

# SUNRISE PARK NEIGHBORHOOD ORGANIZATION

## BOARD OF ADVISORS MEETING

**Date and Time:** Saturday, August 16, 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, Byron Lohman, Greg Probst, Mike Scebbi and Curt Watts.

**Members Absent:** Jerry Braun, Kathy Cohn and Bruce Maughan.

- I. Order of meeting agenda reviewed and approved with no changes.
- II. Meeting Minutes of July 19, 2014 Board of Advisors Meeting reviewed and approved with no changes.
- III. Officer Reports
  - A. Chairperson (Curt)
    - Nothing to report
  - B. Vice Chairperson (Kathy)
    - Absent
  - C. Secretary (Jeff filling in during Jerry's absence)
    - Nothing to report
  - D. Treasurer (Byron)
    - Byron reported on contributions to SPNO and the current bank balance (report attached). SPNO members paying on PayPal have the option of paying the PayPal fees or having them deducted from the contribution. PayPal fees are 2.75% of the contribution amount, plus 35 cents, per transaction. (This amount is revised from the amount reported at the last meeting.)
    - Byron gave credit to SPNO member John Kennedy for helping with the QuickBooks bookkeeping program SPNO is using.
    - Byron reminded the Board that \$100 of his initial \$200 contribution to SPNO was a loan.

At this point, Mike Scebbi joined the meeting and introduced himself.

- E. Communications Officer (Roseann)
  - Roseann reported that she obtained a website for SPNO at a personal cost of \$18.34. The Board agreed that Roseann should receive reimbursement for this cost.
  - Roseann showed the SPNO website design to the Board, including pages for neighborhood history (to be completed), a neighborhood map, events, useful information, live links (including to the SPNO Facebook page and Nextdoor.com), an SPNO membership form and other features. Roseann reported that she has had difficulty finding information about the history of the neighborhood, even after performing research at the Palm Springs Public Library. The Board expressed its compliments on the website and generally commented that the website, as well as the Facebook and Nextdoor.com SPNO information, should be kept current. Roseann agreed to include summaries of Board meetings in neighborhood communications. There was also general discussion of the most cost-effective website hosting options.
  - Roseann gave an update on her other communication and solicitation efforts. A few more members who are on Nextdoor.com have given contact information to Roseann. Only one person has objected to giving personal information.
- IV. OLD BUSINESS (including Top 7 Neighborhood Priorities):
  - A. Discussion on Blade Signs/Neighborhood Identification (Impact on Fundraising)
    - Roseann presented four blade design options to the Board, as created by Roseann's husband, a professional graphic designer. The Board favored a blue sign with bolder lettering.
    - A general discussion of how the blade design options should be presented to the neighborhood ensued. Byron reported on the process for seeking input through an online survey. SPNO members will receive an

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email that will allow them to vote on a preferred design. Results will be available at the next Board meeting.

- Curt reported that he will be meeting with Christine Hammond of the Sonora Sunrise Neighborhood Organization about issues related to blade signs, among other topics.
- Curt asked the Board to consider a specific neighborhood solicitation for individual blade signs once the design is approved.
- Greg will contact Lee Bonno regarding the process for installing blade signs.

B. Fundraisers

- Results of Solicitation "Letter" to Neighborhood (Greg, Byron and Rosanne) – Byron had previously reported on these results as part of his Treasurer's report. Roseann will work on a follow-up reminder to members.
- Mona Lisa Film Screening (Roseann and Curt) – Roseann and Curt are working with a representative of the Palm Springs Cultural Society about promoting the screening at Camelot Theatres based on the Board's desire to market the movie to the general public. The date set for the screening is Saturday, September 27, at 8:00 p.m., with a 9:00 p.m. question and answer session with the filmmakers. Curt and Roseann will be meeting with the chef of Camelot Café (upstairs in the Camelot Theatres) about options for dinner before the screening. There is a \$250 fee to use the theater, but this fee could be waived if there are a sufficient number of diners. SPNO would otherwise get no proceeds from the dinner. Other than the fee for using the theater, there will be no expenses associated with the screening. A cocktail hour is another possibility, but again, SPNO would receive no proceeds. There was a general discussion of possible pricing. Camelot Theatres would like SPNO to use a ticketing agent other than the one they use, as there are fees to Camelot Theatres associated with the use of their agent. Eventbrite is a possible alternate ticketing agent. The Board unanimously approved delegating authority to Curt and Roseann to finalize the details of the Mona Lisa film screening, including pricing. The Board also unanimously approved an expenditure of \$250 to rent the theater for the screening.
- Modernism Week 2015 Home Tour Opportunity (Byron) – Byron reported that the Sunrise Park home tour will be on Saturday, February 21, 2015. Check-in for the tour will be at two separate times for two separate tour windows (10:00 a.m. to 1:00 p.m. and 11:00 a.m. to 2:00) at The Amado (corner of Amado & N. Saturmino), where free coffee from Earnest Coffee Company (same owner as The Amado) will be served. Lulu California Bistro may contribute refreshments to be served at the last house on the tour (North Burton Way). SPNO will need to provide the Modernism Committee with descriptions and pictures of the houses on the tour by September 1. SPNO will be able to do another ticket release in January if desired. The cost for the tour will be \$65 per ticket. The tour should raise approximately \$15,000 for the neighborhood, less expenses for brochures, registration packages, liability insurance, a \$150 cleaning fee per house, and additional pictures of houses. A photographer who works with Byron has agreed to photograph the exteriors of the houses at no cost to SPNO. Byron may sponsor bags from Berkshire Hathaway HomeServices. SPNO will need to order wristbands, and Byron will have an approximate cost by the next Board meeting. There was a general discussion of potential neighborhood business sponsors and parking for the event.

C. Neighborhood Watch/Crime (Greg)

- Greg reported on his contact with the Palm Springs Police Department (PSPD) about neighborhood watch sign placement. PSPD referred Greg to Lee Bonno at the City of Palm Springs. Greg will follow up with PSPD again.
- Greg mentioned a few neighbors who have expressed an interest in helping with this project.
- It was noted that the Deepwell neighborhood organization has installed neighborhood watch signs on the back of stop signs in their neighborhood.
- Greg noted that there are three different neighborhood watch signs approved by the City and that the sign should include the non-emergency number for the PSPD.

D. Discussion on Next Steps for Remaining Top 7 Priorities

- Vacation Rentals/Noise – The City has published a Q&A sheet on a proposed new policy. The City Council is to have a public meeting later this year (October/November) regarding the new policy. PSNIC has formed a

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subcommittee to consider this issue. The Board concurred that it was not necessary for SPNO to form its own committee regarding this issue.

- Speeding/Traffic Issues – No discussion
- Street Improvements – PSNIC has a subcommittee on this issue which held a conference call on Monday, August 11. Curt is plugged into this subcommittee.
- Social Events – The Board generally agreed that the Mona Lisa film screening and the Modernism Week 2015 Home Tour are sufficient for now.

V. New Business

- Annual Meeting Location – Date and location to be discussed at the next Board meeting. Preferred date is Saturday, March 21 or 28, 2015. Possible locations are the Palm Springs Public Library, Mizell Senior Center, the PSPD Training Center, Camelot Theatres, the Palm Springs Teacher’s Association building, and Demuth Community Center. The Board agreed that Kathy and Bruce would be asked to look into these alternatives. It was generally agreed that a Saturday morning is the best time for the meeting.
- Master Calendar – Curt reported on his draft of the SPNO Master Calendar. At present, the events on the calendar are the Mona Lisa film screening, balloon wrangling for the City’s Festival of Lights Parade, the Modernism Week 2015 Home Tour, the SPNO Annual General Membership Meeting, and regular Board meetings.

VI. Updates on City Projects & PS Neighborhood Involvement Committee (PSNIC)

- Curt reported on a PSNIC subcommittee considering the “undergrounding” of utilities. This project could cost approximately \$30,000 per house. Financing through the City is a possibility.
- There was no additional information to report on the College of the Desert relocation or Tahquitz Cyn Way median improvements.
- It was reported that the City has an “at your service” application for smart phones. Roseann will communicate the availability of the application to the neighborhood.
- There was a general discussion of the Jul project. Jeff expressed his concerns about the effects of a walled/gated community on Sunrise Park and issues with traffic on Farrell Drive. Curt expressed his concern that the subject of walled/gated communities was controversial, and therefore, the SPNO Board should not express an opinion or become involved without further discussion amongst the neighborhood. Individual residents, however, should be encouraged to express their own personal opinions on this issue at City meetings.

VII. Non-Agenda Board Member Comments

- There were none.

VIII. Adjourn

- The meeting was adjourned at approximately 11:05 a.m.