

Hollywood Park Neighborhood Association Board Meeting
MINUTES
April 3, 2025
Socializing/Networking: 6-6:30 p.m.; Meeting: 6:30-8 p.m.

IN PERSON:
St. Robert School; 2251 Irvin Way, Sacramento, CA 95822

ON ZOOM: <https://us06web.zoom.us/j/6224401174?omn=82345101525>
Meeting ID: 622 440 1174

Present: Greg Grunwald; JillMarie Milholm; Nick Miller; Paul Nauman; Claire Sallee (CS); Cochise Silva (CSi)
Absent: Sequoia Erasmus; Amanda Jaynes; Patty Turner

Meeting begins at 6:35 p.m.

Review March 2025 meeting minutes (PN, NM 2nds; motion passes)

Newsletter Sub-Committee (PN)

CS shared document re: "Newsletter Article Topics"

Former HPNA BODs had pre-set article topics and authors throughout the year; PN proposes that HPNA BOD re-starts this practice, and asks that every BOD member commits to writing at least two articles per year; articles are 100-300 words; **NM asked for deadline, PN will send to him**

What articles should we commit to for June newsletter?

CS: asking for volunteers in the newsletter for upcoming events; PN asked for Volunteer QR code

CSi: member spotlight; PN: this should be a rotating beat; also should be only for dues-paying business members; would be good to spotlight our newer business members; PN will write for June issue; asks for additional ideas of business members to spotlight

CSi: spoke with owner/manager of The Billiards, who is interested in supporting HPNA and in attending a meeting; PN: would they want to support an HPNA event at their location?; **CSi will send The Billiards contact info to CS**

GG: will write History of HP article; GG also paid for HPNA to have a membership to Sac Historical Society (\$50 fee)

CSi: confirming that Councilmember and BOS Kennedy will write their own sections

NM: will write Board Member spotlight (Sequoia), 100-300 words; let him know due date

CS: folks want sponsored playdates (community survey); suggests an article about how to host a playdate

PN: how to organize your own community meet-ups (makes that article topic more general)

CSi: Crawford's Books for book recommendation (**CSi will reach out**)

PN: could we **ask Greg Brown (community member) to volunteer to write recurring article on Freeport Blvd.**

Watch (conversation says yes)

CSi: what about a HP corner where we discuss the number of community members, and we do a tracker in the article

Newsletter Article Authors/Topics

Greg, HP History

Cochise, reach out to Crawford's Books for book review

Nick, Board Member Spotlight (Sequoia)
Claire, how to start a meet up group; use playgroup as example
Councilmember Maple
Supervisor Kennedy

Fundraising (Libby Morain-Sandy)

lives in HP; moved here last year with her family
Presented on new ways for HPNA to raise money
HPNA is running at a deficit and cannot continue business as usual
Small changes to be made ASAP

Annual operating if \$7K, but more is needed for newsletter, events, SWAG, etc.
There isn't a lot that can be done with \$7K

ID our fundraising goal, how much we need to raise, and what would we do with that=make the case to share and tell neighbors what that vision is
Build support base for future initiatives i.e., future park

Have 91 households (\$1820/year); these are the most engaged members in the neighborhood: use them ask the 91 what they think we should do to engage more members to donate
CS: name specifics, and give folks the opportunities to sponsor specific things

Could have goal of 25% households, would bring it up to \$8K/year
Focus on big membership drive

Fundraising is best done peer to peer; suggested Street Ambassadors=someone on each block who would talk to their neighbors and encourage them to join; \$20 is a reasonable ask

CS: talked to Councilmember Maple's office about doing a door-knocking training for Street Ambassadors

CSi: he suggested Board members to be an area ambassador, this is similar to Street Ambassadors, but for board members as the contact person for that area; **he will re-do the HPNA area map** and then re-assign Board members and will send to Board

LMS proposes 'tiered' memberships:

Household:

\$20 household

\$50 Champion (get a little more)

Business:

They want to support neighborhood!

\$30 friend; change this to \$50; for existing business members, will only increase upon renewal (not mid-year)

Invite people to come to meetings and sponsor events

Ad sponsor: \$300; this is a good level

\$500: meeting sponsor, invite to meetings and have them come talk about their business

\$1000 event sponsor, "premier sponsor"

LMS: these dollar levels are on the lower side, so they are appropriate for now

Who would be good event sponsors? Buckhorn? Raleys?

CSi: what about donation percentage events? LMS: good at building community; builds goodwill, brings community together, even if doesn't bring in a lot of money; these smaller events don't need to take a lot of effort, but they build good will and are an opportunity to educate on HPNA

Okay to reach out to businesses outside of HP (eg Safeway Crocker Village)? NM: yes, we shop and eat there

CS: next steps?

LMS: agree on those levels; create a donation packet; get a list of businesses in area, divide among members, friends, neighbors after this packet is created

CSi: outreach important to other NAs; how are they running their NA? what's the budget? How did they build rapport? CS said that she would reach out to other presidents (SLPNA and LPCA); GG: will reach out to TPNA/Isaac Gonzalez

LMS: encouraged 100% board giving; no specific level is required, but is a good model

MOTION (PN, CSi; motion passes)

Board will go forward will creating tiered levels for individual members and business levels, and that those tiered levels will be voted on before next Board meeting. CS, JM, PN will do this

Bylaws Sub-Committee (PN, CS)

due to time constraints, this conversation will be continued to future BOD meeting

PN and CS stated that Bylaws Sub-Comm needs to create a Purpose Statement before being able to make changes to bylaws; CS shared that HPNA bylaws Purpose Statement is almost exactly the same as the template provided by a Sacramento County document, and said that she would like to have HPNA have a purpose statement that is reflective of the HP community; due to time constraints, PN asked that this agenda item be moved forward to next month's BOD meeting; PN said that he will compile some other neighborhood associations' Purpose Statements for review and discussion; **CS said that she already started that document and will share with PN;** PN would like to discuss at next month's meeting, take a month to do some writing, and then vote in June meeting

Executive Sub-Committee (CS)

Multiple former HPNA boards have done so much work that hasn't been permanently enshrined in HPNA bylaws; therefore, CS proposes that when HPNA has new sub-committees, board ensures that those are included in bylaws; every sub-committee would have a charter; CS proposes that HPNA BOD incorporate an Executive Committee: President, Vice President; Secretary; Treasurer; Exec. Sub-Comm. Would not have voting rights, but would take the time to meet monthly and review the administrative tasks of the HPNA (for example, review bids for liability insurance, and report out on options to full BOD); shared that there is so much administrative work to do, it is difficult to get through everything in 90 minutes (the preferred length of BOD meetings)

Will continue next month and vote

March Community Meeting: overview (CS)

CS gave an overview of March 2025 Community Meeting; transportation safety panel; had 35-40 people; got a few new members; people had lively questions; HPNA was on the news; got positive feedback

Meet and Greet, 4/23/2025 (CS)

CS gave reminders about upcoming Meet and Greet with Mayor McCarty and Councilmember Maple, at Two Rivers Cider from 6-7:30 p.m.; asked for as many BOD members to arrive as possible; distributed 10 flyers to each BOD member to post around their area of the neighborhood to advertise

Proposed Date for Community Block Party (CS)

CS asked about a date for the Community Block Party; she proposed 5/26/25, the Monday of Memorial Day weekend; NM said that date would be difficult for many families; NM proposed 6/21/25, the first day of summer, and proposed that the event be called "HP Summer Fest"; Board members were happy with that date
Members would like to serve and sell alcohol at the event; CS will look into a permit;
CS and PN proposed closing the end of Larson Way (where they live); PN said that might be too small; PN proposed closing all of Larson Way, members agreed

CSi: said that he would look into asking his 12-piece band to play for entertainment

CSi: will ask his brother who runs a trailer business if he would be willing to be a sponsor for the event; cousin lives in HP as well

CS: would like to invite community members to help volunteer with planning

NM said that he would talk to the Mayor's office about having security donated and/or permits covered

CS said that it would be good to have gardeners tabling at the event, because the Community Survey indicated many neighbors are interested in gardening, invite Master Gardeners, Kelly Hopkins (Sac Valley Conservancy); NM said that it would be good to have a 'community table' where people can bring their home garden bounty; persuade some farm people to come; NM: "farm to brunch"

CS said it would be nice to have a kids' area with bounce house; she will look into liability insurance; she mentioned that there are waivers from prior BOD's events with waivers in the Google drive; chalk area; giant jenga; corn hole;

NM: fundraiser, get alcohol donated, sell; JM: her husband is a partner in Golden Bear, he could advise on ABC licenses

JM: potluck; NM: HPNA grill the mains, people bring sides and desserts

NM: announce by 4/21/25

NM: have a raffle; each board member bring an item to donate (\$50 range); Summer Fest trophy

GG: make some HPNA merch to sell

CS: will ask Sequoia to make a flyer

NM: ask LdV to open gates to fields? CS: we don't have the liability insurance to cover that

CSi: his wife makes digital flyers, he could ask her to make a flyer for the website/posting online

Lots of side conversations here; people are excited!

MOTION (CS, 2nd PN; motion passes)

Have HP Summer Fest on 6/21/25, 11-3 during earlier part of the day, and invite garden and tree experts from the neighborhood as well

