



HDCA Executive Board Meeting

Attendees:

Patti Negri (President)
Justin Walker (Vice President)
Terri Gerger (Treasurer)
Alexa Iles Skarpelos (Secretary)

Meeting was called to order at 5:05 pm

501C3 Update.

The application for 501C4 status was submitted in May, a first step on the road to applying for 501C3 status. Terri received a request from the IRS for 2 signatures. Patti and Justin signed. We expect to hear back sometime in September (90 days from applying).

Bank Balance.

The total balance in the HDCA bank account is \$33,686.26

HDCA Income.

Membership to date is at 134, compared with last years year-end total of 166 (Oct. 2010 Treasurer's Report).

The membership rate increase from \$35 to \$50 has made up for some of the gap. 2010 income from memberships was \$5,810. 2011 income to date is \$6,700.

A membership goal was discussed, it was agreed the 2011 goal would be 250 (\$12,500) - which is roughly 23% participation (of 1,100 households).

In 2010, only 2 (rather than 4) newsletters were produced, and advertising rates were factored on a 4-time-a-year delivery. Therefore, the first 2 newsletters of 2011 will not generate income for this year.

2011 Membership Drive.

The Membership Committee has an advertising campaign (“HDCA, We’ve Got the Dell’s Back”) to launch. There will be at least 50 signs, with signs in key locations also having a flyer box with membership flyers for take-away.

The HDCA Board voted in June to allocate \$1,000 to support the creation/production of the yard signs. There would need to be at least 20 new members for the project to pay for itself.

All board members agreed that in conjunction with the ad campaign, person-to-person outreach should be major part of the overall drive. The strategy discussed, was having current members call people (at least 5) on their own streets. The membership committee has already been provided with a neighborhood contact sheet by street.

Update: by July 26th, 50 yard signs (10 with flyer boxes) had been placed all around the Hollywood Dell. The cost of the signs was \$691.93, the flyer boxes \$100, the 200 flyers \$15.23. Total = \$807.16

Franklin / Ivar Park

In 2008, the Franklin /Ivar lot was purchased from CalTrans for \$162,100. The HDCA contributed \$10,000 towards the purchase at that time. Santa Monica Mountains Conservancy is the official owner.

A motion was made by Terri Gerger, seconded by Justin Walker to earmark an additional \$20,000 for Franklin / Ivar Park so that the committee can qualify for matching grants to develop/improve the property, with the understanding that if one of the more substantial grants is awarded, the \$20,000 would return to the HDCA general fund. The motion went to a vote and was approved.

There was discussion of the current status of the lot. Areas of the fence surrounding the property have been compromised and the homeless continue to camp out under the cover of the massive bougainvilleas. It was proposed that the bougainvilleas be removed entirely. Terri Gerger will work with SMMC to get the lot cleaned up.

There was also discussion about improving the appearance of the lot in phases, and perhaps a joint effort between the neighborhood and the LA City Council office. Terri recommended that the first pass at clean up be a partnership with SMMC and the LAPD to ensure that hazardous materials (used needles from drug use) be cleared before we ask volunteers from the community to participate.

Update: Terri has contacted the SMMC and they have a plan to remove the bougainvilleas, repair the fence, clear out the homeless encampments and provide a dumpster for the effort. They will work with Officer Dillard to arrange a date and time, but expect it to be completed by the first week in August.

La Rocha Trail

The Friends of La Rocha Trail has partnered with the MRCA to purchase 10 lots along the La Rocha Trail. The total amount required for the purchase is \$340,000 by December 26, 2011.

At the May 10, 2011 HDCA membership meeting, a motion was made by Patti Negri, and seconded by Lisa Katz, to make a contribution to the La Rocha Trail purchase. The motion went to a vote and was approved. It was agreed that the HDCA board would decide the amount after a careful review of the budget, and before the next membership meeting.

At the July 11, 2011 HDCA executive board meeting, a motion was made by Patti Negri, and seconded by Justin Walker, to contribute \$2,500 to the MRCA for the La Rocha Trail purchase. The motion went to a vote and was approved.

Meeting was adjourned at 8:15 pm