

UCCA August 20, 2024 minutes.

Board meeting at University Community Library.

Present: Phil Fowler (PF), Diane Ahern (DA), Greg Hom, Bill Beck (WB), Barry Bernstein (BB), Jim Beshears (JB), Mack Langston, Merle Langston, Alain Gazau (AG), Jemma Samala (JS), Katie Rodolico (KR)

Absent: Barbara Gellman (BG)

Call to Order: 5:34

Membership: AG:: Alain met with Barbara, DA, and JS to get history of the membership program. Biggest initiative is to build process with technology to better manage memberships. The excel spreadsheet has been passed to AG, but PF said there were likely lots of duplicates. AG is looking at an email campaign. He's identified Hubspot to hold the membership database. It has customizable data and questionnaires. He will have an estimated cost for Hubspot by the September public meeting, so it can be in place for the October membership drive.

There was a discussion about reviving "Buy Local" - with digital membership cards. Digital cards could be linked to determine if holder is a current member and qualified for discounts. AG suggested members have fridge magnets with QR codes to link to the facebook and universitycitynews websites.

JS will be at UCHS with a membership table before the football game. DA will help her.

DA: Can demographics be tracked in the new membership system. Some of the grant applications require this information.

AG: Fields are customizable so digital memberships can gather demographic information.

BB: How secure is the database?

AG- Very secure

What about people reluctant to share their email?

The paper membership (in every newsletter) does not require email.

JS: We need to focus on corporate memberships as well.

Minutes:

Move to approve the July 10th public general meeting minutes: JB

Seconded: WB

Approved.

Financial Report: PF

There were not many outgoing expenses. Banners were paid for. No August newsletter.

Ad revenue seems volatile. Need some loopback on whether ads are being paid for and invoiced properly.

DA: Grants have been applied for but may not come in till early next year.

PF: Fraud is a problem. Third debit card replaced this month due to a fraudulent uber charge in London. Chase is very good about dealing with the reported fraud.

JB: Why is there such a big discrepancy between the budget and the actual?

PF: Budget is annual budget divided by 12. Income comes later in the year with the membership drive. Hopefully the numbers will even out by year end.

We should be cautious with spending until the membership drive.

Neighborhood Watch and Beautification: (Barbara Gellman in absentia, read by JS)

Neighborhood watch will have a new website soon.

New utility box at Stressman almost done. There is a new artist for a smaller box near the Stressman box.

Banners, Grants, and Homeless issues: DA

DA submitted 2 applications for city grants. Rules don't allow grants to be used on city property so they can't be used for medians, for example. County grants can be used for medians.

Pending grant for \$22,000 through the county to support the newsletter.

DA: Ash Nasari (former UCPG member) is concerned about the homeless at La Jolla Village. DA will write a newsletter article promoting the use of reporting homelessness via Get It Done. This has been the most effective way to get police response.

Requests for Funding: JS

EdUCate has requested \$1000 for Oktoberfest. They purchase a back page article so the net cost is zero. They also provide UCCA with sponsorship logo on media. And UCCA gets a free booth. EdUCate is a member of UCCA.

DA: Having community partners like EdUCate helps with grant applications.
Motion to Approve: WB

Second:: DA

JS will ask Educate if we can pay in October to help with cashflow issue.

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Spreckels Wildcat Run:

Request \$600 for their jogathon.

Can we ask the PTA to encourage UCCA membership in their newsletter?

Jogathon is not till November, so hold off paying till membership dues come in.

Motion to approve: KR

Second: WB

Approved.

General Board Discussion

Volunteer Appreciation:

JS and PF purchased 100 Starbucks gift cards. At concert on 8/25 they will announce, mid concert, the volunteer appreciation for newsletter distributors, neighborhood watch captains, and Don Hotz. Newsletter gift cards will be distributed when newsletters are picked up.

Town Councils:

JB - there is an opportunity to join with other town councils. Concern whether the issues being raised are ones we agree with. JB will attend the meeting, but not commit.

Barry's ice cream: 3pm for cookies and icecream on 8/25, before the concert.

Next in person meeting at 6pm on September 17th at library. Starts with one on one with Chief Wahls.

October 15th at 5:30, Board meeting at Library.

Meeting adjourned at 6:53.