

# VPNA February Meeting | MINUTES

February 20, 2017 | 6:30-8:00 pm | Davis Park Apartments

**Meeting called by** Tyler Victorino (VPNA President)  
**Attendees** **Board Members:** Toni Roberts, Kathleen Coskey Rae B, Matt C, Brian K,  
**Neighbors:** Wyatt Schroeder, Elizabeth H, Maureen Bouffard  
**Guests:** Wyatt Schroeder (CATCH)

**Core Purpose** Preserving and Enhancing the Quality of Life in the Veterans Park Area

## AGENDA TOPICS

### I. General Announcements

- **Discussion:**
  - There are some bills that are due.
- **Action Items:**
  - Kathleen will work with Toni to pay for the website bill.

### II. CATCH Housing First Project: Wyatt Schroeder

- **Discussion:**
  - Funding is coming from low income housing tax credit for the structure costs. United Way, City, Hospitals, County, etc. are all chipping in for funding.
  - Goal is to have 40 units.
  - Concerns about homeless population living near them.
  - There is a federal rule preventing individuals on the sex offender list from utilizing the program.
  - WAG Opening Date: Break Ground 6 to 8 months, open 18 months out.
- **Action Items:**
  - None

### III. Heron Hollow/Wylie Boundary Action Item; Splitting Neighborhood

- **Discussion:**
  - We just need to amend the bylaws to annex the new part of the neighborhood.
  - Instead of splitting into two neighborhood associations, we could create a sub-district within the neighborhood association.
  - West End is a historic part of town, analogous to the East and West Ends
  - We are called the Veterans Park Neighborhood because:
    - The state did a study in 1974 to study the impact of the proposed park on the surrounding neighborhoods
    - Quins refused to sell their quarry to the state for the park
    - The people in the neighborhood was never asked if they would like it
    - Then the West End began to suffer because of the connector, which bifurcated the neighborhood.

- Businesses on Fairview and Main were catering to traffic, not to the neighborhood
- Easiest way would be for the West End to Secede from the VPNA.
  - Straw Poll shows a unanimous preference to work toward this option for the neighborhood association.
  - Proposed Boundaries
- **Action Items:**
  - Tyler will ask Kathleen Lacey how to amend the bylaws.
  - Wait for next meeting for a quorum?.
  - Rae will write a proposal to the VPNA and present it at the next meeting.

#### **IV. Pleasanton Residential Parking Zone**

- **Discussion:**
  - Clarification is that the City is asking if we want them to do a study/survey to find out information about the parking.
- **Action Items:**
  - **Vote on asking the city to conduct the parking survey at the next meeting when we have a quorum**

#### **V. Treasurer's Report**

- **Discussion:**
  - \$25.86 Balance in Savings
  - \$437.86 Current balance in unrestricted funds
  - \$463.72 Total in checking and savings
  - (\$102.00) PO Box rental fee for 2017
  - (\$250.20 Web hosting fee through 2/2020
  - IRS 990-N for FY 2015 was filed on 12/15/16
- **Action Items:**
  - **Toni Roberts is writing a Treasurer's Handbook**
  - **Terri Roberts is resigning the position at the Annual Meeting**

#### **VI. Branding Workshop**

- **Discussion:**
  - Branding is who you are, it is a gut feeling, it is the essence of who you are.
  - The enemy of Branding is confusion
  - Brainstorm to come up with a branding vision for the neighborhood, can be facilitated for us.
  - Warm Springs Mesa provides welcome bags with their logo on a reusable grocery bag with welcome letter, information about their neighborhood and the neighborhood association.
  - A NA has asked for a voluntary \$35 donation to the NA and receives over 400 donations adding up to \$14000.
- **Action Items**

- **None**

## **VII. Whittier Elementary School**

- **Discussion:**

- Drop off and pick up areas: there needs to be 2 separate areas, 1 for busses and one for passenger vehicles/parents.
- There is concern for pedestrian and bicycle safety.
- The plan prioritizes vehicle access to the building rather than enhancing the neighborhood.
- The designs have been submitted to the Planning and Zoning Commission

- **Action Items:**

- **Kathleen will send talking points to the Board via email**
- **The board will vote via email to approve or deny each of the talking points**
- **If talking points are approved, Kathleen will present at the P&Z meeting representing the neighborhood association.**