

**Woodlands Board Meeting
Minutes
November 6, 2010**

Attendees: Ed Wohlers, Joe Casey, Judy Jarvis, Marc Graves, Brian Rower, Jessica Williams, Kay Ready, and Bill Swanson (former Woodlands Ass. Vice-President)

Woodlands Organization

McDonalds:

- There was an article in Contra Costa Times this past week. Some of the Woodlands neighbors reached out to the paper. The article did not mention Woodlands Association since we haven't taken a position.
- Jeremy Lochirco confirmed earlier in the week that the Planning commission study session originally scheduled for November 18th has been rescheduled for December 9th.
- The Woodlands board has not been contacted by McDonalds about hosting a community meeting, so Ed thinks that the Woodlands Association should consider taking a position before the study session.
- Judy thinks we should take a position before the December newsletter prints so that the community can read about it before the Planning Commission study session.
- Ed agrees that the community needs to hear about it before the Planning Commission session, but points out that we have the email list as well.
- Judy asked if the traffic study will be done in time for us to take a position or for the study session.
- When Joe last spoke to Lochirco, the city had JUST received payment for the traffic study, which means the contractor doing the study have 30 days to begin the traffic study.
- Marc and others state that they have seen people on Oak Grove and Citrus with clipboards looking at traffic.
- Joe will ask Lochirco when the traffic study results are scheduled to be completed, and if it is not completed in time for the study session in December, will that study session be cancelled and rescheduled as well.
- Bill thinks it would be good to have a position by the study session, but in addition to a simple yes or no position, the board should write up a resolution stating the associations reasons for the stand along with the stance itself, a formal resolution with a "whereas" clause for each of the reasons as well as a "be it resolved that." The "whereas" clauses would be based on the current understanding of the project from the proposal and the widespread community opinions.
- Judy thinks we should try to get this resolution written in time for the December newsletter.
- Bill agrees and adds that the newsletter should state that the board will be taking action on the resolution at the December board meeting and invite

community members to show up to discuss the resolution and propose amendments before voting on it.

- Ed mentions that several community members have stated their frustration that the association has not yet taken a position on the issue. But, if McDonald's isn't going to continue perusing the location, he would prefer that we remain neutral so that we do not come out as an organization that ALWAYS opposes things.
- Two McDonald's articles will be prepared for the December newsletter:
 - If the planning commission is having a meeting in December, the article will be a resolution noting the boards' stance and reasons.
 - If the meeting in December is going to be rescheduled for January, the article will say that the meeting has been delayed and we're still waiting to hear back from McDonalds
- Need to pick one of these by Nov 15th after talking to Lochirco
- Bill points out that putting the resolution in the newsletter could cause McDonalds to reinitiate contact with the Woodlands Association in response.

Approval of October Minutes

- Ed raises the issue that we should be formally accepting the minutes from the last board meeting. And asks for someone to make that motion.
- Joe moves to accept the minutes from the October meeting. Judy 2nds the motion.
- All vote in favor, none opposed, motion carries.

Waiving Annual Dues:

- Ed raises the issue that it's time to waive annual dues for the year. By waiving dues, all homeowners in the Woodlands are automatically members of the Association for 2011.
- Judy asks if new homeowners in the Woodlands hear about us.
- Marc replies that they do not receive anything from us but most realtors use the Woodlands Association as a selling point, it would be nice if we had a welcome packet of some sort.
- Ed asks for someone to move to waive the annual association dues for 2011.
- Judy moves to waive annual association dues for 2011. Joe 2nds the motion.
- All vote in favor, none opposed, motion carries.

Proposed Cell Tower Ordinance Changes:

- Members from the Buena Vista Neighborhood group have reached out to the Woodlands Association asking for our support in the matter of changing the current city ordinances relating to cell towers. The Buena Vista Neighborhood group has asked us to send a representative to a study session on November 10th.
- Ed asks if we want to speak at this study session.

- Judy says that the information she has seen was not enough to form an opinion; we only received on side of the argument.
- Ed will try to schedule a conference call with the organization and we'll see what information we can gather prior to committing to speaking at the meeting.

Financials:

- Judy is concerned because the cost of the newsletter keeps going up but we have not increased advertisement prices.
- Ed agrees and thinks that we should consider raising the prices starting in 2011. To keep existing advertisers, we should give loyal advertisers a delayed rate increase with plenty of notice that it will be increasing. Advertising prices for full page ads have not been raised in at least 10 years.
- Marc proposes that we give discounted rates for buying several months at a time, pre-paid.
- Judy thinks we should start charging a small fee (\$10) to the organizations that we give free ads to right now, like the Cabana Club.
- Want ads would not get a price increase.
- Ed and Brian have been talking about setting up an online billing system to charge credit cards and ensure that we're actually getting payment from all advertisers, giving us less uncollected debt.

December Newsletter

- McDonalds – Bill/Joe
- Holiday article - Jessica
- Advertising position for Woodlands Assn. – Ed
- Blue Star moms – Kay