



AGENDA MEETING OF THE BOARD OF DIRECTORS

**THURSDAY, FEBRUARY 20, 2020 7 P.M.
217 East A Street, Upland, CA 91786**

1. Roll Call *Jessica Morley*

(Board Members: Kati Parker, Virginia Shannon, Katy Taylor, Nancy Mannon, Carol Timm, Larry Timm, Kirk Taylor, Alice Palacios, Jessica Morley, Lottie Miller)
(Associate Board Members: Margaret McCormick, Erin Wade)

2. CONTINUED BUSINESS

A. 2020 VINTAGE HOME TOUR – *Kati Parker*

1. Advertising: Upland Today, Hometown Spirit Newsletter, LA Times foothill reader, Inland Valley Daily Bulletin, Upland utility bill inserts, Pink Lady Banners, Poster and flyers in stores in downtown, website, email.
2. Featured Homes
 - 664 N 3rd Avenue (English Revival: Bob & Cheryl Ooten) Home Chair: Lottie Miller
 - 613 E 7th Street (English Revival Cottage: Lorena Mejia) Home Chair: Nancy Mannon
 - 636 E 9th Street (Eastlake Victorian: Carol & Larry Timm) Home Chair: Carol Timm
 - 1509 N Euclid Avenue (Victorian: Paul & Ronda Forgette) Home Chair: Ann Lara
 - 805 W 16th Street (Linden and Molly Brouse) Home Chair: Jessica Morley
 - Boxed Lunch Fundraiser
3. Boxed Lunch Fundraiser (Double Tree donating cookies, Letters out to Sprouts for apples, Vons, Costco and Staters for gift certificates) (Need to provide letter to Kirk for possible sandwich donation)
4. Booklet Writeups due by February 28th
5. Booklet Paid Advertising due by February 21st

- 6. Ticket Sales locations: My Jeweler, Cooper Museum, Antiques Etc. and online.
- B. RAIN'S HOUSE BUSINESS PLAN
John Davidson working with Patrick at County to get an extension for consultant to prepare business.
- C. PARANORMAL PRODUCTIONS
Called Chuck back and gave him Cooper Museum and Ontario Heritage leads.
- D. VALENTINE BUNCO FUNDRAISER (February 15th at 6:30 pm) – *Nancy Mannon*
Huge success with \$880 raised.

3. ACTION ITEMS

- A. MINUTES FROM JANUARY 16, 2019 BOARD MEETING
Motion: _____ Second: _____
- B. TREASURER'S REPORT
- C. HISTORIC HOME DEMOLITION STONE FUNERAL HOME
Motion: _____ Second: _____
Debbie Stone the director of the Stone Funeral Home has requested a letter from Upland Heritage giving them permission to demolish the craftsman style bungalow and the barn located east of their funeral home. The City will not allow them to demolish it until they have a letter from us. They have needed parking and a proper driveway for a long time. They are currently experiencing issues with homeless camping inside and in the backyard. The cost to move the house would be approximately \$280,000 and the City does not have the money to move it. Habitat for Humanity said they would need help from the City in order to move it. They also said it is cheaper to build a new house than it is to move and rehabilitate a house.
- D. FOUNDERS DAY – *Carol Timm*
Amy Hughes from Valencia Elementary is interested in the Founders Day program.
- E. HABITAT FOR HUMANITY DONATION
Check photo op is February 22nd at 10 AM. They will bring the big check in front of our banner.
- E. 2020 HOLIDAY PROGRESSIVE DINNER – Secure houses – *Nancy Mannon*

4. PRESIDENT'S REPORT

- a. Responded to homeowners at 520 N Euclid Avenue facebook message about being on the historic register. They went to the City and got a copy of their historical resources form and a copy of the Mills Act Application. Homeowner was very excited about the information they found on dpr form.
- b. Responded to Homeowner on 8th Street voicemail.
- c. Responded to potential buyer of home across the street from Robin and Doug Baker with questions regarding Mills Act via phone call and follow up email.

- d. Work hard but have fun (ie. Bunco Fundraiser)
- e. Façade Grants – Meeting with City and 3 downtown businesses (New restaurant 222 E 9th St, The Local Baker 120 E 9th St, Simonis Optometry 155 N 2nd Ave)
- f. WEBSITE PERFORMANCE AND UPGRADES
 - a. Performance (last 30 days: 1,294 page views, 10 orders and \$520 in sales)
 - b. Upgraded website by adding commerce builder to website for 3 year for \$312. This allows us to sell home tour tickets online in addition to memberships, donations and anything else we want to sell in the future. It expands the possibility for increasing our revenue.

5. DIRECTORS COMMENTS

6. BOARD OF DIRECTORS REQUESTED FUTURE AGENDA ITEMS

7. ADJOURN

CALENDAR

April 5, 2020, Vintage Home Tour