

Palisades Neighborhood Association
www.palisadesneighborhood.org
May 19, 2012
Executive Meeting
Minutes

Attendees:

Rick Eilers	Dave Barra
Albert Almeida	Gail Parrick
Jaliene Hollabaugh	Jay Betts
Katherine Shallenberger	Becky Salsburg

1. Call to Order - 7 pm

2. Elections

Chair – Rick Eilers
Vice-Chair – Jay Betts
Treasurer – Becky Salsburg
Secretary – Katherine Shallenberger

3. Greentree Pool

Rick suggested hanging a sign w/ realtor box at the Greentree Pool. It would advertise general information about the neighborhood association (including website) and rotate current information in the realtor box. Jaliene suggested a banner. Question of whether Frederique could provide the realtors box.

Action: Rick will contact Greentree Pool Association.

4. Palisades Logo

Lots of issues with the current logo – no good file, text upside down, etc. Everyone agreed to a change. Possibly hold a contest, advertise on facebook, website, at neighborhood picnic, etc. Jaliene asked about the next mailing - could advertise the logo, picnic, emergency prep, upcoming events (candidates' forum), etc. Gail indicated an additional mailing costs around \$700.

Action: (1) Albie will lead this initiative. (2) Gail will send some guidelines/requirements for the logo to Albie.

5. Realtor Signs

Rick has numerous realtor signs that he would like to investigate using to advertise upcoming PNA meetings and events. The current signs (provided by the City) are small, hard to stake. Gail mentioned the need to check with City sign code regarding the size, duration, and location of signs. Also, there is a risk of signs being stolen.

Action: Rick to talk with the City.

6. Website

Rick has made a few changes to the website. Albie shared there are 70 people on facebook, 3 new "friends" in the last week. He also noted that facebook and the website are linked.

Action: ALL take a look at the website and get back to Rick with suggestions.

7. Emergency Prep

Rick distributed the 1 page flyer that will be used in the door-to-door campaign. Area 5 will canvass on Saturday, May 19. Goals: Increase PNA awareness, Encourage email registration, Share emergency preparation information.

Radios – 14 sets have been distributed. The Amateur Radio group will hold a training class on Wednesday, 5/23, 7:30-9:00 pm, location TBD. Rick has a list of class objectives. There will be a radio test on 5/30.

The board also discussed ways to designate which houses have radios – reflective tape or light placed on the property, similar to block/safe house designation.

Jaliene also mentioned that people with radios should complete the CERT course. The next class will be held in the fall.

Action: (1) Rick to send meeting announcement, post map with radio locations to the website. (2) Emergency Prep Committee to decide on how to designate which houses have radios (tape versus bike reflector, etc). (3) Rick to find Emergency Prep Committee Chair.

8. Picnic

All in agreement that there should be a neighborhood picnic with the purpose of increasing awareness about the neighborhood association and fundraising.

Some of the ideas included:

- Date – Second week in September
- Hold in conjunction w/ high school activities / events.
- Have sports teams host mini-lessons for kids.
- Lakeridge favorable to Palisades due to need for electrical outlets, restrooms, and parking.
- Make sure to include residents of The Stafford.
- Raffle
- Block parties would be help separately.
- Hold a raffle

Action: Rick will decide how to move forward.

9. City of LO Grant

PNA would like to apply for another grant in 2012-2013 cycle. Rick likes the idea of physical assets. Gail is not fond of big wooden “Welcome to...” neighborhood signs. Jay suggested surveying people at the Neighborhood Picnic. Action: (1) Albie and Jaliene will head this initiative. (2) Gail and Rick will forward information on how to apply for the grant.

10. Area Experts

The goal of having “area experts” is to attend meetings and report back to PNA. Katherine emphasized the need to be impartial in gathering and sharing our information. Area experts identified include:

- Greg Monahan will provide updates to PNA on the Luscher Area Plan (LAP). Greg is on the LAP committee.
- Dave Barra will provide updates on City activities from his involvement in COLA.
- Gail will provide LONAC updates.

11. Record Retention

It is very difficult to find historical PNA information. Albie noted that we need to have realistic expectations since this is a volunteer organization.

Action: Rick will investigate tools and processes that we may institute to improve the situation.

12. Chairman's 2012-2013 Goals

- a. Picnic
- b. Signs
- c. Logo
- d. Radios
- e. Expand Door-to-Door Campaign
- f. Area Reps for each area, including HOA's. (Ridge Lake, Bella Terra, South Shore Estates, etc.)

13. Misc. Comments / Action Items

- a. Bob Barman has resigned as Area 1 Representative.
- b. Jaliene shared information about Block Party permits available through the City of LO. The application is online and the City will gladly provide barricades for the event day.
- c. Action: Katherine will send roster with updates.

Submitted by Katherine Shallenberger on May 22, 2012