

Upper East Association
Board Meeting
February 16, 2010

The Board President called the meeting to order at 7 pm.

Those in attendance: Directors: Bob Kennedy, Fred Sweeney, Beth Perry, Milt Hess, Steve Forsell, Joseph Moticha. Advisor to the Board: Lisa Burns.

Agenda:

Discuss & Approve UEA Board 2010 Strategic Plan (generated from the meeting held January 23rd).

Strategy Chairs presented their key strategy positions. In the absence of Joan Livingston, the Strategy #2 Chair, Bob Kennedy presented programs for that strategy. The board voted unanimously to accept each of the strategies.

Strategy #1: Government - Fred - Chairperson, Joan, Beth, Joe & Lisa.

- 1) Meet and Greet - Feb/Mar
Touch base with City of Santa Barbara leaders, Planning Commission, City Council
- 2) Develop Position Paper on Plan Santa Barbara - April
- 3) Find and appoint neighborhood volunteers - May
- 4) Touch base with Mission Santa Barbara leadership - June

Strategy #2: Beautify the Neighborhood - Joan - Chairperson, Beth.

- 1) Graffiti Campaign - first Newsletter - April
- 2) Cut Back Landscaping - second Newsletter - September
- 3) Weed Abatement - Timing?
- 4) Gardening Tips - Email/Newsletter

Strategy #3: Traffic - Steve-Chairperson, Joe & Lisa.

- 1) Meet Traffic Enforcement Staff - Feb/March
- 2) Prepare a Traffic "Win" Position Paper on the three 'E's' - Engineering, Education, & Enforcement - May
- 3) Coordinate with Membership in the education portion of the position paper
- 4) Refine/Prioritize list

Strategy #4: Membership – Milt-Chairperson, Bob.

- 1) Publish Newsletter #1 – Apr/May
- 2) Publish a “Welcome to the Upper East” Pamphlet – July
- 3) Publish Newsletter #2 – Sept/Oct
- 4) Trial Garden Exchange – June
- 5) Recommend Blast Emails
- 6) Test Market a “For Sale” Emergency Kit – Coordinate w/ Newsletter #2

The Board President reiterated that any item relating to the Association must gain Board approval before its publication. If any of the Strategy groups have an item that needs approval, the Chair must inform the Board President and he will call a Board meeting to review/approve the item.

All Emails that go out to the Membership should be “From:” the UEA, using a blind CC format.

The next UEA Board Meeting will be on Thursday, March 18th, 7pm.

The meeting was adjourned at 8:30 pm.