

NOPNA BOARD MEETING MINUTES



DATE: OCTOBER 9TH, 2006 **PLACE:** 333 BAKER

ATTENDEES:

	Name		Name
X	LEELA GILL		SHARYN LOEB
	LARRY GRIFFEN		BETH MISCHKE
	JENNIFER JOHNSON	X	KEVIN RAFTER
	CLAIRE JOHNSON	X	TODD SAYRE
	RYAN NOLAN (INTERN)	X	CHARLES NELSON

AGENDA

1) Introductions

- a. Bi Le was a guest at our meeting. He just moved here from Boston and was involved in elderly communities within certain neighborhood. He works for a non-profit called Business For Social Responsibility. He has volunteered at Glide Memorial.

2) Finances

- a. Membership has gone particularly better. Advertisement has not been as good as last year with the exception of the back page. We need to collect ad revenue.

3) Newsletter

- a. By Lines: Suzanne said that she looked at past newsletters and noticed that some newsletters had by lines some did not. She said that if someone wants to submit articles and wants a by line please add their name to the article because she cuts and paste the information from the word documents so the word document should have the by line included. Short articles and articles written by the manager of businesses that we profile in the newsletter will not get by lines.
- b. Editors (the different types): Executive editor (NOPNA board): sets direction as to content, managing editor (Andrew/Leela): sends out notices to group/board looking for articles and sends ideas to Suzanne, assigns someone to do an article and copy editor (Suzanne).
- c. Content: The board is looking for community profiles (bio diesel guy). Suzanne likes to have a balanced newsletter (some serious, some light hearted stuff). Paolo suggested a "business/services issue" for Jan/Feb. newsletter together with a map – "what's in your community"?- schools in the area, convenience stores, gas station, drug stores, the mix of corporation/small business, dog parks, restaurants.
- d. Suzanne only needs to know how many people have requested ad rates and the size (she does not really care about who has paid).
- e. Advertising: Ryan has another student working with him to help sell advertising. rates for 2007 (Leela). Ad space: 1 full page back page, 1.5 pages of additional ads maximum. Kevin motioned to increase back page to \$1350 and rounded up the rates per Leela's hand out. Paolo second the motion. All board members voted in favor of the increase.
- f. Back cover –Oversubscribed for next year. Make sure those that are advertising on back page are NOPNA members

4) Debrief on Block Party (Paolo, Kevin)



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- a. Lots of good stuff about how we managed to pull off the block party. Kevin is writing a memo that outlines how to organize it. Sponsorship was very strong. Found as many emails of merchants as they could and solicited donations. Kevin doesn't think we don't need to do two block parties next year. Transition between kids in the morning and bands in the afternoon needs to improve. Start the raffle and the music earlier (like 1pm). Advertising needs to be improved next time. We recommend doing it in September.

5) Membership update

NOPNA Membership	Individual	Household	Business	Total
Paid in 2006	52	72	19	143
Paid since 10/1/05	58	78	19	155
Paid since 7/1/05	71	95	22	188
New since 1/1/06	14	19	7	40
New since 7/1/06	0	1	1	2

In Jim Cowan's latest mailing around August 15, he sent 111 requests and has received approx. 36 renewals.

- 6) Discuss upcoming Halloween (Oct) and Holiday (Dec) parties (Leela)
 - a. Sharyn and Charles will help to be "block monitors" during the evening. Ask if Pac Primary parents if they can take a shift from 5pm to 6pm.
 - b. Cookie exchange at the holiday party.
- 7) Project SAFE
 - a. We talked about improving lighting in the neighborhood. Falletti's and Pete's Coffee are coming into the neighborhood maybe they can sponsor a program to hire electrician to help improve lighting?
- 8) Other NOPNA issues (open)
 - a. Baby status (Beth)
 - b. Robert Smith, USF intern
 - i. He will help Suzanne on the newsletter and then can do
 - c. Panhandle Park Maintenance – we have \$2454 from B of A to do something in the Panhandle.
 - d. Tree planting- Leela needs to find out when they are planting trees.

Action Items:

Charles knows a guy that does bio-diesel conversion. This might be a future community profile. Charles also know a 96 year old woman, could be the oldest person in our neighborhood.