

Mission Beach Town Council
Executive Board Minutes
Mission Beach Woman's Club
August 15, 2007

Present: Sarah Blaine, Doug Swenson, Bob Ruane, Charlie and Nancy Breveck, Jasmine Kung, Jeff Garland, Nancie Geller and Ross and Sally Provenzano. President Mary Swenson was representing MBC at a 76th Assembly District Forum of community agencies.

Call to Order: by Membership Chair, Sarah Blaine, at 6 PM

Membership Drive (topic for September 12 meeting): Sarah presented a draft of a renewal letter that was discussed and editing suggestions were made. Discussion focused on how to recruit new members. Ideas included:

- Contacting business and listing business member on the website with a "thank you."
- Direct mailing to all residents/business—can be expensive.
- Initiating a student rate
- Advertising in the Beach and Bay Press
- Distributing a flyer on fences, sign posts or at businesses
- Having a party or open house at the Woman's Club to show what we have done
- Credit card payment of dues was discussed, but no action taken

Action Items: Jasmine will look into lawn signs and Bill will contact Beach and Bay Press

Business Cards: Jasmine informed every one of prices; we could have two-sided cards with PD phone numbers for about \$75/1,000. Jasmine will get a draft to Mary.

Neighborhood Watch Signs: Bill will bring information to meeting for vote in September. Signs will not be cheap (about \$30 each).

Utility Box Painting: This is slow right now—vacations? Jasmine will contact Point Loma TC as they highlight artists on their website.

MAD (Mission Boulevard Assessment District): They have some funds that are to be used for boulevard improvements and some of this may be available to us for painting of boxes. We have money coming from the rec center (\$212) and the Woman's Club (\$1060 as well as the matching (\$106) from our vote at the August meeting.

Good Neighbor Policy: Mary's revised document was discussed. Consensus was that it needs to have stronger language and more substance. It will take more time and more work before we have a good document. We need to work on building relationships with and educating renters now and continue working on the document.

Trashcan Stickers: We need to ask the PD about more enforcement as the stickers are being largely ignored.

September Agenda Items:

Membership Drive: Sarah will have presentation and drafts of letters to discuss

Neighborhood Watch Signs: Bill will have a report for vote on funds in October

Mission Beach Entry Sign needs repainting, landscaping and lighting. Nancie will contact Chris (original painter) for estimate

Putting pictures of utility box project on website

Request for membership committee volunteers for 2008 elections.

Minutes prepared by Doug Swenson, Secretary