

**Seaside Neighborhood Association
Meeting Minutes
January 26, 2021**

ATTENDANCE:

Tricia Blanco..... President
Jenna Christensen..... 1st VP, Membership
Pam Jensen..... 2nd VP, Social Media
Melissa Wright..... Treasurer
Perry Shields..... Secretary
Mike Short
Isela Blair
John Blanco

LOCATION: Zoom call

Zoom Room opened at 6:45

7:00 - Tricia opened meeting

- **7:02** - Mike Short, facilitator of the SNA-HLC (Holiday Lights Committee), reviewed the efforts of the 2020 Holiday Lights Committee before, during and after the displays period. Took questions from Board.
- Question from Melissa about how the Holiday Lights experience was this year. Mike remarked that trash was decreased, probably due to less foot traffic and fewer people selling food items. There were also no signs in the usual spots; traffic was backed up on PCH, down Calle Mayor to Anza, and north on Anza. No sign at Carlow and Calle Mayor as in previous years. A lot of “following the leader” by people who didn't know the area.
- **7:15** - Isela Blair, publicist, Social Media expert and SNA member, explained her proposal to “take charge of the message” and create sites which promote order and civility in the Sleepy Hollow neighborhood during the Lights period. Took questions from the Board.
- Isela's message was that a separate website is needed to control the message, as the lights transcend the Seaside Neighborhood Association. Isela registered the domain and paid for a year. Fundraising discussed - pancake breakfasts, restaurant discounts (10% on a certain day). #sleepyhollowchristmaslights hashtag allows people to track activity on Facebook and Instagram.
- **7:30** - John Blanco, SNA member, discussed his proposal to create a permanent sign delineating the Seaside neighborhood. Questions from Board.
- The idea is to create a permanent sign to mark SEASIDE RANCHOS at Robert Road and PCH which include the name (Seaside Ranchos), foundation date, and short history of the

area, similar to Hollywood Riviera sign. Need SNA approval <6 on committee, develop project timelines, estimates, present to Torrance City Council, donation drive, final approval from SNA, obtain sign contractor. Vote by SNA Board in favor for John to present idea to City.

- Tricia and Pam took the lead on logo creation

Secretary's Report – Perry

- Secretary read minutes from last Board Meeting.

Treasurer's Report - Melissa

- Scholarship Committee Report
- \$3,295.41 in SNA account at the end of December
- \$3,700 in now
- Federal forms were submitted.
- Only three scholarship applications were received from South High this year. If no more, may give three scholarships at less than \$1,500 each.
- Discussed revised rubric. If no more than three, Scholarship Committee may just discuss the best two out of three or give a scholarship to all three

General Membership Report - Jenna

- Discussed use of Nextdoor and other methods we use to promote SNA.
- Discussed creation of small flyer to promote SNA membership and General Meeting. Decided that a flyer was not efficient use of funds. Electronic SNA Newsletter, Instagram, Facebook, and website will be used.
- Jenna shared a letter that would be sent to all residents as they move in about joining SNA. Jenna shared letter with Board.
- More young members due to Holiday Lights awards

Business Sponsors Report – Pam

- Discussed how we presently reach out to former businesses
- Pam sends letters to Business Partners, asking them to continue their sponsorship. We currently have twelve Business Partners.
- Discussed how we are acquiring new businesses. Board members are expected to solicit at least one new member a year. It is difficult to do so during the pandemic.
- Discussed sending Thank You notes to members/businesses who contribute over \$20.

Social Media VP Report – Pam

- How can the Board support Pam's efforts?
- The Board can support Pam's efforts by "Liking" the SNA posts on Facebook and Instagram
- Occasionally post a link to SNA website on our FB and IG pages

Holiday Lights Awards – Tricia

- Need for a stable Selection Committee.
- Currently, volunteers are solicited to judge, including last year's winners
- Tricia has all three signs.

Green Thumb Awards – Jenna

- Described selection process and criteria, which include:
 - How long have they lived here?
 - How long did it take to come up with their designs?
 - Jenna wants a questionnaire rather than to ask neighbors these questions via interview

Next steps - Tricia

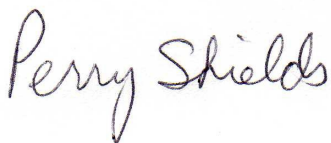
- Plan SNA GENERAL MEETING (by Zoom) for Wednesday, February 17.
- Tricia will book the meeting on Zoom
- Board consented that recording the meeting was a good idea
- How to advertise for General Meeting?
 - Tricia created virtual flyer for next General meeting with Mike Griffiths. Will use on website and social media, and through “Seaside Matters” virtual newsletter
 - Nextdoor
 - Post Signs
 - How much to spend? Printing - \$10 per sign plus wire frames
 - Small flyer was deemed not efficient
 - Pam felt Zoom meetings will not be successful. Suggested Facebook Live as an alternative
 - Voted yes to create signs for this next General meeting. Cost about \$100.00

Agenda for General Meeting on February 17:

- 7:00 - 7:30 Report on SNA activities and invitation to participate in:
 - Holiday Jingle and Mingle Party
 - Lights Displays Awards selection
 - Holiday lights committee
 - Scholarship selection
 - Landscaping awards
 - Council watch
 - Need for a liaison to State Legislature
 - Seaside Matters newsletter and News Flash
 - Business sponsors
- Board Elections?
- 7:30 - 8:40. Mike Griffiths will talk about the importance of local control with regards to housing and development regulation, and about the work of his committee, California Citizens for Local Control. Time for questions.

Meeting adjourned at 8:58pm.

These minutes are correct to the best of my knowledge.



Perry Shields
Secretary