

RIVER PARK NEIGHBORHOOD ASSOCIATION
Board Meeting Notes
Thursday, November 21st, 2024, 7:30 pm

1. **Roll Call and Agenda Approval** – Meeting came to order, a quorum was established, and the agenda was approved; Fatima motioned to approve the agenda, and Joe seconded the motion.

2. **Neighborhood Watch Update** – Rex Hescock

Rex updated the Board that several incidents have occurred this month, including stolen cars, porch thefts, car break-ins, and a robbery involving a necklace removed from a person's neck. The Board noted that the locations of crime within River Park and the time of year are rare; in past years, most crime has occurred around Paradise Beach in the summer months.

The Board agreed that there is a need for a more involved Neighborhood Patrol. Brian suggested reconnecting back with the Sacramento Police, who have offered another meet and greet.

Colin noted that he has tried contacting the River Park Neighborhood Patrol e-mail without luck. It was discovered that the Neighborhood Patrol's email needs to be updated on the RPNA website. The correct e-mail address is Riverparkpatrol@aol.com.

Elise will send MJ the draft article which she created for the RP Review recently, along with attachments from the City Police containing resources and emergency/non-emergency contact numbers.

3. **River Park Holiday Lights** – Elise Drakes

Elise provided an update on the Holiday Lights event, scheduled for December 14th and 15th. The Santa Station will occur on Saturday only, while the cocoa/cider station will be provided on both nights. Elise reported that five entries for Holiday Lights have been received thus far.

Elise will check with the Santa Station host family to confirm that ballots can be dropped off at their house on both nights. Elise will also meet with Fatima regarding displays of the new RPNA sponsor, Attic Man.

Post-meeting note: Several additional entries have been received during the week of November 25th.

4. **Membership Update** – Joe Thompson

Joe updated the Board on memberships, which are currently down by about 20. Joe noted that many memberships are due at the end of this calendar year. The roughly 20 past-due memberships just received renewal notices; it is anticipated that the majority of these members will renew. Joe also noted a challenge with auto renewals, noting that credit cards often expire or no longer work at the time of a membership's auto renewal.

Joe asked for help with targeted door-to-door outreach for lapsed members. Karla recommended for the Board to divide up and cover all neighborhood districts.

Joe also shared that he would like to conduct a membership outreach through the social media accounts within the next week, on a weekly basis for approximately three weeks. Joe and Fatima will obtain the social media account login information from either MJ or Brian.

5. Sponsorship Opportunities – Fatima Thompson

Regarding merchandise and sponsors, Fatima shared that she will need more orders for the RP bags in order to meet a minimum, or else she will need to refund money from the advanced orders. Rex suggested to approach Rooster's on whether they would like to sponsor RPNA and have a spot on the bag, in order to offset the required up-front costs for bag orders.

Fatima provided an update on current sponsorship outreach, noting that Attic Man is interested in sponsorship. She shared that there are a few other prospects under development. Brian offered to send a list of sponsor recommendations, based upon the companies and individuals who currently advertise in the RP Review.

For a more structured sponsorship, Fatima proposed three tiers, including: Community, Neighborhood, and Premier. For the sponsorship levels involving newsletter acknowledgement, the Sponsorship Committee would coordinate with Inna Tysoe. Rex suggested front-page RP Review advertising as a sponsorship opportunity.

The Board discussed additional revenue opportunities at neighborhood events. The 4th of July was discussed as an opportunity for enhanced ticket sales; several Board members noted that not everyone participating in the 4th of July games is buying tickets. Wristbands are being considered, instead of hand stamps to better identify ticket payment. Sponsorship dwindled in recent years, due to fence closures caused by construction.

The Board also discussed the opportunities and challenges associated with potential wine and beer sales at neighborhood events. RPNA would need to secure a soft liquor license in order to sell alcohol at events. Rooster's, which has a full liquor license, was proposed as a restaurant who could help run an event. Karla noted past challenges with neighbors bringing their own wine/beer to past RPNA events. The Board agreed that if a wine/beer sales component was introduced at neighborhood events, RPNA would want to advertise the rules prohibiting bringing in alcohol from home, and the fundraising component would be emphasized to help enforce.

6. **December RPNA Meeting** – Karla Mendoza

In lieu of a formal December RPNA meeting, the Board conducts an annual dinner meeting. To preserve RPNA's budget, the Board agreed to meet for the dinner at a Board member's home, potluck-style, instead of at a local restaurant.

Joe and Fatima offered to host. Karla will coordinate the potluck and contributions.

7. **Storage Unit Cleanout** – Karla Mendoza

Several Board members met in early November to clean and assess items in the RPNA storage unit. The team reduced the storage unit items by roughly 50%, with many items sent for disposal, donation, or repurposed for the Holiday Lights event.

To reduce overhead, the Board's goal is to discontinue paying for the current large storage unit by end of calendar year 2024, and transition to a more affordable option. Current storage unit is paid month-to-month.

Colin will contact Scottish Rite regarding storage availability. If no local venues can offer storage space, RPNA will secure a smaller, less costly unit.

8. **Potential Board Members** – Karla Mendoza

Karla asked the Board whether there is any current interest in vacant Board seats (2). Joe noted that not one candidate statement was received. The Board discussed ideas to build interest from the neighborhood. Such ideas included:

- a. A night (or daytime event) to get to know the current Board members.
- b. Social media outreach by MJ.
- c. Mention on the RP membership door hanger; Board felt that there is limited space on the hanger to include this content.

9. **RP Review Update** – Karla Mendoza in place of Inna Tysoe

Karla provided a preview of content to be included in the next RP Review, which will include updates on Toys for Tots, Neighborhood Watch, Soccer Club, a profile on Lisa Cirill, Scottish Rite events, and the Holiday Lights 2024 event.