lerner will advise the Crime and Safety Committee at the next meeting
- **Capstone Project** — Jackie as acting moderator
  - Project is progressing and is currently in the background setup stage
- **Chaparral Canyon** — Jackie as acting moderator
  - The cleanup effort is complete for this year. Over the last four months there were two surveys, four cleanup events, 233 volunteers hours, and 12,300 lbs of trash collected from the canyon! Public Utilities engaged the San Diego River Park Foundation to coordinate the work. In the Public Utilities Department, Murray Reservoir staff and Long-Range Planning & Water Resources staff contributed to the effort, along with staff in Environmental Services Department, Code Compliance and SDPD.

We will be amending the River Park Foundation's contract to continue work into the new year. Additionally, Public Utilities submitted and was awarded a Proposition 1 grant from the San Diego River Conservancy to improve the habitat in the canyon. The grant will fund implementation of the *Chaparral Canyon Vegetation Management Plan* that Public Utilities prepared in 2016. The goals of this vegetation management are to deter use of the project area by unauthorized individuals, thereby reducing crime, water pollution, and the likelihood of fire ignition of exotic vegetation.

This is the third year we have engaged the River Park Foundation to clean up the San Diego River and this year's addition of Chaparral Canyon represents their first foray into a drainage to the San Diego River. That is to say we are making progress on the main river if we can expand to its drainages!

This information was submitted by Niki McGinnis, Natural Resources Manager, City of San Diego, Public Utilities Department

- **FODC — BRUSH FIRE FIGHTING EQUIPMENT —**
  - San Diego Fire and Rescue Foundation is continuing to raise funds for chain saws
- **Princess Del Cerro Park Refurbishment**— Mark as acting Chair, Jay as Co-Chair
  - Princess Del Cerro Park Refurbishment update — A workday event is scheduled for this Saturday, January 16<sup>th</sup> from 8:00 to 12:30. All FODC Board Members are encouraged to attend
- **Front Porch**— Glenn as acting Chair, Doug Livingston, Jay Wilson, Jeri Deneen acting as Co-Chairs
  - Glenn met with Doug Livingston and Jay Wilson re: Front Porch Conceptual Design

## 7. Action Items / Recap Motions —

### Actions:

- Jackie to invite Julie O'Connor Quinn to the next board meeting
- Jackie to draft a board member packet
- Jackie to include on the next agenda for the board to review the bylaws related to elections
- Jackie to add "Safety" to the FODC Mission Statement
- Jackie to contact the president of the San Carlos Action Council to suggested that we combine community meetings.
- Jane to get ahold of Glenn and speak to the merchandise manager at Windmill Farms to discuss a better location of our merchandise. This is to take place once FODC has delivered additional merchandise to sell
- Joe to attend the next Crime and Safety meeting. Joe has information on how to set up the Neighborhood Watch groups.
- Glenn requested that all board members go to the FODC website, review the entire site and send all suggestions to Glenn — a single suggestion at a time.
- Board members to post on NextDoor and FODC's Facebook website items of interest about the community and/or individuals within our community
- "Get it Done" Website <https://www.sandiego.gov/form/get-it-done-homepage>  
The suggestion was made for all board of directors to utilize this site for all needed City related repairs and then to report back to the board on the response from the City at the next meeting
- Glenn to ask Isaiah to add to the FODC website an Open Volunteer Positions.
- Glenn to setup a tour of Patrick Henry's new auditorium PHAME
- Jackie to add to the next FODC agenda a revisit of what is the best Wednesday of each month to meet as well as Crime and Safety dates
- Mark has a recommendation for another DNO insurance company to provide an additional quote
- Board Members are to provide names for a new Social Media Manager, Secretary, Treasurer
- Board Members are to provide names for a new Secretary, Treasurer
- Board Members are to provide names for a new Treasurer
- Board Members are to provide names for a new Marketing and Merchandise Committee Co-Chair
- Glenn to provide to Luis the following information Techsoup.org is a website for software and hardware for Non-Profit 501-C(3) (IN OR OUT FOR NOTES)
- Board Members to bring in a shirt and Mark will have it embroidered for each member
- Mark will email the Membership brochure concept for Board input
- Mark and Glenn to meet with the owner of Define-U-Fitness to coordinate a mixer with FODC
- The Governance Committee to write the draft motion for the FODC-MAD Advisory Group and address the concerns brought up by Mark Rawlins

### Grant Application Fulfillment Actions:

- Mark will go to door to door to businesses within Del Cerro to buildup memberships. Mark's plan is 5 new business and 10 new individual memberships this next month

### Motions:

- Motion set forth to approve \$250/month month-to-month contract with Luis Serrano for bookkeeping services including subscription to Quickbooks online. If Luis agrees to spend an hour a month

volunteering as Finance Committee member

– Motion set forth by Glenn, 2<sup>nd</sup> by Mark. Approved by unanimous vote

- Motion set forth for to purchase a Business Owners Policy from Agent JR Tolver at State Farm Insurance. His proposal will provide the necessary insurance to meet the City Insurance requirements that we provided to him and also for many other liability risks associated with operating a nonprofit in San Diego. Cost will be \$325 per year or \$27.08 per month.
  - Motion set forth by Mark 2<sup>nd</sup> Glenn. Approved by unanimous vote
- Motion set forth for that FODC hold a work-day at PDC Park on Sat February 16 from 8 AM to 12:30PM. Workers will be volunteers from the Kiwanis Key Clubs that Jay set up with them. I further move that we procure 2 park benches to be selected by Mark and Jay and approved by the city.
  - Motion set forth by Mark 2<sup>nd</sup> Glenn. Approved by unanimous vote

### **Motions**

#### **VIA EMAIL — Date:**

- No motions set forth at this time

### **Nomination:**

- No nominations set forth at this time

### **Nomination:**

#### **VIA EMAIL:**

- No nominations set forth at this time

### **Appointments:**

- No appointments set forth at this time

### **8. Announcements:**

- The next FODC Board meeting will be held at Mark Allan's home. Address will be provided via email

### **9. Navajo Planners — Update by Jay**

Jay is running for the Navajo Planners Board

Jay reported on the Adobe Falls temporary restoration as Adobe Falls is flooding especially due to the additional development and the recent fires

4<sup>th</sup> Thursday quarterly meetings. Next meeting is March 13<sup>th</sup> at 6:30 is next meeting at Tifereth Synagogue

### **10. Adjourn —**

- 9:14

Respectfully submitted

Jeri Deneen

Secretary

January 23<sup>h</sup>, 2019