

CLENA Board Meeting
February 9, 2009
For the Love of the Lake office

Present: Earl Johnson, Cindy Bourne, Gloria Spence, Debbie Finger, Patricia Baillif, Susan Hello, Jim Hughes, Tom Murray, Erin Bender, Kay Van de Rostyne, Michael Janicek, Barbara van Pelt

Guests: David Baillif, Brad Rogers, Mary Jane Hannah-Fields

President Earl Johnson called the meeting to order at 6:35 p.m.

The minutes were distributed electronically to the Board prior to the meeting, there were no changes or corrections. Cindy Bourne proposed that they be approved, Jim Hughes seconded and the motion passed unanimously.

Susan Hello gave the treasurer's report (Attachment A).

- There is currently \$7,470.67 in the CLENA account.
- Debbie Finger moved that the Board confirm approval of \$140.70 for the purchase of Quick Books (approved by e-mail vote earlier); Gloria seconded and the motion passed unanimously.
- Susan will send a copy of the tax-exempt form to the board, along with an information sheet prepared by Susan and Patricia Baillif.
- All committees with revenue or expenses items were asked to submit that information to Susan for preparation of a budget for the remainder of the year.

Jim Hughes did not have any residential crime to report.

- There was a car fire at El Fenix and several vehicle burglaries in the shopping center.
- Cindy Bourne presented bids for ID stickers for residents' cars. It was decided to look into a die cut, 2-color sticker to mount on the back window. She will have samples ready for the March meeting.

Tom Murray gave the beautification committee report.

- The February Yard of the Month was awarded to 1404 San Saba Dr. Tom will pick up the magnetic YOM signs from Jim Witter to identify cars driving around to select the monthly winner.
- Cindy, Barbara and Susan gave an update on the Garden Tour, scheduled for May 21. Donna Mason is again serving as the Casa Linda co-chair. Cindy is recruiting artists, Sheri Foster is coordinating volunteers, Barbara is helping with sponsorships and coordinating the printed piece. There will be a plant sale: containers, soil and some plants will be provided to willing growers.

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- Contributions of bulbs and plants from neighborhood gardeners are also welcome. Donna has the details.
- Tom presented a plan to help neighbors unable to take care of their yards with mowing, edging, fertilizing and trimming. The activity will take place for three hours the first Sunday of each month, April through July. Needy homeowners will be recruited through the newsletter, with the final selection made by the beautification committee volunteers working on this program. Debbie Finger made a motion to approve up to \$150 per month for three months for this project, Barbara seconded, the motion was unanimously approved.
- There was a request for yard care tips in the newsletter.
- Tom will check the triangles to make sure the plantings are being adequately watered and will recruit neighbors around those triangles to monitor their condition, watering when needed, picking up trash, etc.

Kay Van de Rostyne gave the program/education committee report (Attachment B).

- She has secured a speaker from the Arboretum for the general meeting on Apr. 14 – they will offer a 10% discount on memberships to the Arboretum for CLENA members.
- The general meeting will be held at White Rock United Methodist on Old Gate Lane.
- The story in the last newsletter generated a math tutor volunteer for Sanger Elementary. Kay will request wish lists from the area schools to be published in the next newsletter. There was discussion about collecting school supplies for area schools at the September general meeting; this will be reviewed again later.

Debbie Finger gave the communication report (Attachment C).

- The deadline for the next newsletter is March 16. She has advertising contracts and appealed to the board for assistance with securing advertising.
- John Widhalm has updated the website and Debbie can now update all areas of the site. She will get with committee chairs to allow them to update specific features.

Patricia Baillif gave the external affairs report.

- TX DOT has taken out the left turn into Casa Linda Plaza between Fat Daddy's and El Fenix; the only left turn Southbound into the center is by Chili's.
- Colored, imprinted asphalt will be installed at the Garland/Buckner intersection over two weekends this spring with a June completion date for the intersection construction.
- Another Broken Egg opened Feb. 9. Awnings are in place in most of the center and a new clock is being installed on the theater side.
- There is a light pole in the sidewalk near Fat Daddy's which would block a handicapped person from using the sidewalk with a wheelchair. This has been reported to AmREIT.
- Brad Rogers added that the Chevron in the shopping center will close in two years.
- Emerald Isle has a new building plan that is 45 feet tall and includes town homes.
- The Garland Road Initiative committee has been finalized and includes five transportation planners who will be picking the consultant to design the project. There is concern that the focus will be transportation and not other issues affecting the neighborhoods.

Gloria Spence gave the social committee report (Attachment D).

- The flyer promoting the Mystery Dinner Theater will be distributed on Feb. 20. Gloria moved that \$80 be approved for the printing of the flyer; Debbie seconded the motion and it passed unanimously. It was suggested that tables could be set up to recruit members and publicize CLENA programs. Erin Bender suggested nametags; a couple of changes to the flyer were suggested. Gloria needs two more “players” for the dinner theater and the board was asked to identify potential participants.
- The garage sale is set for May 2 and a flyer will be distributed with the next newsletter. Little Forest Hills and Forest Hills asked if they might be part of the garage sale, sharing in publicity and number of individual and combined sales. The board decided to decline this request. The charge for promoting an individual garage sale will be \$20.
- The spring/summer party will be held June 6 or 7.
- Gloria would like to set up a “meet and greet” before the general meetings with refreshments.

Erin Bender reported that the block captains are ready for the February delivery. David Baillif volunteered to fill a vacancy.

Michael Janicek gave the membership report.

- He is re-starting the welcome committee and asked for volunteers.
- Michael requested \$150 to mail a flyer or card to non-member households asking them to join CLENA. Erin seconded the motion and it was approved unanimously.

In other business,

- Earl reported that a request had been made for representatives from area homeowner associations, crime watch, etc., to help publicize and encourage participation in the census. More people = more money.
- It was suggested that area homeowner associations host an event to meet the candidates running for District 9 city council representative. Cindy and Brad will contact Little Forest Hills, Forest Hills, Lake Forest, and Casa Linda Forest to explore the idea.

Earl adjourned the meeting at 9:20 p.m.

A

5:25 PM
02/09/09
Accrual Basis

CLENA
Transactions by Account
As of February 9, 2009

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
Professional Bank								
Check	1/11/2009	1252	Debbie Finger		X	Printing and R...	-54.07	8,461.00
Check	1/11/2009	1253	East Dallas Printing			Printing and R...	-352.50	8,054.43
Check	1/11/2009	1254	TXU Energy			Electricity Usage	-13.53	8,040.90
Check	1/13/2009	1256	Knights of Columbus...	Deposit Myste...		Mystery Dinner	-400.00	7,640.90
Check	2/9/2009	1257	Earl Johnson	QB update		Supplies	-140.70	7,500.20
Check	2/9/2009	1258	City of Dallas	Hermosa		Utilities	-15.37	7,484.83
Check	2/9/2009	1259	TXU Energy			Utilities	-14.16	7,470.67
Total Professional Bank							-990.33	7,470.67
TOTAL							-990.33	7,470.67

Education and Programs Report for February 9, 2009

After the last board meeting on January 12, 2009, I was able to get back in touch with Jane Didear of the DISD, Coordinator of the Partner in Education Programs. I told her at that time I was waiting to see how many volunteers I would get from the last newsletter. She suggested if I didn't have a large turnout of volunteers to communicate directly the schools that we were interested in helping.

I received only one volunteer, Cheri Chapman from the newsletter. Cheri lives on Tranquilla Dr and is presently a teacher in Seagoville. She is available on the week-end to tutor Math which she is certified.

I sent an email to Casey Blakeman, who is the Partnership Coordinator/Liaison at Alex Sanger. In this email I told her I saw on her schools partnership needs list shrubbery, soaker hoses, potting soil, mulch, and plants an under In-Kind Services Maintaining school garden. I also ask her to get in touch with me as I would like to bring this up to the CLENA Board and invited her to the meeting so that we could meet her. I have not had an answer from her.

I also emailed Ms Gutt, who is the Partnership coordinator at Reinhardt and also Rhonda Mosley, who is the Community Liaison... I told them about someone who would be willing to tutor Math, but would only be available on the weekends. She said that she would be in contact with me with a schedule and some ideas of what is needed at Reinhardt.

From the last board meeting, we mentioned having someone at the Arboretum be the speaker for the CLENA general meeting in April. Barbara van Pelt gave me some contacts and these contacts led me to Kathleen Cunningham, Director, Arboretum Speakers Bureau. I have contacted her and finalized a speaker for the general meeting on Tuesday, April 14, Since I wasn't sure where the meeting will be held I told her I would contact her after the board meeting where I will perhaps have the time and location available. I also told her I wasn't sure how many people would be there but I thought about 100. She said the speaker can give a 30 to 45 min Power Point Presentation on the Arboretum showing some of the sight and also what is in the planning stages for the coming year. She could also offer a 10% discount on membership which is normally \$60, 00 for people interest in joining that evening. There is no charge for the speaker, but some people give an honorary to the speaker as a check made out to the Arboretum Speakers Bureau. I would be responsible for the screen. She has sent me a small write up on the speaker that we would have that night and perhaps we could put that in a flyer or the newsletter. I have attached the write up for your approval. I need to know the following:

How many people do we think will attend the meeting?

The discount will be offered only that night, but they would have to fill out their application. Is this ok?

Where are we planning to have the meeting?

Where can I get a screen?

**Board Report – VP Communications
Submitted by Debbie Finger
February 9, 2009
Communications Report:**

- The Spring 2009 newsletter will be published and distributed by the end of March. Articles and reports will be due during the week of 3/16 (reminder email will be sent).
- I mailed new contracts on 2/7/2009 to advertisers who have committed to continue advertising in our newsletter: Jenny Capritta, Mike Schmitt, Kelly Nolan, Mary Poss, and Cloud 9 Massage (Denice and Scott Buchanan). We have already received payment from Bella Vista Company for four ads, which started in the Winter newsletter. I will follow up with Lynn Foster (Foster Exteriors) – he indicated he’s interested in advertising when he gets his new ad done.
- I am on track to visit other potential advertisers: Kwik Kar, Susan Frederickson, Highland Park Cafeteria, Deatons, and other merchants in the shopping center as time permits in February. I plan to drop a copy of the most recent newsletter along with contact information and a “your ad would look great in our newsletter” note.
- Work on the web site is continuing. I have gotten instructions from John on how to upload documents and update the calendar and I’ve testing them. I’ve uploaded most meeting minutes from 2008 and will get the missing files uploaded this week. I will also pull the quarterly treasurer reports from the newsletter for 2008 and upload those. For 2009, we can upload a report on a monthly basis. And – John or I can now show Barbara how to upload the meeting minutes.
- The following information is posted on the web site: Garland Road Initiative PDF and Advisory Council list, latest newsletter, information for area schools and link to Partners in Education web site.
- People can also upload photos of neighborhood events – we can publicize the new features of the web site in the next newsletter.
- Finally, keep me posted of any upcoming events and I’ll add them to the calendar.

February 2009 Social Activities Board Report

Murder Mystery Dinner - Pasta Passion & Pistols

To recap quickly in January the Board approved the proposed budget and deposit request for the March 21 neighborhood Murder Mystery Dinner. Quickly, that budget was:

Estimated proceeds of \$2,000 based on 100 ticket sales at \$20.00 each

Projected costs for event: Cost of catering and rental of facility will be between \$1,200 and \$1,500 (depending on menu and final count of participants) Cost of publicity, printing, advertising, and decorating will not exceed \$500.

The approved \$400 deposit has been paid and the reservation has been secured.

I am passing around the wording to be used on the advertising flier along with the "signature picture" that will be used to publicize the event. The flier will be a single page two sided print. The front side will advertise the event. The committee would like to have a letter from the President / Board on the back side of the flier encouraging residents to attend the dinner. The remainder of the page is available for Board and neighborhood news. The flier will be printed on 8 % x 11 cream 20 lb. paper. Cost will be \$72 for 450 copies. Projected distribution date will be the weekend of February 20. We need to know when the block captains want to have the printed material for this distribution date in order to determine the printing schedule. The committee wants to thank John and Debbie for all their help with the email blasts and the flier.

Mr. President: I move that the printing cost of \$72 be approved for the flier for the Murder Mystery Dinner.

The Membership, Education, and other committees are invited to set up a table at the dinner to promote their programs and continue to publicize CLENA projects.

GARAGE SALE:

Proposed dates for Garage Sale. The Committee is recommending a choice of 2 dates. Saturday, May 2 or Saturday, -Moy46. Reasons for dates:

1. With March event Committee was worried proper concentration could not be given to an April date.
2. Take full advantage of April General Meeting and spring newsletter to publicize the event.
3. Weather



The Association has been approached by a Little Forest Hills representative to combine with them and Forest Hills. I have responded and requested to be kept informed of any meetings or information. The Committee agrees this would be a good idea but would be hesitant to commit to anything in early April.

2008 Garage Sale Report: Proceeds were \$804.63

20 homes @ \$20 each = \$400 and sale of donated items = \$450 for a total of \$850

Expenses: Newspaper Ad: \$37.99 Postage for letters: \$7.38 - Savings for sign purchase with use of last year's signs.

Proposed budget for 2009: cost of homes remain at \$20 with projected increase of 5 homes = 25 homes; at \$20 = \$500 increase sale of donated items to \$500 for a total of \$1,000.

Proposed expenditure: Newspaper Ad \$50 Postage for letters \$15 total expenditure cannot be determined until signs are inspected for reuse.

SPRING/SUMMER PARTY

2008 Budget: \$1,300 - \$800 from garage sale funds, \$500 from donated funds Mick & Delores Letart

Cost of event: \$861.15 plus donations at a cost of \$539. Funds not used: \$438.85

2009 Party: Projected date for party is Sunday, June 7. Theme of party "Ice Cream Social". The March party being adults only, the Committee will put a special emphasis on family and children at the Spring/Summer Party.

Budget for 2009: To be determined. The Committee will adjust plans and cost of party to coordinate with proceeds from garage sale. There is a concern about the March murder mystery dinner due to it being the first time this type of party has been offered along with the state of the economy. If the March party ends with a negative balance we will endeavor to balance the 2 parties out with the garage sale proceeds.

ADDITIONAL EVENTS

Meet and Greet Party- Before Spring and Fall General Meetings. The Committee would urge neighbors to come 30 to 45 minutes early to visit with Board members, especially the Fall meeting to meet candidates for Board positions.