

**South Pocket Homeowners Association
Board Minutes
January 4, 2010**

Attendees:

Don Bryant, co president
Sabra Sanchez, secretary
John Caffrey, co president & Marriott Park liaison
Greg Hatfield, co president & Area 2 Representative
Ken Giese, architectural review
Sue Ruiz, newsletter editor
Ryan Chin, Neighborhood Watch
Diane Navarro, membership

Minutes

The number of households in the SPHA area was corrected to be 384. The remaining minutes from the 11/30/09 Board Meeting were accepted as revised.

Finance Report – Don Bryant

- Balance on Hand - \$931.00
- Three (3) homeowners paid their dues for 2010 at the Christmas party. That total was not included in the balance on hand above.
- Expenditures for Month – Landscaping, Security & the Christmas Party.

Architectural Review – Ken Giese

No new issues to report.

Marriott Park – John Caffrey

No update. Ryan inquired as to whether someone had drawn graffiti on the play equipment. John did not believe that this had occurred or he would have noticed and taken action. Perhaps it was chalk.

Area II – Greg Hatfield

FRWA is still wrapping up the project by working on the landscaping. A spring completion is anticipated.

Membership – Diane Navarro

Diane has prepared the letter and invoice, which will be included in the January newsletter. The solicitation will encourage members to provide an e-mail address so that they can receive pertinent and timely neighborhood information and alerts.

Newsletter – Sue Ruiz

Suggested editorial content for January issue:

- Mail date is to be ASAP in January
- Lead article will be membership – Diane
- Value of being member – Carlos Sanchez
- Water project update – Don Bryant

- P.O. Regulation for Can Placement – Sue Ruiz
- Neighborhood Watch Update – Ryan Chin
- Lost & Found
- Newsletter Advertising Offer & Rates

Advertising Rate Presentation

- Sabra presented a suggested rate structure for several different sizes of ads with single issue and 4-issue or annual rates. The most efficient sales strategy and most effective advertising will be to those who choose the annual plan.
- Proposed Rates Are As Follows:
 - 4-Issue Rates, 4-page issue
 - ¼ page - \$100
 - ½ page - \$200
 - Biz Card - \$50
 - Insert (2 sided) - \$400
 - Possible Annual Revenue - \$900
 - Single Issue
 - ¼ page - \$30
 - ½ page - \$60
 - Biz Card - \$15
 - Insert (2 sided) - \$150
 - Revenue for all ads sold on the annual basis for an 8-page newsletter would be \$1800.
 - Greg moved and John seconded that the ad rate schedule be adopted. The vote was unanimous.
- Discussion
 - No political ads.
 - Religious ads would be considered.
 - SPHA would reserve the right to reject ads.
 - Ad publication guidelines established by other homeowner associations that sell ads in their newsletter would be considered in terms of policy for the SPHA.

Holiday Party Review

- An estimated 54 people attended vs. 65 in '08
- Food was well done by Café Latte, but should not have been taken up until 9pm, which was the schedule end time for the event.
- What was done with the leftover food? The food was not ordered by quantity such as by the tray or a certain number of items. Café Latte just prepared what they thought they would need to serve the number of people anticipated. As such, it is believed that they prepared for more people than came and therefore the SPHA was not entitled to what was left. Next year, the SPHA should have a letter of understanding re quantity of food, hours of serving, etc.
- No host bar seemed to have worked out just fine.
- It was suggested that the street name should be placed on the nametag along with each guest's name.

Miscellaneous Community Updates/Information - Greg

- Greg is now a member of the Taxpayer's League, which is another connection for the SPHA on a very important issue. He will be lobbying for an 18% rollback of fees. This 18% rollback is comprised of a 9% increase that is now in place for City Services and another 9% increase that is yet to come. The rollback is justified based on the fact that the City now has an agreement with the County to take garbage to the County landfill vs. having to truck it a long distance...far more cost efficient.
- Don reported that he is keeping an eye on the two new proposed water projects that could be located on the Yolo side of the river but almost immediately across from our neighborhood. Each of these would be larger than the FRWA plant now being completed. John Caffrey indicated that he believes that just the EIR on these plants will take two years to complete. In the mean time, the process shall be monitored. Mr. Waters is concerned about the impact on our community if these facilities were to be built.

Next Meeting

Monday, February 1, 2010
Location To Be Announced