

**Woodlands Board Meeting  
Minutes  
January 8, 2011**

**Attendees:** Ed Wohlers, Joe Casey, Kay Ready, Jessica Williams, Kathy Master, Marc Graves and Elsie Witt; Neighbors Steve Elster and Agnes Shintani

**Secretary Minutes:**

- Board accepted and approved

**Website:**

- Ed reported that he and Brian Rower are planning on setting up a program on the website so that advertisers can submit ads, pay for, and preview their ads. Payment would probably use PayPal. Date for completion will be determined later.

Note: in December of 2009, Brian relaunched the website..

**Financial:**

- Judy reported that the newsletter costs for 2010 were \$926 in the red
- Motion made by Elsie and seconded by Judy; Board approved to have Kay purchase gift certificates from Trader Joes for two Block Captain coordinators
- Reminder that the new ad rates take effect on February 1, 2011
- Board discussed cutting down on free ads, such as ones for the Cabana Club. Board recommended that we charge at least 50 percent rate; Judy and Ed will work this out
- Ed noted that there was an error in printing the January newsletter; printers error and they provided a discount of \$124.00 next month

**Crime in Woodlands:**

- In response to recent crimes in our area, a meeting is set up with Walnut Creek Mayor, City Manager, and Chief of Police on Jan. 13, 1:30 pm, City Hall
- Ed and Joe Casey will attend
- Kay and Elsie will also attend, and Elsie will take notes
- Board will ask about having a security guard in Citrus Center (Ed said there is one), a police presence, neighborhood watch groups

**McDonald's Proposal:**

- Agnes Shintani, Board member of the Citrus Walk Homeowners Association, presented her personal opposition to the McDonald's proposal, and asked for our Board's assistance in pursuing this with the city
- Citrus Walk represents 47 homes, and is part of the Woodlands Neighborhood

- Steve suggested that the issues be framed around the city's concerns, traffic impact is foremost
- Ed said that the traffic study requested and performed by the city (paid for by McDonald's) has not been completed
- When the study is completed, representatives from McDonald's will meet with Woodlands Association
- After that meeting, the Board will take a position for or against the proposal
- Joe said that because traffic and parking are major environmental issues, we need to form an alliance with business tenants in the close area
- Steve said that tenants are another source for 'position' statements
- Joe asked if anyone is representing businesses
- Judy said she did not think so; she will contact businesses to explore this, and report to the Board through email
- Kay offered to help distribute flyers, if needed
- Joe also noted that organizations get more time at city Council Meetings to present their viewpoint than individuals
- Steve suggested that Agnes try to get her Board to take a position, to increase the strength of their voice; he offered to attend their Board meeting and give assistance
- Board discussed strategies to outline before the city Council that promote our position
- Joe said that most McDonald's sites are located in larger commercial areas to take advantage of larger numbers of "walk-in" customers

**January 2010 Newsletter:**

Cover- McDonald's Proposal	Joe
Increase in Advertising rates –eff. 2/1/11	Ed
Free tax help	Ed
Crime in Woodlands –update on mtg. with city	Ed or Joe
Crime Report	Kathy
Board profile	Joe or Judy
Good Neighbor –cleaning up Woodlands	Elsie
Other – Valentine's Day	Jessica

**Other Business:**

- **Next Board meeting** will be **February 5, 8:15 – 9:15 AM**

Respectfully submitted,

Elsie Witt, Secretary