

## RIVER PARK NEIGHBORHOOD ASSOCIATION

### Board Meeting Notes

Thursday, June 19<sup>th</sup>, 2025

7:30 pm

1. **Roll Call and Agenda Approval** – Meeting came to order, a quorum was established, and the agenda was approved.
2. **Neighborhood Watch Update** – Rex Hescock

Rex noted that Neighborhood Watch and crime activity in River Park has been light, acknowledging significant activity occurring across the river on Howe toward Hurley. Rex receives updates on all crime occurring within one mile of River Park.

Rex shared that a Hit-and-Run occurring near Breuner and Jennings Drive was reported earlier this month. The car attempted to leave the neighborhood, but was caught by police.

3. **RPNA Branded Merchandise** – Fatima Thompson

The Board discussed communication misunderstandings, current budget status, and budget capacity for new merchandise.

Earlier in the year, the Board discussed the idea of additional budget allocation for merchandise; however, no specific allocation was provided. Also earlier in the year, the Board discussed that according to the Bylaws, any budget increase would require a Board vote.

Brian Haines, RPNA Treasurer, shared that RPNA has experienced a budget overrun for the past three years, noting a goal to avoid another overrun this year.

MJ suggested that, if the merchandise vote was time-sensitive to meet 4<sup>th</sup> of July deadlines, a proposal for a vote should have been called earlier in the year to allow more time to deliberate, vote and order the merchandise (if approved).

Fatima requested to add \$1,182.25 to the 4<sup>th</sup> of July budget, using the \$500 miscellaneous line item, which would create a \$682 overrun. However the \$500 misc. line item in RPNA's 4<sup>th</sup> of July budget is not intended for RPNA merchandise. It is intended for expenses directly related to the Festival.

Karla noted that the goal of the Board's Treasurer is to keep our expenses within budget. She provided an example of a past proposal which required budget approval, the Canva platform. From initial proposal to final Board approval, the Canva budget initiative took approximately one year to complete, and was only \$120.

Karla also provided background on the rules of the Bylaws, which that an in-person vote (meeting, quorum, motion, second motion, and vote) is needed for any budget item above \$300. In future requests, a virtual meeting can be requested in between in-person Board meetings. Any Board member can call for a meeting. Karla then recommend for all Board members to review the bylaws.

Karla asked the Board for a motion to vote on the budget amendment to add \$1,182.25 to the budget for the new merchandise. Joe motioned to initiate the vote, and Fatima seconded the motion.

The measure passed with split vote, with five members voting “yes,” two members voting “no,” and two members abstaining.

- Fatima – Yes
- Brian – Abstain
- Colin – Yes
- Rex – Yes
- Elise – No
- MJ – Yes
- Stephanie – No
- Joe – Yes
- Karla – Abstain

Two additional budget-related topics were discussed, Wild Apricot and fundraising.

The decision to adopt and invest in the Wild Apricot membership platform was discussed. Board members noted that while money was saved by discontinuing a paid consultant engagement, the estimated 30% increase in membership has not been recognized. The Board agreed that both the Wild Apricot platform, as well as the increase in membership dues to \$25 annually, were voted and approved last year; the Board will not revisit at this time.

Board member Rex Hescocock suggested for RPNA to host more events to raise money; one fundraiser could significantly help. Board members agreed that the 4<sup>th</sup> of July event is a prime opportunity to capture additional revenue through merchandise or vendor tables. Karla provided background that, while levee construction has hindered RPNA’s ability to provide space for vendors, this provision was once a mainstay of the 4<sup>th</sup> of July. The completion of the levee construction near Glenn Hall, before next year’s 4<sup>th</sup> of July, should enable RPNA to provide space for vendors again.

4. **Membership Update** – Joe Thompson

Joe provided a membership update for June, noting that membership this year is at 556 neighbors; last year, RPNA membership was at 557. Membership is currently in the slow months of the year. Overall, RPNA is up in membership fees by \$705.00 year-over-year.

Rex asked whether RPNA could provide a senior special, noting that the neighbor who suggested this idea believes that the Board offered discounts in the past. Joe will evaluate the feasibility of this idea.

## 5. 4<sup>th</sup> of July Update

Lisa provided a 4<sup>th</sup> of July planning update for the Board.

Lisa is working with Elise for deliverables to the City by the 23<sup>rd</sup>, including various maps to show signage, waste, porta potties, food trucks, parade routes, and traffic diversion.

Brian noted that, as of June 19<sup>th</sup>, RPNA had not received funds from Phil Pluckebaum's office for the permit fee. If the funds are not received by Phil's office by June 23<sup>rd</sup>, Brian may need to provide a check from the RPNA account, which would be reimbursed by Phil's office.

Lisa shared that Councilmember Pluckebaum's office declined to cover the cost of waste disposal for RP's 4<sup>th</sup> of July events, as in the past. The Board was concerned about waste disposal for the large event, and brainstormed on how to handle this new development in the planning of the event. Additionally, the Councilmembers office shared that budget cuts will impact his support of future 4<sup>th</sup> of July events.

Lisa made a request for volunteers for three shifts: wristband sales, setup, and takedown. Board members Stephanie and Colin volunteered to assist with wristband sales; Lisa asked for them to arrive by 9:45am for training.

Neighbor volunteer Anara will need help with the garland setup. Rex volunteered to help. Lisa will provide Rex with the details.

Lisa shared that the River Park band will play the set originally intended for Food Truck Mania when they march into the park, extending their set by approximately 30 minutes. The additional event band, Home before Dark, will start once the River Park band's performance concludes.

See below for a detailed schedule of the day's events:



6. **RP Review Update** – Inna Tysoe

Inna provided an overview of topics included in the forthcoming RP Review, including a recap on the 4<sup>th</sup> of July, an RPNA Elections article, an Arts in River Park Festival piece, the Susan B. Anthony run, the Buffalo Stampede in September, news from District 4, a profile on Phil Pluckebaum, and recurring topics, such as Garden Club, Mother’s Club, and Park Pets. Additionally, Councilmember Pluckebaum’s office will draft their first district update since his election. Karla expressed that hopefully moving forward, the updates will be consistent, especially since the RP Review is only published six times a year.

Inna hopes to include instructions on how to order a River Park calendar, as well as contact information for Attic Man, RPNA’s sponsor.

7. **Arts in River Park Overview** – Karla Mendoza

Karla announced that the Arts in River Park Festival would take place at the Scottish Rite on August 16<sup>th</sup>. Admission is free, but there will be items for sale at the event.

Karla recalled two discussions with River Park neighbor Brenda Jew-Waters, who is helping to organize the event. Initially, Brenda contacted RPNA to request event sponsorship for \$250. Karla responded to Brenda that events with sponsorships of this size are typically presented at a

Board meeting to request a vote; however, RPNA has not sponsored such a large amount before.

Afterward this initial discussion, Brenda asked Karla whether RPNA would be interested in purchasing a sponsorship table for \$50.00. Rex shared that he would be interested in volunteering at a table. Karla confirmed that this budget amount would not require a Board vote.

#### **8. Add-On Agenda Items – RPNA Board Members**

RPNA Board member MJ Aiello was recognized by Assemblymember Maggy Krell as the California EMT of the Year. Karla presented MJ with an award on behalf of Maggy.

The Board discussed a Fall General Meeting date. Karla said that she would work to secure a date at Caleb Greenwood, noting that she will follow up with the Board to ask for help with event setup and other items.

Multiple Board members voiced disappointment regarding Councilmember Phil Pluckebaum's lack of participation in RPNA meetings. Additionally, Phil's office has not provided RP Review articles and did not give awareness to the Board of the rescheduling of Food Truck Mania to the 3<sup>rd</sup> Friday of the month, which has historically taken place on the 2<sup>nd</sup> Friday of the month. Failure to notify RPNA of the changes, caused the RP Marching Band to become disappointed with RPNA, and the Councilmember's office – as they were scheduled to perform on the 2<sup>nd</sup> Friday of the Month in June, and were unable to reschedule to the 3<sup>rd</sup> Friday. RPNA President, Karla expressed that she had received multiple emails from a River park resident, expressing disappointment as well, and requesting for a monetary contribution to the RP Marching Band for the miscommunication. Karla shared with the neighbor that RPNA already does as such for 4<sup>th</sup> of July. When discussing Food Truck Mania on a recent call, Phil's office questioned whether to continue subsidizing the neighborhood event. Karla and Fatima made a plan to request a meeting with Phil's office to meet with him, and his staff.

Meeting attendee and neighbor, Kevin Riley, introduced himself toward the end of the meeting. Kevin was appointed by Mayor McCarty to serve as a Parks and Recreation Community Enrichment Commissioner. Kevin attended the June 19<sup>th</sup> RPNA Board meeting on behalf of Mayor McCarty to understand ways in which the City can improve their engagement with River Park. Kevin shared his contact information with the Board; he can be reached at [PCECMayoral@gmail.com](mailto:PCECMayoral@gmail.com). Kevin indicated that he is in close communication with both Kevin and Phil, and he will plan to occasionally attend RPNA meetings. Before concluding the discussion, and on another note - Kevin noted that Phil Pluckebaum offered a future meeting with the RPNA Board.

In response to the earlier discussion regarding budgets, Fatima proposed an amendment to the RPNA Board Bylaws to hold votes outside of standard procedure. Additionally, Fatima requested to better understand the Board's current budget threshold. In response, post-meeting, Brian provided an updated 2025 RPNA Budget, shown below:

<b>2025 RPNA Budget (revised 6/20/2025)</b>	
<b>Projected Revenue</b>	
Membership Dues	\$ 10,000.00
Donations and Merchandise	\$ 2,500.00
RP Review Advertising	\$ 7,000.00
Fourth of July Event Revenue	\$ 2,000.00
Sponsorships	\$ 3,500.00
<b>Projected Revenue</b>	<b>\$ 25,000.00</b>
<b>Projected Spending</b>	
<b>Organizational Expenses</b>	
Website	\$ 518.00
Taxes and Accounting	\$ 2,000.00
Wild Apricot Membership Platform	\$ 2,721.60
Membership Drives	\$ 250.00
PO Box	\$ 256.00
Board and Event Insurance	\$ 1,850.00
Storage	\$ 600.00
Misc. (banner, merch)	\$ 1,500.00
<b>Total Organizational Expenses</b>	<b>\$ 9,695.60</b>
<b>Community Outreach Expenses</b>	
River Park Review Printing and Design	\$ 11,000.00
Garden Club Sponsorship	\$ 250.00
General Meetings	\$ 400.00
Fourth of July	\$ 4,000.00
Holiday Light Contest (2024)	\$ 505.00
Misc.	
<b>Total Community Outreach Expenses</b>	<b>\$ 16,155.00</b>
<b>Grand Total All Expenses</b>	<b>\$ 25,850.60</b>
<b>Projected Profit (Loss)</b>	<b>\$ (850.60)</b>
<b>Starting Balance (1/1/2024)</b>	<b>\$ 25,676.44</b>
<b>Projected End of Year Balance</b>	<b>\$ 24,825.84</b>

**Adjourn** – RPNA Board members welcome all current, new, and prospective neighborhood association members to attend next month’s RPNA Board meeting on Thursday, July 17<sup>th</sup> at 7:30 pm at the Presbyterian Church. River Park community members can reach out to the RPNA at [sacramentorpna@gmail.com](mailto:sacramentorpna@gmail.com).

**Sign up for RPNA's E-mails!**

Go to [www.riverparksacramento.org](http://www.riverparksacramento.org), scroll to the bottom, enter your e-mail address and hit "subscribe" Contact RPNA at [sacramentorpna@gmail.com](mailto:sacramentorpna@gmail.com)

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River Park Review is published 6 times per year and is available to all River Park residents at no charge.