

## **Woodlands Board Meeting February 5, 2011**

**Attendees:** Joe Casey, Judy Jarvis, Kay Ready, Jessica Williams, Marc Graves;  
Guest, Sgt. Sean Conley, Walnut Creek Police Department

### **Website:**

- No report, Brian Rower absent

### **Financial:**

- Judy sending invoices to late payers, and asked the Board to write off some old accounts, more than a year old
- Judy presented Income/Expense and Cash Flow statements for 1/1/2011 thru 3/31/2011
- She also brought a list of newsletter advertisers, and asked that Board add information about previous advertisers and their contact information, so a spread sheet can be set up
- Marc will start the list with his information; he noted that the newsletter is hand-delivered to 929 homes in the Woodlands area
- Board discussion of possible new advertisers; members will all work on this
- Board discussed free ads such as the Cabana Club ads which are run as community service; because we are currently running a deficit to produce the newsletter, we cannot continue to run free ads
- Board motion made by Joe Casey to charge half price for Cabana Club ads in the future; seconded by Judy Jarvis; motion carried

### **Secretary's Report:**

- Board reviewed thru email, on line; one correction; minutes accepted with correction

### **Crime in Woodlands:**

- Community meeting with city officials is set for March 7, 2011, from 7 – 9 pm, at Valle Verde MUR

### **March 2011 Newsletter:**

- Cover – Community meeting 3/7 Ed or Joe
- Free Tax help Ed
- Crime report Kathy
- Board Profile, 1 a month (Joe or Judy)? Joe or Judy

### **General Discussion:**

- Advertising may be done on the website; ad rates are currently run in the newsletter and on the website; prepare
- make a new flyer with Newsletter heading/logo, article encouraging advertising similar to one run a few months ago, rates, and space for advertiser to give contact information

### **Guest Speaker:**

- Sgt. Sean Conley, Walnut Creek Police Department, has the 2/16 business owners meeting, He will confirm with Ed or me whether or not the owner of the complex, Kim Anderson, can make the event. Owners of the security company will be in attendance. Sean reached only to the business owners in the shopping center. Judy and others

raised the issue of having business owners in Citrus Circle also be involved, but that would be a follow-up item for Sean, etc.

- Board will invite the business owners to the community meeting March 7. We might suggest that a spokesperson be assigned, or Sean might handle this role, to articulate the business owners thoughts and how they will engage the community on-going.
  - Sean agreed that Ed could provide a brief summary of our organization, our engagements and connections with city officials, and our recent success in heading off McDonald's into our neighborhood.
  - Joe suggested this is an opportune time to then impress upon the Nob Hill shop owners to place ad's in our newsletter. A newsletter that goes out to more than 900 homes, and is a much more effective strategy than stuffing people's mailboxes each day with junk mail flyers. Could also talk about website advertising, perhaps even sampling at the community if those with iPhones, Droids, etc. might be willing subjects for direct-to-phone advertising (just a thought).
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- For 3/7 community meeting, Sean has logistics covered - MUR is reserved for 7 - 9pm, seating, microphones. We can ask business owners to donate food, drink; Judy offered to handle any additional supplies needed
  - Mayor Cindy Silva, Police Chief Bryden, Councilor Kish Rajan, and City Manager Ken Nordhoff will attend
  - Sean will be primary spokesperson. He expects 45 minutes for the presentation, and 1 - 1 1/4 hour for questions.
  - Sean asked that questions be sent in advance, if possible.
  - Sean will discuss the Neighborhood Watch program and how we can organize neighbors to report suspicious activities/persons in our neighborhood. This has been shown to reduce vandalism. Business owners can also be involved.
  - Joe will write article for March newsletter, asking that questions be sent to our mailbox prior to March 7. Will also ask Brian if he can post a comment on the website about the meeting, and to send questions in advance to any of the guests (mayor, chief, etc.).
  - As we did at the September neighborhood meeting, we will have one line with a microphone for attendees to ask questions.
  - Ed will be asked to prepare an intro of the Woodland's association, and then introduce Sean. Ed may take time to reflect back on the McDonald's experience, and how working collaboratively with the city and the police has benefitted our neighborhood.
  - Board will ask Ed to email the list of questions he prepared to Sean ([conley@walnutcreekpd.com](mailto:conley@walnutcreekpd.com)). These questions relate to recent crime issues, recent changes the police department has enacted, and what longer-term changes they may implement to give Sean a place to start.

### **Next Board meeting – March 5, 2011**

Respectfully submitted,  
Elsie Witt, Secretary  
(Thanks to Joe for additional notes)