

Woodlands Board Meeting Minutes-10/11/15

Board Members Present: Adrienne Robillard, Bill Gilmyers, Jan Gall

Community Members Present: None

Not Present: James Goudy, Eric Ehlers

Call to order by Adrienne @ 8:10 AM

Secretary Report: September 2015 minutes approved

Website Update: Upload functionality for newsletter and minutes restored, all documents up to date. We've remained with our current domain hosting provider 1&.

Financial Report: Discussed increase in advertising rates for 2016. Jan presented proposal for 10% increase, which will help to offset increasing PayPal expenses (\$83 in 2013, \$95 in 2014 and forecast to increase to \$100+ in 2015), as well as postage expense of \$100+ per year to mail newsletters to advertisers. Adrienne to contact Ed Wohlers to determine when rates may have been raised last, it has not been since 2013 at least.

Vote to increase rates passed 3 in favor 0 opposed.

Additional proposal to have advertisers pre-pay for extra issues still under consideration. Unclear how to manage this process, and whether they will need to commit to (and pay for) buying a certain number monthly at the time they pre-pay or if they can pay as they go. The latter would be difficult to manage and largely defeats the purpose, from an administrative standpoint, of doing the pre-pay in the first place.

Further discussion as to how to structure this program to be discussed at November meeting. Jan will also reach out to advertisers to assess interest in extra copies for purchase.

Jan to send Thanksgiving cards to most valuable advertisers.

Community Service Day: Valle Verde beautification project went well.

Neighborhood Garage Sale: Perception of lower neighborhood participation and customer traffic this year based on anecdotal observation. Ad in newspaper was below a larger, bolded one in CC times, might be worth paying for larger ad next year. In addition we may want to start keeping track of how many homes are registering for the event to see if participation is increasing or decreasing. 40 listed this year.

Roles discussion: Vice president to manage agenda and run meeting in odd months. Odd month minute taker TBD, perhaps Secretary can cover. Bill to discuss with Erik.

Speeding: No response from Officer Adams. Board to research process for adding stop signs to Peachwillow.

Proposed Shadelands Rezoning: On agenda for Planning Committee meeting on October 8. City exploring changing zoning provisions of Shadelands Business Park to allow for more amenities for park employees. Businesses would like further reductions on restrictions in the park. Bill spoke on

behalf of Woodlands, expressing interest in the changes but concerns re traffic. Also proposed a study of pedestrian and bicycle crossings of Ygnacio Valley Rd, and consideration of a pedestrian bridge.

November Newsletter Content:

Police Calls- Talia

School News- Danielle

Community Service Day- Adrienne

Shadelands Rezoning- Bill

Valle Vista Club Sport Closure- Adrienne

Garage Sale Photo and Caption- Bill

Hot Water Article II- Bill (if needed)

Newsletter Coordinator Opening- Re-Run

Cabana Club News- Chili Challenge: Joanne Waltham

Recipe: Colleen

Next Meeting: November 7, 8 AM at Denica's.

Meeting adjourned at 8:55 AM

Respectfully submitted by Bill Gilmyers, Vice President