

**CLENA Board Meeting**  
**October 12, 2009**  
**For the Love of the Lake office**

**Present:** Earl Johnson, Cindy Bourne, Susan Hello, Barbara van Pelt, Debbie Finger, Erin Bender, Patricia Baillif, Michael Janicek

**Absent:** Kay Van de Rostyne, Jim Hughes

President Earl Johnson called the meeting to order at 6:37 p.m. Kay Van de Rostyne was excused as there was a quorum present and she had another engagement. She left her report for the meeting.

**Secretary Barbara van Pelt**

- Barbara distributed drafts of the August Board minutes and the September General Meeting minutes prior to the meeting and asked if there were any corrections or additions.
- There being none, Debbie Finger moved to approve the August minutes; Susan Hello seconded the motion and it passed.
- Cindy Bourne moved to approve the September general meeting minutes; Susan seconded and the motion passed.
- Barbara will send final versions to Debbie for posting on the website.

**President's Report**

- Earl announced a very successful Neighbors Night out on Oct. 6 and thanked those who volunteered.
- Earl, Cindy, Debbie, Jim Hughes and Barbara represented the CLENA board at NNO.
- Two new CLE residents have volunteered to fill the open spots on the board.
  - Glen Christy, 1255 Selva, has volunteered to chair the Beautification Committee
  - Sarah Morton, 1548 San Saba, has volunteered to chair the Social Committee.

**Executive Vice President Cindy Bourne**

- The security decals were distributed with the fall newsletter – two to each home in Casa Linda.
- Comments have been very positive although two residents had difficulty putting the decals on their car windows.
- The printer said to moisten the decals and they will stick.
- There was news coverage on Channels 5 and 21, KRLD and several websites, commending CLENA for its innovative crime-fighting decals.
- Donations of candy for the Halloween party are welcome as more than 200 pounds of candy were given out last year.

- Patricia Bailiff made a motion that CLENA provide \$100 for the purchase of black duct tape and candy for the party. Debbie seconded; the motion passed.
- Susan will purchase the tape and candy and deliver to Jim Witter.

### **Treasurer Susan Hello**

- We have \$9,449.62 in the bank, including \$480 in membership dues (Attachment A)
- We are splitting the cost of National Night Out food with Little Forest Hills; our portion will be \$43.26.
- The Fall newsletter made money, thanks to the large number of ads.
- Patricia will take the volunteer sign-up sheets from the general meeting and create a spreadsheet.
- Michael Janicek will take the changes and additions to the directory and add to the directory database.
- Debbie is taking the pansy order forms from Susan and will place the final order.
- There was discussion about adding bulbs for sale along with pansies in 2010.
- Debbie will follow-up with our pansy supplier.

### **Membership, Michael Janicek**

- Membership has increased from last year, with memberships still coming in.
- Michael moved that we create a committee to confirm the map, names/address/phone/e-mail of all residents to have information ready for the spring meeting to give residents a chance to review and make corrections. Erin seconded; the motion passed.
- Michael will review the map posted on the website, compare it to the 2005 map in the directory.
- Erin will work with the block captains and the board to identify committee members.

### **Beautification**

- In the absence of a beautification chair, Debbie and Susan selected John and Brenda Starkey, 1414 Tranquilla, as the winner for October Yard of the Month.
- Gary Spence will get the keys for the sprinklers at the rectangles and turn off for the year.
- Patricia made a motion that we order two extra sets of keys to the sprinklers: one set will go to the Treasurer; individual keys will go to a resident living in proximity to a triangle who agrees to be responsible for the sprinkler system. The Beautification Chair will retain the originals. Cindy seconded and the motion passed.
- Debbie will have the two sets of spare keys made.

### **Education/Programs, Kay Van de Rostyne**

- Kay submitted a report (Attachment B).

### **Communications, Debbie Finger (Attachment C)**

- The cost of the Fall newsletter was \$548.75 and the ad revenue was \$585.
- New contracts have been signed with Foster Exteriors and Kwik Kar by the Lake.
- A trade has been arranged with East Dallas Printing Co. for a \$50 credit for each issue in exchange for a small ad.
- Webmaster John Widhalm renewed contracts for two years with GoDaddy.com for our domain name and web posting service. Debbie made a motion to reimburse John Widhalm \$229.22 for these costs. Michael seconded the motion and it passed.
- Debbie is working with John Widhalm to create an upcoming events calendar on the home page with page links to the City of Dallas website.
- The board agreed not to post information from political candidates on our website.

### **External Affairs, Patricia Baillif**

- Patricia and her husband David attended the East Dallas Action team, NE coalition. We have a very low crime rate compared to the rest of the NE substation's coverage area.
- They also attended the Garland Road Vision Committee meeting last Thursday (Attachment D).
- The study encompasses Garland Road from LBJ to E. Grand.
- Issues involve zoning, retail, roads, transportation, gateways at either end, landscaping, etc.

### **Block Captains, Erin Bender**

- Erin will clarify the exact routes for each block captain.
- There were some delayed Fall newsletter deliveries. In the future, Erin will confirm delivery timing with block captains. Several board members offered to help in an emergency.
- Debbie will prepare a flyer in November:
  - December 2 – Casa Linda Plaza Xmas Tree Lighting
  - December 13 -- YOM Holiday Lights judging
  - Safety Issues
  - Coyotes in CLE: Cindy will research solutions and provide information to Debbie

### **New Business**

- The two board candidates will be invited to meet with the Board on Sunday, Oct. 18 at 2:00 at Another Broken Egg Café.
- Barbara will issue the e-mail invitation.
- There was discussion about the Christmas party. The consensus was to have a neighborhood party, not a board + friends party.
  - Cindy will contact Another Broken Egg for available dates and bid

- People have been driving through the Hermosa triangle, tearing up the grass and vegetation.
  - Suggestions included placing reflectors around the triangle, impediments or perhaps a boulder.
- Patricia expressed her dismay that Earl had extended invitations to political figures to speak at the September general meeting after the Board had agreed that politicians representing this area would be invited and introduced at the meeting and encouraged to speak to constituents after the meeting.
- Only Sheffie Kadane was to be invited to speak and remarks were to be on two topics: Casa Linda Park and water problems in the neighborhood.
- The information from Leigh Ann Ellis (DISD Board rep) and Allen Vaught (state rep) was interesting, but Patricia felt that candidate Bruce Parrot and web entrepreneur Emily Martin should not have been allowed to speak and probably not introduced.
- Earl felt, as President of CLENA, that he could invite people to speak, but apologized for overruling the Board's agreed-upon agenda for the meeting.

There being no other business, the meeting was adjourned at 9:18 p.m.

TREASURER'S REPORT October 12, 2009

Attachment A

BALANCE 9/15/2009 \$ 10,856.46

INCOME

Newsletter Ads	580.00	
Plant sales	280.00	
Membership Dues	480.00	
TOTAL INCOME		1,340.00

EXPENSE

SECURITY STICKERS	2,175.00	
ELECTRIC	16.12	
WATER	6.97	
Printing for election	548.75	
TOTAL EXPENSE		(2,746.84)

RECONCILED BALANCE 10/12/ 09 \$ 9,449.62

CLENA BOARD MEETING  
October 12, 2009

Attachment B

Education/Programs

I attended the onsite meeting of the Bryan Adams High School on September 16. The new principal of Bryan Adams is Ms Susan Walker. These Onsite Meeting attendees are primarily made up of some of the staff and other parents and community supporters. The meetings are held the third Wednesday of the month, unfortunately I have another meeting schedule at that time each month and may not be able to attend every month. The meeting was interesting. There are plans to enlarge the Science section of the school and so some much needed renovations are in the planning stage.

Ms. Walker plans are to increase the academic at the school. Also she plans to get tough on the students following the dress code. Evidently students leave from home dress one way and change at school in the rest rooms. Also brought up in the meeting was the fact that none of the security cameras were working inside the school.

There is now an official website for Bryan Adams. It is <http://www.dallasisd.org/schools/hs/badams/index.htm>.

I have not been informed of any needs at Alex Sanger Elementary with their Real School Garden Project.

Respectfully submitted,

Kay Van De Rostyne

### Communications Report:

- Newsletter
  - Fall 2009 Newsletter was distributed during week of October 1. Advertising in newsletter was \$585.00, which covered the printing cost of the newsletter \$548.75 and the two inserts (Pansy Sale and Directory Update solicitation).
  - We have new contracts with Kwik Kar and Foster's Exteriors for advertising.
  - I will contact Bella Vista and Lucy and Ethel Do Real Estate to see if they are interested in renewing their contracts.
  - Other advertisers (Jenny Capritta, Kelly Nolan, East Dallas Printing) advertise on a per issue basis.
  - I will also explore costs of printing with John at MinuteMan Press for 2010 printing needs (newsletter and directory).
  - Next newsletter will be Winter 2010 and will be distributed during first week of January.
- Web Site
  - John renewed contracts for web hosting and our domain name and extended the contract for two year. Cost for domain names (casalindaestate.com and clena.net) is \$61.46 for two years. Cost for web hosting is \$167.76 for two years. I need approval to refund John Widhalm a total of \$229.22.
  - I am working with John to put an "Upcoming Events" calendar on the home page so that it is something that changes on a regular basis.
  - I would also like to create a page for "From the City of Dallas" so we can post documents that we receive from them.
  - I do not want to post documents from political representatives because we would have to provide links to all parties and reps to remain neutral.
- Directory
  - Insert to solicit updated information from residents was distributed with the Fall 2009 newsletter.
  - There is a new map on the web site that may be useful for the directory.
  - I will get bids for printing costs and solicit ads to cover cost of printing the directory.
- Beautification (Filling in for open position)
  - I picked up the notebook and keys from outgoing VP Tom Murray.
  - Susan Hello and I selected YOM on Saturday, 10/10. Recipients are John and Brenda Starkey at 1414 Tranquilla. We will go back and get pictures when the sun comes out.
- Action Items

- Print and distribute flyer before holidays covering crime tips and coyote information.
  - Contact Max and Denise in LFH for wildlife expert name
  - Get with Gary Spence to turn off sprinklers in triangles and get extra sets of keys made and labeled
  - Get Garland Road Vision Summary for web site when it's available
  - Find out who has bulbs for fall planting.
  - Meet with potential new board members on Sunday, October 18

October 8, 2009 Open House Comment Form

Please share your thoughts, opinions, concerns and ideas so they can contribute to a vital and successful Garland Road Corridor. Please place completed form in the comment box, or return by folding and mailing or faxing to 214-495-0479.

What are the places, views or activities in the Garland Road Corridor that are most distinctive and most important to emphasize?

What places, views or activities are most important to change or diminish?

What changes would do the most to encourage people to walk or bike to destinations in the Garland Road Corridor?

What transportation improvements would be most beneficial to the people who live, work, shop or visit in the Garland Road Corridor?

Enhancements - like banners, signs, landscaping, or sitting areas - can help make a place inviting and enjoyable. What enhancements would you like to see along the Garland Road Corridor?

What word or phrase describes the Garland Road Corridor as you would like to see it in the future?

What other comments do you have? (Attach additional pages if desired)