

# SUNRISE PARK NEIGHBORHOOD ORGANIZATION

## BOARD OF ADVISORS MEETING

**Date and Time:** Saturday, July 19, 2014 – 9:00 a.m.

**Location:** Offices of Prudential California Realty, 2905 E Tahquitz Cyn Way, Palm Springs, CA

**Members in Attendance:** Roseann Bleiweiss, Jeff Clarkson, Kathy Cohn, Byron Lohman, Bruce Maughan, Greg Probst and Curt Watts

**Members Absent:** Jerry Braun and Mike Scebbi

- I. Order of meeting agenda reviewed and approved with no changes.
- II. Meeting Minutes of June 28, 2014 Board of Advisors Meeting reviewed and approved with no changes.
- III. Officer Reports
  - A. Chairperson (Curt)
    - Curt welcomed Bruce Maughan to the Board, and Bruce briefly introduced himself. (Pursuant the last Board meeting, both John Kennedy and John Bingle were approached about joining the Board, but both declined. Mike Scebbi has accepted his invitation to join the Board, but was unavailable for this meeting.)
  - B. Vice Chairperson (Kathy)
    - Kathy reported on a volunteer opportunity for SPNO to provide balloon wranglers at the annual Palm Springs Festival of Lights Parade on Saturday, December 6, 2014. There is no fee involved. SPNO would provide five people to wrangle the balloon (most likely, a smaller ornament balloon) and two people to carry a banner identifying our neighborhood. The consensus of the Board was to move forward with this opportunity. Roseanne will send out a request for volunteers, and Kathy will be the contact.
    - Kathy also reported that she surveyed PSNIC neighborhoods about 501(c)(3) status and found only one neighborhood with that status (Racquet Club Estates).
  - C. Secretary (Jeff filling in during Jerry's absence)
    - Nothing to report.
  - D. Treasurer (Byron)
    - Update on Checking Account: Bank account was opened at Pacific Premier Bank with a \$700 deposit (contributions from Board members). Curt and Byron are signers on the account. Balance is \$620 after \$80 payment for annual post office box fee.
    - Update on P.O. Box: Post office box was obtained. Curt and Byron have keys.
    - Byron purchased QuickBooks for the benefit of SPNO.
  - E. Communications Officer (Roseann)
    - Roseann will communicate to SPNO members on the following forums: SPNO Facebook page, SPNO Nextdoor community, and Palm Springs Facebook page (if applicable).
    - Roseann will post in these forums (i) in the days following each Board meeting with any updates, (ii) during the first and last week of each month with a Neighborhood Watch blast, and (iii) at mid-month as a call for more membership. Roseanne will also update with breaking news, as necessary
    - As an ongoing project, Roseanne will follow up with Nextdoor and those who are not on the contact list. She will also continue to contact residents via private message to request their contact info.
    - Roseann reported that there are approximately 170 neighbors on her master list.
    - Roseann will continue to look at the possibility of a SPNO website.
- IV. OLD BUSINESS (including Top 7 Neighborhood Priorities):
  - A. Blade Signs/Neighborhood Identification (Impact on Fundraising)
    - The Modernism Week organizers recommend that our blade sign design be finalized before Modernism Week for better publicity and recognition.

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- A general discussion of how we should proceed with blade design ensued. Some neighborhoods have held design competitions, while boards of other neighborhoods have just taken the lead. It was suggested that SPNO use an online survey to get input of the neighborhood after narrowing the choices to three or so.
- Cost per sign will not vary based on number or design. Shipping costs vary based on number of signs ordered at one time (cost break with larger order).
- There was a discussion of various designs. There was a consensus that large script letters are preferable to block letters and that the symbol on the sign should suggest the sun. It was also suggested that consideration be given to the look of the sign at night and when copied in black and white on correspondence.
- Roseann will work with her husband (a graphic designer) to come up with different variations using two color combinations to consider at the Board's next meeting.
- Roseann and Byron will research using an online survey company to get neighborhood input.
- There was a discussion of issues at various intersections in and bordering our neighborhood that have above-head street signs instead of posts. Options for these intersections include a banner or blade sign off the post of the traffic light, but Curt reported that the City is opposed to this solution because of possible confusion over street names. Duplication of street signs in these cases is a possibility. Stand-alone signs also create issues with the City.

B. Fundraisers

- Solicitation "Letter" to Neighborhood (Greg, Byron and Rosanne)-- After a lengthy discussion regarding the communication soliciting contributions that was drafted by Greg and discussed at previous Board meetings, it was decided to send the communication to residents before the next Board meeting. Byron has established a PayPal account on SPNO's behalf for the purpose of contributions, which will incur a 2.9% charge per contribution. Greg will make a few additional changes to the communication, including incorporating PayPal information from Byron, deleting any possible blade sign designs, and adding a specific request date for contributions. Roseann will send the communication to neighbors on her master contact list.
- Mona Lisa Film Screening (Roseann and Curt) – Palm Springs International Film Society may help with event. Producers will be at the screening, and there will be a Q&A session. It will be a one-night event, date to be determined, but possibly in February or March. There was a general discussion regarding how the event will be set up (including social aspects) and ticket price. Roseanne will contact Camelot representative.
- Modernism Week 2015 Home Tour Opportunity (Byron, Roseann and Greg) – Byron, Roseann and Greg met with representatives of the Modernism Week ("MW") organization on Monday, July 7. MW website goes live November 1. MW requires a commitment by August. A general discussion regarding participation ensued, including brochures, signage, refreshments, bracelets (@ \$1 each), booties, possible sponsorships, liability insurance, restroom access, cleaning fees, walking v. driving tour and ticket prices (\$65 suggested). Several neighbors are interested in participating, including The Amado, but nothing south of Tahquitz Cyn Way at this point. SPNO would need to provide docents (number varies with size of property). MW says tours usually sell out quickly, and most of the money would be received by December 1. SPNO must make a "pitch" to MW and specify how funds will be used. Tour can be on any available day of the week, but the Board consensus was a weekend, possibly the same day as Sunmor's tour. The Board voted unanimously to participate in the MW 2015 Home Tour. Byron will check with MW about the possible inclusion of Desert Holly condominiums. It was also suggested that the newly constructed Sophia might want to participate. There will be a solicitation for participant homes in the communication drafted by Greg and on Nextdoor, which Roseann will handle.

C. Neighborhood Watch/Crime (Greg)

- Greg will follow up with the Palm Springs Police Department about the number and placement of neighborhood watch signs and will contact previous Board nominee Ken Nelson who has indicated an interest in participating in this project. Other neighbors have expressed an interest in participating in the neighborhood watch effort, and a committee may be formed, which may include assigning block captains. There was discussion regarding placing signs on existing posts and the problems associated with that route.

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- It was noted that the Police Department might come to speak at SPNO's next annual general meeting.
- National Night Out is Tuesday, August 6, but Palm Springs does not participate.

D. Next Steps for Remaining Top 7 Neighborhood Priorities

- Vacation Rentals/Noise
- Speeding/Traffic Issues
- Street Improvements
- Social Events

There was discussion about whether the Board should defer these topics to later meetings or maybe committees. Curt will place these options on the Agenda for the next Board meeting.

E. Establish Future Board Meeting Schedule

- It was decided that Board meetings would be held on the third Saturday of every month at 9:00 a.m. at the offices of Prudential California Realty until further notice.
- It was mentioned that SPNO might need to schedule a room for its annual general meeting soon. Board members were asked to think about possible locations.

V. New Business

A. Desert Water Agency – Water Restrictions Effective August 1, 2014

- Bruce is to follow-up with the Desert Water Agency to get more information about the water restrictions for distribution to the neighborhood via Roseann.

B. Other

- Kathy suggested a long-term calendar of SPNO meetings and events. Curt will draft.

VI. Updates on City Projects & PSNIC

- Curt reported on the residential project (200 houses) across from Palm Springs Mall on Farrell. Project is subject to another Planning Committee meeting. Signs are that the project will be a gated community. Entrances and exits for the project are an issue.
- Curt also reported on the City's pavement management survey. The survey has not been updated since 2008, but the City Council has approved an update to be completed in a couple of months. The update will affect the prioritization of individual streets for the City's Master Street Repair Plan. There is an \$8 million fund, but \$50 million is needed for all the desired repairs. Board members were asked to think about streets in our neighborhood that need repairs.
- Curt reported that the City is considering new and improved bicycle routes, including along Farrell. Some streets may be changed from four lanes to two lanes to accommodate bicycle lanes.

VII. Non-Agenda Board Member Comments

- There were none.

VIII. Adjournment

- The meeting was adjourned at approximately 11:45 p.m.