

RCENO-member meeting – December 16, 2023

10:05 Meeting called to order.

Board Members present-Joseph May, Delbert McBride, Susan Bean, Denny Adams, Cameron Saless, Annette Baine. Not present: Eric Bowes, Lori Rutter

Neighbors: Steve Bean

Public Comments - none

Finance Report:

Outstanding \$4,000.00

Credit Card \$4,048.80

Check Acct \$26,987.99

Approval of November 18, 2023 General Membership Meeting minutes. Annette motioned and Denny seconded.

Discussion:

One PS meeting: Annette & Delbert plan to attend the OnePS meetings, 3rd Tuesday of the month, 4:30 pm at the Police training center.

Racquet Club Road diet update: Denny will draft a letter and send to the board for review then sending to council requesting them expedite the process.

Speed cushion update – Annette: 7 of 8 homeowners, who are directly affected by the speed cushions, responded to the initial letter from Diane (City Engineering office). January 2024 Diane will send letters to the rest of the general Racquet Club neighborhood who will likely be using Frances Drive. Diane will send an e-copy of the letter to Susan & Annette. Annette & Susan may go door to door if response is low.

The tree planted in Victoria Park in memory of Nat Reed is leaning. Denny said he could contact the City Parks & Recreation Dept. Delbert volunteered to readjust the tree.

Adding a QR code directed to the RCENO website on a bulletin board in Victoria Park.

Victoria Park renovation Suggestion: butterfly roof gazebo shade structure to replace the picnic table.

The little libraries need repair. Cameron's husband, Matt, has volunteered to revamp and repair the little libraries.

Denny reached out to Michael's House rehabilitation home as a possible donation destination, they are a non-profit.

Denny's suggested assembling an emergency first aid kit for the neighborhood's permanent homeowners. The kits could potentially include an am/fm battery powered or

hand crank radio, gas/water shut-off wrench, first-aid kit, MRE's and other non-perishable food, water purifier tablets, face mask, manual can opener, duct tape and plastic sheeting, whistle, trash bags with plastic ties, moist towelettes or hand sanitizer, etc.

Cameron created a neighborhood outreach plan: (highlights below):

- RCENO's mission is to work with our community to improve the quality of life in our neighborhood.
- Challenge: reaching more owners in the community to drive more interest, engagement and activity towards that end.
- Goal: reach more owners to drive more awareness and involvement with the RCENO and the issues we care about.

Discussion:

- Household census: how many, mailing list, homes bought in the last year, full time vs. rentals.
- Channels to Drive Awareness:
 - Website, Instagram & Facebook, events, email marketing, donations & sponsorships, physical marketing.

Suggested improvements:

- Website: Make more SEO friendly – should be the top search result for Racquet Club, make email capture more prominent/streamlined, update photo resolution, remove commerce.
- Facebook & Instagram: FB looks good and up to date, lean into IG to reach a younger demographic, consistently match FB updates, comment on local relevant IG handles to get more reach and followers.
 - Matt, very well versed in IG and has over 100K followers, has volunteered to take over IG, needs passcode to begin.
- Events: Use to drive more interest in regular RCENO meetings.
- Donations & Sponsorships: ask donation recipients to publicly acknowledge our donations, sponsor some local events.
- Physical Marketing: signs/cards with QR codes in the neighborhood, parks, local coffee shops, etc. to drive awareness. Use the little libraries to market RCENO.
- Joseph suggested a fruit exchange, i.e. abundance of lemons, oranges, olives, etc.

Joseph made a motion to set aside monies, \$5K, to update the website & Instagram accounts. Delbert seconded the motion. Motion approved.

Modernism Tour Updates (Tour Date - Feb. 17, 2024)

- 218-220 Home Tour tickets for Racquet Club Estates have been sold to date.
- Brochure has been updated, thanks Grant.
- Lori Rutter is working on contacting the docents, Eric B. has sent her the email list.

- Ron & Eric are planning the docent thank you party, theme “1959 Road Trip”. Jane has ordered the special cookies.
- Jane & Gene are handling the hospitality at registration.
- Joseph/Delbert/Eric working the check-in, Eric also acting as troubleshooter.
- Denny has ordered wristbands, booties, and lanyards. Also has a long table, and Eric & Ron have a popup shelter if needed.

New Business: None

Meeting adjourned at 11:30 am

Next Regular Meeting January 20, 2024 10-11 am– Home of Denny Adams.

REVISED 2024 MEETING SCHEDULE NEXT PAGE



January	20	Denny	1920 Jacques Dr.
February	17	Lori	805 E. Garden Rd.
March	16	Delbert	2369 N. Via Miraleste
April	20	Joseph	783 E. Alexander Way
May	18	Cameron	325 E. Francis Dr.
June	15	Eric	801 E. Francis Dr.
July	no meeting		
August	no meeting		
September	21	Joseph	783 E. Alexander Way
October	19	Annual meeting (location TBA)	
November	16	Denny	1920 Jacques Dr.

December 21 Annette 829 E. Francis Dr.