



Friends of Del Cerro (FODC) Minutes **April 17, 2019**

1. **Call meeting to Order:** 6:48pm
2. **Introductions — Present:** Jackie O’Conner, Glenn Thomas, Jeri Deneen, Mark Allan, Jay Wilson, Anthony Damon, Jane Klofkorn
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 February 20th, 2019 Meeting Minutes:** Approved without objection
5. **Officers Report —**
 - Chair Report —** Jackie O’Connor
 - Jackie introduced our new board member, Anthony Damon Anthony was elected via an email election
 - D&O Insurance assessment for 2019 — This year contribution is \$112.00 per board member
 - Vice Chair Report —** Glenn Thomas
 - Glenn provided a review of all the meetings he has had over the past couple months, they are as follows:
 - Executive Committee meeting with Jackie – Weekly on Monday at 3:00pm
 - Fundraising & PDC Committee meetings with Mark Allan – Wednesday at 9:15am
 - Finance and Accounting Meeting with Luis Serrano — Tuesday at 1:00pm
 - Meeting with Alan Ferguson at Del Cerro Tennis Club about using their facility for an event
 - PDC Committee Meeting with Kelly, Jay and Mark
 - Membership Committee meeting with Bonnie to organize membership and accounting
 - Attended Capstone Field Trip
 - Organized a FODC dinner at Dell’s Hideout — Date of event is April 22nd
 - Secretary Report —** Jeri Deneen
 - Jeri reviewed the previous action items
 - Treasurer Report —** Glenn Thomas and Bonnie Kenk
 - Glenn provided the Treasurer Report and a review of donations and current funding status
6. **Committee Reports —**
 - Standing Committees:**
 - **Governance Committee** – Jackie O’Connor, Glenn Thomas
 - Jackie reviewed that we should add surrounding communities into our FODC Bylaws so we have the ability to help and include surrounding areas as well as Del Cerro
 - Motion to amend our mission statement to read as follows;

“Friends of Del Cerro is a 501[c] [3] non-profit community organization of local residents and businesses committed to increasing the cohesiveness of Del Cerro and the surrounding communities by promoting and providing for safety, beautification and economic development”

- **Marketing Committee** — Glenn Thomas
 - Sales and Merchandise year to date Windmill Farms \$137.00
 - Need Volunteer Social Media Assistant who is good with FB and Instagram
 - Need volunteer Merchandise Assistant
 - **Goal** — to use grant money to buy Del Cerro Merchandise by May 7th
 - Glenn passed around fliers for potential mugs and bottles for feedback
 - Glenn showed potential logos for the next set of merchandise for discussion
 - **Goal** — To liquidate existing inventory
 - **Goal** — To evaluate alternative delivery options, like Bonfire.com
 - **Goal** — to meet with Del Cerro Merchandise Expert to shortlist better-selling merchandise
 - **Goal** — To review and evaluate existing branding and have designs
 - **Goal** — To meet with Windmill Farms for review and comment

- **Finance** – Glenn Thomas, Bonnie Kenk
 - Glenn reviewed the final statements
 - Glenn reviewed the City Development Grant Balance statement

- **Grants, Donations & Fund Raising Committee** — Jackie O’Connor, Mark Allan
 - Jackie reviewed the **2018 - 2019** Economic Development Grant status vs. budget \$7000.00
 - Jackie reviewed the **2019 - 2020** Economic Development Conference Grant Proposal — the ask amount is \$10,000.00. Education is the key theme to educate small business within FODC. The effort is for a full day seminar with main sessions as well as breakout sessions. Goal is to have 200 businesses to make sure that Del Cerro businesses stay in the community and grow. FODC will assist and include major sponsors

- **Community Relations** — Jackie O’Connor, Mark Allan
 - No report at this time

- **Membership Development / Strategic Plan Committee** — Glenn Thomas, Mark Allan
 - Mark reviewed the Membership Committee Detail Report. In January FODC had 22 members and now there are 64
 - Mark gave a report on the Happy Healthy Happy Hour Event which was a huge success and resulted in a significant addition to the FODC membership
 - There will be a “Dell’s Hideout with Friends of Del Cerro” evening event Monday April 22nd. Reservations and payment are required to attend
 - **Goal** — To Audit Membership Roles for complete accuracy
 - **Goal** — to send Monthly updates to all members. Collaborate with Julie O’Connor. Recommendations due in April and completed by June Board Meeting
 - **Goal** — To design Membership Development Strategy. Membership Development Events like “Happy Healthy Happy Hour” and Dell’s Hideout”
 - **Goal** — 25 New Members by the August Board Meeting

Ad Hoc Committees:

- **The Del Cerro Maintenance Assessment District Advisory Group** — Jackie as acting moderator
 - Meeting Date — TBD
 - Jackie gave a quick update of the city’s position and the current status of MAD

- **Crime and Safety Committee** — Jeri Deneen, Jackie O’Connor, Jane Klofkorn, Mary Roberts Julie Carrananto, Robbie Howell
 - Jackie reported that The River Conservancy has sent a letter of encouragement to FODC and the Capstone Project
 - “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
Please report successes with this app

- SDG&E has offered to attend a FODC Board meeting to present information on their neighborhood enhancement program
- **Neighborhood Watch** — Jackie as acting moderator
 - No report at this time
- **Capstone Project** — Jackie as acting moderator
 - Jackie reported on the Crime and Safety's Committee Capstone Project. The presentation is Thursday May 9th The location is SDSC Templo Manor, Refreshments will be served from 5:00-5:30pm and the presentation is from 5:30 to 7:30pm
 - Jackie reviewed the recent Adobe Falls tour with Scott Sherman and UCSD's president Dr. Adela de la Torre
- **Chaparral Canyon**— Jackie as acting moderator
 - No report at this time
- **Princess Del Cerro Park Refurbishment**— Glenn Thomas, Mark Allan, Jay Wilson
 - May 18th postpone
 - Mark presented the Financial Report for Princess Del Cerro Park
 - Mark met with Kelly Wood with the City and the City is backtracking on requirements. As many improvement as possible have been made, others are forthcoming pending new regulations set by the City. The progress is based on 3 stages of upgrades. Additional fundraising is needed
- **Front Porch**— Glenn as acting Chair, Doug Livingston, Jay Wilson, Vicki Estrada acting as Co-Chairs
 - Estrada's proposal has been submitted

7. Action Items / Recap Motions —

Actions:

- Jackie to include on the next agenda for the board to review the bylaws related to elections
- Jackie to contact the president of the San Carlos Action Council to suggested that we combine community meetings
- 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
- Board Members are to provide names for a new Social Media Manager, Secretary, Treasurer
- Board Members are to provide names for a new Marketing and Merchandise Committee Co-Chair
- Jackie to write a thank you note to Don Teesma for their donation
- Jeri to find out the first meeting / anniversary date of FODC

Grant Application Fulfillment Actions:

- Non at this time

Motions:

- Motion set forth to amend the Bylaws Mission Statement to "Friends of Del Cerro is a 501[c] [3] non-profit community organization of local residents and businesses committed to increasing the cohesiveness of Del Cerro and the surrounding communities by promoting and providing for safety, beautification and economic development"
 - Motion set forth by Jane, 2nd by Anthony. Approved by unanimous vote
- Motion set forth to accept the financial statements as presented
 - Motion set forth by Jane, 2nd by Mark. Approved by unanimous vote
- Motion set forth to move ahead with development of one of the logo options presented by Glenn with edits requested by the FODC Board.
 - Motion set forth by Jane, 2nd by Mark. Approved by majority vote

Motions:

VIA EMAIL —

- No motions set forth at this time

Nomination:

- No nominations set forth at this time

Nomination:

VIA EMAIL — Date:

- No nominations set forth at this time

Appointments:

- No appointments set forth at this time

8. Announcements, Next Meeting Time & Place, Refreshment

- **FODC Board Meeting** 3rd Wednesday —
Next Meeting May 15th, 2019 at 6:30 at Marks
Volunteers are needed to bringing refreshments
- **Crime and Safety Committee Meeting** 4th Wednesday —
Next Meeting is April 24th at 6:30
@ Jackie's
- **Executive Meeting** Monday's @ 3:00pm — Call to confirm location
- **PDC and Fundraising Meeting** Monday's @ 3:00pm — Call to confirm location
- **Capstone Presentation** Thursday May 9th — Location details to come
- **DCAC** Quarterly
- **San Carlos Action Council** 1st Wednesday of the Month
Next Meeting is May 1st, 6:30, San Carlos Library
- **Navajo Planning Group** 2nd Wednesday of the Month. May 8th is the next meeting
at Tifereth Synagogue

9. Navajo Planners — Jay Wilson

- Jay reviewed the overwhelming success of the Easter Egg Hunt at Princess Del Cerro Park hosted by Carol Morrow

10. San Carlos Action Council — Jay Wilson

- Progress Report

11. Adjourn —

- 9:04pm

Respectfully submitted
Jeri Deneen
Secretary
April 17th, 2019