

Minutes

Cory Neighborhood Association Board Meeting February 12, 2007

Present: Richard Allen, Dan Bruno, Ken Braly, Lu Kivett, Steve Bowman, Barbara Ferrell, Kevin Roderick, Ed Rael and Pia Rieppo
Absent: Werner Field and Joel Carrico

1. Call to order – 7:34 p.m.
2. General Meeting Recap

Richard said that he had received lots of good comments about our last General meeting, despite the fact that we had to wait for the building to be opened. He estimated that there were 90 or more people in attendance.

He also mentioned that the newsletter had gone to the publisher, and that Heidi would be contacting volunteers in the next day or so for the distribution which would take place this next weekend. Richard also noted that the Holiday Showcase pictures had turned out well.

Richard indicated that he would be talking off-line individually with everyone (Board members). This will be a confidential discussion, as he wants to get their feedback and make sure they are satisfied with the way things are going. Last year, some of the Board members left before year-end, and he does not want to see that happen again.

3. Cory Calendar

Richard has completed the calendar for the rest of the year. He indicated there are two calendars – one for the general public which will be posted on the website, and another for the Board (which he has forwarded to Board members). The Board calendar includes additional items, like deadlines for the newsletters.

There was a question about the timing for the yard sale, and we were told it would be on June 23rd, the Saturday after Father's Day.

4. Street Captains

Since Tony Sindelar is not going to be able to continue to lead this group, we will need to find someone to take over. Ken Braly suggested that the new leader either be a Board member or report to one. He felt it was not that big of a job, and we could hopefully identify someone who shows a high level of interest in the program and ask them, one-on-one, if they could take on the job.

The next meeting for the Street Captains is on Tuesday, April 17. Since we will not be meeting at Tony's house, and no other meeting place has been designated, Lu has offered her house as a meeting place for this next meeting. Richard suggested that we send out something to the Street Captains ahead of time and get them to bring their ideas to the meeting and let us know what they would like to have happen. We would ask them to define the role of the Street Captain.

Lu also suggested that, for at least the next meeting, we provide food for the attendees, and hopefully that will generate more interest in the meeting. Lu said she thought there was something in the budget for Street Captains, and Ken said that should be OK.

5. CAP Grant Update

Ken reported that we got all of the money we requested (\$12,385)! Now we will need to get busy with projects to spend the money. The question was raised as to whether we could shift money around between projects. Ken's response was that if there is a change of more than 10% on any one project, then we will need to submit a change request to the City.

Richard mentioned that one of the projects for Cory is the Curb Appeal project. In part, that had been defined earlier as getting street numbers painted on the curbs in the neighborhood. The plan is to get a local Boy Scout or Girl Scout group to do the work (with the help of neighborhood volunteers) and ask for a donation from the homeowners. The homeowners would not be required to pay, but the scouts would get half of what they collected. It is anticipated that it would be done in stages – a few streets at a time.

Richard said that he is working on a template for the street numbers that would incorporate the Cory logo, and he is going to practice on his own house.

There was a discussion of banners which would be ordered with the new Cap Grant monies for special events, like the yard sale, and T-shirts which would be ordered for (possibly) volunteers, board members and street captains. Dan suggested that we charge \$5 or so for the T-shirts so that people would take care of them.

Richard also mentioned that we would like to look into banners on light posts or the Cory symbol on stop signs in the neighborhood.

6. Approval of Expenses

Ken asked for approval for 2 checks. One is for Richard in the amount of \$117.74 for general meeting expenses, and the other is for Ken Braly for the newsletter.

The amount will be between \$400-500 and will go on his credit card. Both checks were approved by the Board.

It was also noted that Steve and Kevin need to submit expense reports for reimbursement of recent business card and general meeting expenses.

7. Newsletter

Richard announced that we are looking into setting up a Cory Community Classified section in the newsletter where you could sell something, list your services or put in a help wanted ad. There was a discussion as to whether this would be a free service or not.

Ken also indicated we would put something in the newsletter directing people to the new forum which he recently set up. He said there would need to be some rules for the forum, and perhaps this could be a topic at the next general meeting. There was also a request for Board members to send a list of categories we think should be on the forum.

Pia asked the Board if they would like to raise the advertising rates for the newsletter. When asked what kind of feedback she was getting from advertisers, she said that price did not seem to be an issue. (The rates are very low at present.) Current rates are:

Business card size	\$25
1/3 Page	75
1/2 Page	100
Full Page	150

Pia suggested an increase to the following:

Business card size	\$30
1/3 Page	90
1/2 Page	120
Full Page	175

The Board approved the rate increase.

Pia indicated that we have one advertiser that has committed to a full year of full-page ads. The Board agreed, however, that while we will keep our commitment to this advertiser, we will not be selling any more full-page ads at this time.

Pia reported that we took in \$525 in ads for this newsletter (including \$75 which had been prepaid). Ken indicated that in looking at the cost of the newsletter, \$600 pays for the newsletter and some extra. We could set that as a goal for each newsletter.

There was also a discussion as to whether we could stuff flyers into the newsletter for extra income. Ken indicated we had done that in the past, but it was for Cory events. Richard indicated he didn't think we should include any political flyers in our newsletter, since it may appear that we are endorsing the candidate, but only go with commercial. And if we do include flyers, Ken said we would have the printers do the stuffing, not the volunteers. It was also suggested that we would want to make the price high enough that it would be worth our while.

Richard indicated he was looking into using a color logo for the newsletter, but had gotten a very high quote.

Richard also gave Pia some leads for future advertising, including Dance Affair, 7-11, Walgreen's, Ace Hardware, Yuki Sushi and Cedar Tree Dry Cleaners.

8. Other

Richard announced that the Cory Neighborhood Association will be listed, along with other neighborhood associations on the next issue of the Rose Garden Resident.

Richard mentioned the man who had a complaint about the noise from ice cream trucks and had wanted to meet with the Board to discuss this. Richard had asked Board members prior to the meeting and it was decided that the Board meeting was not the appropriate place to take this up. Richard will talk with him again to let him know that this is not something the Board would handle and give him some ideas on how to pursue the issue if he wishes to.

It was brought up again about the two streets on the other side of Winchester which are part of San Jose, and the houses on Newhall which are presently not part of the association, and whether we want to add these to the neighborhood association area. Steve Bowman will follow up on this.

Ed Rael announced that Steve Bowman is the first person on the Board to get his CERT qualification. There were five people who took the most recent training and graduated.

It was decided that with the April general meeting, and going forward, there will be a table at the back with handouts on Disaster Preparedness. Besides training, we will be using outreach, including a Disaster Preparedness Fair at Cory School to get the message out. We will also be looking into being able to use the school as a place to go in case of an emergency, and will be working on compiling a list of health care providers in the neighborhood.

We are also looking into a survey of the neighborhood for Disaster Preparedness.

Richard announced that Eli Segall from the Rose Garden Resident and the lady from the San Jose Mercury News will be at the next general meeting, and going forward, to cover the general meeting news.

The meeting was adjourned at 9:00.

Submitted by Lu Kivett