

## **UCCA Board Meeting 2/18/25**

**Present:**Katie Rodolico (KR), Jim Beshears (JB), , William Beck (WB), Barry Bernstein (BB), Barbara Gellman (BG), Diane Ahern (DA), Jemma Samala (JS), Greg Hom (GH), Phil Fowler (PF), Mack Langston (MaL), Merle Langston (MeL),

**Absent:**

Call to order JS 5:37

**Approval of Minutes from 1/21/2025** general meeting: Motion MaL Second: JB  
abstain: WB passed

KR is resigning as secretary before the July meeting because of travel conflicts. She will not be running for a new term.

### **Board Member Reports:**

#### **Financials (PF):**

Reviewed the balance sheet.

Ad billing is fully transferred to quick books.

There has been a drop in membership. Discussion about using quick book invoicing to have a gentle reminder billing to former members who have not joined for 2025. This is low hanging fruit to increase membership.

**Advertising.:** there is a core base of advertisers who buy ads throughout the year.

Can we do a follow up with the one-off advertisers to encourage them to advertise more frequently?. Can we offer a package discount. (eg 10 months for price of 9 months).

JS: Perhaps we set up an advertising committee? Can we do a short description for corporate members in the newsletter - 2-3 sentences when they join at the corporate level? Currently if you buy the entire back page, a promotion essay is published on the website.

JS: We need to get together with Terri Day. We need a new membership person.to recruit new members.

#### **Budget:**

We need to get quotes for maintenance of medians. Current vendor has upped price more than double. Grant money can't be used for maintenance. JS is working with Zach Burton to see if the original permit requires UCCA to maintain the median in perpetuity.

DA: if we receive a huge grant can we update the budget?  
PF - yes can amend the budget.

**Motion to approve budget** : DA. Second, JB. Passed.

**Grant applications** DA: : Currently we have a balance of \$10k from the county grant. We can't apply for a new one till this is spent. It is allocated as \$5K towards newsletter, \$3K banners, \$2K Ucca outreach materials. We should have spent it all by May.

WB - are we expanding banner district

DA - yes - but not till Pure Water construction is done and we have the funds to cover it. It costs \$500/pole... but don't have the money.

2 city grants - for neighborhood watch and for outreach materials.

DA: received notice through the UCCA website that X considers UCCA an advertiser. They want \$7/month. DA Feels X is a good place to post community information. JS feels it might not be the best match for our community.

**Motion to NOT pay X/twitter \$7/month**:. KR, MaL second. Passed.

JB: s mentioned at previous meetings we've received notice of copyright violation for two images used on the website or in the newsletter.

JS looked into the lawfirm and it might be a scam.

DA: One of the pictures was taken by Ron Bellinger of the Jet Crash. We used the image in the newsletter at the ten year memorial. Bellinger sold or licensed the image to the AP. The other picture was from the Union Tribune and attributed to the UT - but apparently belonged to Reuter.

Action item: contact Ron to see if he licensed or sold the image. If it was licensed, we should be in the clear.

**Motion - Contact the UCCA Board of Directors insurance to see if they will cover/handle the legal issues of photo copyright**:. JB motion, PF second. Passed.

**Neighborhood Watch** BG:: 2 new captains. The planned meeting of all watch captains was postponed.

**Dispatch center tour** BG:: Confirmed attendees.

**Beautification** MeL: Discussion of current vendor for median monthly maintenance. We will keep current vendor until a cheaper vendor is found. MeL will offer \$250 instead of the new proposed rate. Phil will tell Merle what he bills this month.

**Discussion and action items:**

**Local Home Historical designation application:** We received a request to write a letter in support of designating a home on Angell as Historical. DA requested info - but had not received a response. Apparently the city doesn't want to move forward. There are issues with the home having been modified through the years. Homeowners probably want this to get Mills Act status - which reduces the property taxes. Decision was made to wait on more information.

**Grant Requests:**

**Educate Taste of Triangle-** requesting \$1500. (march 21st). They have bought a back page ad for March.

DA - working with local partners/non profits in the community is helpful in grant applications.

**Motion to approve:** DA, MeL second. passed.

**University City Fire Safe Council** - \$500; community outreach, /educational materials)

**motion to approve:** WB, second BG, DA abstain.

**Board Discussion:**

JS: Presidents Report for 2025, Goals

Senior related events. Valerie Upham will be helping with Senior events. Maybe work with Grace City church to do home maintenance (exterior) to help. Valerie would be coordinator. Grace City would like to do this once a month. Would like to do speakers/special events.

Barry will work with Valerie on this initiative.

**Motion to add Valerie as board member** - MeL, JB second. Passed.

JS: would like to change the volunteer appreciation. A tea or picnic. First weekend of September, or in April, (national volunteer month).

**Motion to change up volunteer appreciation to September** DA, 2nd JB. passed.

BB: Holiday tree lighting: recap: 22nd annual event. Santa was available throughout evening, Food distribution worked better.

JS: Proposed expanding the UCCA portion of the holiday event to get more people - Holiday lights market on a Saturday afternoon 2-6. Similar to the European holiday markets with vendors renting booths. Non profits could fundraise and do outreach. Outside, in front of, and around rec center. Santa available throughout the event. .Have more performance groups - with more time to perform. Vendors rent booths to sell holiday stuff. Rent for booths for vendors more \$\$ than for non profit/community groups.

BG: feedback from previous holiday events from community members: Only one person helping with the crafts. No crafts geared for hannukah. If you're trying to get more people conservative/orthodox can't come Friday night or Saturday until after sunset.

The place where Santa was located blocked entrance to rec center.

Audio wasn't clear. Program too long.

An advantage of having the new format is more kids and families could be involved without impacting bedtimes. Chabad group could still come after sunset towards the end of the program. Menorah lighting would happen after sunset to accommodate.

Motion to pass changing up holiday event : KR DA second  
December 13.

Meeting adjourned