

**Woodlands Board Meeting
Minutes
December 4, 2010**

Attendees: Ed Wohlers, Joe Casey, Jessica Williams, and Elsie Witt

McDonald's – Update, Next Steps:

- Joe reported that the WC Planning Commission has moved the meeting to January to consider the proposed McDonald's site at Oak Grove and Citrus Ave.
- The traffic study was paid for by McDonald's and completed by the city. Noted that this includes the parking issues
- Joe and Bill Swanson will work on possible draft resolutions on our position in case McDonald's doesn't hold a community meeting prior to the first Planning Commission meeting on this topic. They will also discuss next steps for Board discussion
- Our Association has not adopted a position on this; we are waiting until we are able to hear McDonald's community meeting. If a community meeting doesn't occur prior to the 1st Planning Commission meeting we intend to adopt a position based on the information we have.

Website:

- Brian will upload the December newsletter
- Ed suggested putting the November Board minutes up on the website (see Secretary's Report below)

Financial:

- New advertising rates were approved by the Board, and will take effect in February, 2011
- Ed reported that when he received the latest bill from Minuteman Press, it included an increase in the cost of production and printing
- Newsletter is still losing money
- Ed met with Marc Graves about following up with advertisers to encourage them to continue advertise, to see if he wished to continue in this role. Marc will continue to contact by email current advertisers and past advertisers to encourage them to support the newsletter. Ed to provide additional info. to Marc on this.
- Advertisers will continue to send their ads to the website, so they can be collected by Ed or Jessica each month
- We need to increase our advertising revenue by soliciting new advertisers
- Ed also wants us to revise and print a new rate flyer to give to prospective advertisers

Secretary's Reports:

- Ed reminded the Board members that we need to formally vote to accept the Board minutes which can then be posted to the website for residents to follow our activities
- Elsie will complete a draft of the minutes and send to all Board members, and the final report will be voted on at the next meeting
- Joe made the motion and Jessica seconded it; passed unanimously

Special projects:

- Justin Wedel has asked to join the Board in a leadership role; there are currently no openings, but he will be encouraged to attend and assist with new projects.

January 2011 Newsletter content:

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| • Cover – McDonald’s proposal | Joe |
| • Increase in advertising rates –eff. 2/1/11 | Ed |
| • Litter “Good Neighbor” article | Elsie |
| • Profile of Board member (Judy) w/photo | Judy |
| • Crime Report | Kathy |

General Discussion:

- Board received a letter from a neighbor who is concerned about litter on the streets (article will be included in the newsletter)
- Joe and Ed reported that Joe attended a WC City Council meeting with a woman who was concerned about cell towers in neighborhoods; there were about 30 citizens and 7 or 8 telecommunications representatives attending; city plans to revisit the ordinance governing the placement of towers with more specific guidelines
- **January Board meeting** will be Saturday morning, **January 8** at 8:15 AM

Respectfully submitted, Elsie Witt, Secretary