**Board of Directors Meeting, Thursday, March 14, 2024, 6:00 – 7:30pm**(Hybrid) In person at Monte Vista High School Room 104 & via zoom (Meeting ID: 881 1596 5411; Passcode: 222333).

NOTE: Because March 14th (3.14) is “Pi Day”, pie will be served at the meeting, so please plan to attend in person!

**AGENDA**

**6:00-6:45pm**

1. Call to Order, Welcome (Lisa Stewart)
2. Public Comment for items not on this agenda (5 minutes each)
3. Sheriff’s Report (Lt Mike Krugh) – 10 minutes including Q&A
4. Roll Call (Secretary)
5. CONSENT AGENDA (approve all items in one motion; individual items can be removed from the consent agenda if they require discussion). ***Motion: Approve the Consent Agenda.***
   1. Approval of Minutes from February 8, 2024 (attached)
   2. Approval of Treasurer’s Report (attached)
6. Business Survey Update (Madeline Mattson) – tentative
7. Booth at Spring Valley Day (Lisa Stewart) -- Saturday, April 27 (10am-3pm) plus set up and tear down. I am asking that board members each sign up for a 1-hour shift at: <https://tinyurl.com/y6ed3swf>
8. Board Development Exercise (Lisa Stewart) – Each of us is an ambassador for the Casa de Oro Alliance and as such, we each need a compelling story to tell that will get others excited to be part of our mission and work! Think about an interaction you had that caused you to raise your hand – to apply for a job, to volunteer, etc. That person probably told you a story that captured you and ignited you to become involved. Current stories of the work of the Casa de Oro Alliance, with the right elements, told succinctly and in your own voice are GOLDEN. They are the “secret sauce” to creating a wider sphere of influence and bringing more people to the CDOA to join us in the work and mission of our organization. Tonight, we will spend 10 minutes “honing” each of our stories to strengthen our roles as ambassadors of the CDOA!
9. CDOA board of director and officer elections (Lisa Stewart)
10. President’s Report (see report at the end of the agenda document).

**6:45-7:30pm Committee & Work Group Reports & Board Action Requests**

1. Committee Reports (We will discuss Action Items only; informational reports submitted in writing or bullet points)
   1. Beautification (Co-Chairs: Cindy Schmidt and Rachel Clibborn)
   2. Business Development (Chair: Janet Deering)
      * Reviving the committee – vision, next meeting
   3. Events & Community Engagement (Co-chairs Holly Willbanks and Michael Herron)
      * The committee is organizing a wellness/health event in April (possibly Sunday, April 14 from 12:00-2:00pm) in the parking lot of the old State Farm Building to involve the health, wellness, and fitness businesses in Casa de Oro. ***Needs board approval.***
   4. Fundraising & Grants (Chair David Shorey)
      * Grossmont Healthcare District (June/July application to be submitted for an interactive health fair with a line up of workshops on various topics)
      * Community Enhancement Grant (San Diego County) – Lisa and Bonnie are working on this. It will include a shop local focus as well as strategies for engaging the diverse members (residents and businesses) of Casa de Oro.
      * T-Mobile Grant for a community-based project. Lisa and Bonnie are working on this. Focus will be to create a community gathering place in Casa de Oro, possibly at the space formerly occupied by the YAT.
   5. Government Affairs (Chair: vacant)
      * ***We need to reactivate this committee. Lisa needs 3 board members willing to take responsibilities for one of the following areas and doing a monthly 15-minute check in with the executive committee (via zoom).*** There are a number of key issues that need more attention than the President can devote her time to, including 1) FLOODING ISSUES -- creating a dialogue with the county’s staff in charge of flood channels and working with the Spring Valley Community Alliance on flood relief initiatives that will help residents and businesses in Casa de Oro and Spring Valley. 2) LIBRARY -- attending the monthly Friends of the Casa de Oro Library to maintain a good relationship with them in preparation for the new branch library and keeping the Alliance board apprised of the progress. 3) SPECIFIC PLAN – becoming the Alliance’s “specific plan expert” by familiarizing yourself with the contents of the plan so that when investors and businesses have questions, the Alliance has a person who can answer initial questions, but more importantly, can connect them with the county’s specific plan liaison (Madeline Mattson).
2. Work Group Reports   
   (We will discuss Action Items only; informational reports submitted in writing or bullet points)
   1. Health/wellness work group (Leader: vacant)
   2. Arts work group consisting of artists and arts / VAPA (Visual & Performing Arts) educators to help the Alliance more fully develop a “community in harmony concept”. (Leader: vacant)
3. Old Business
4. New Business
5. Announcements
6. Adjournment to the next regularly scheduled Board meeting on April 11, 2024

**PRESIDENT’S REPORT**

* 1. **The executive committee meets** on the 4th Thursdays of every month from 4:00-5:00pm via zoom. Board members are welcome to attend. If you have an item for the executive committee’s consideration, please email it to Lisa Stewart at least 2 days prior to the 4th Thursday.
  2. **FRIEND and SUPPORTER campaign donation button.** I encourage all board members to join me in becoming a supporter with a monthly donation. Even a $5/month donation will help us establish a regular cash flow to pay our monthly bills (~ $250/month consisting of insurance premiums, QuickBook subscription, PO Box rental, tax filing fees). The donation page is easy to find at <https://casadeoroalliance.org/get-involved/donate/>. We do not have any event or beautification expenses budgeted because we do not currently cover our annual expenses. We currently rely on grant funding to pay for event and beautification and business development committees’ expenses. ***If you have not donated or encouraged your friends and neighbors to give, please consider doing so.*** As board members, we have an opportunity to lead by example to encourage the community to donate and to be able to highlight the board’s commitment as donors when we write grants.
  3. **New District 4 County Supervisor**: I have invited the Supervisor’s community liaison staff to attend our April board meeting to give us an update as to what the Supervisor is hearing and what the Supervisor would like from us so that she can be successful in her job.
  4. **New CDOA Volunteer*:*** Elena Sandoval, our newest volunteer, joined us in early February. She responded to Holly’s post on Instagram asking for help with “creative” needs like social media and graphics. She is doing a great job “jazzing up our social media presence” with engaging posts. (Holly and Lisa will continue to post CDOA event and “business” type items on social media.) Welcome, Elena!
  5. **County’s Business Survey*:*** At our February 8th meeting, Madeline Mattson (SD County’s Planning and Land Development Office) gave us an update from what she learned during the business walk. She also explained the purpose of the business survey the county is developing. At a future meeting, she will get input from us about the questions we’d like to see included in the business survey.
  6. **Community Outreach:** On Saturday, April 27 (10am – 3pm), the CDO Alliance will participate in the 2nd annual Spring Valley Day (street fair, entertainment, car show, etc.). Please mark your calendar and plan to sign up for a 1 or 2 hour shift at the CDOA booth. We have a really cool popup tent with our name on it to help get the word out about our organization! We need your help to take a shift at the booth that day.
  7. **Board member roles and responsibilities:** Lisa will be reaching out to each board member individually to discuss the role you would like to play on the board (e.g. which committee you would like to serve on; which goal / action on our long-range plan would you like to work on, etc.). Please give some thought to what you would be interested in working on.
  8. **Ordering Name Badges:**$9.70 each from Dell Awards – venmo Lisastewart619 and I’ll order them for you.
  9. **Secretary Needed:** Bonnie’s role with us has changed until we get a new grant to cover her time. Until then, she will only be researching and writing grants for us. She will be training Lisa and others on how to use Mailchimp and posting events to the website. We need a volunteer to serve as Secretary to take meeting notes, attend and take notes at the executive committee meeting, and send out the board meeting agendas. It should take just about 4 hours per month.
  10. **Election / Annual Meeting / Officers:** The Alliance’s fiscal year is July 1 through June 30. We are approaching the time of year (April / May) when our bylaws state that we are to hold an annual meeting for the purpose of electing directors who then elect the officers (President, Vice President, Treasurer, Secretary). This year marks my second year serving as president. According to our bylaws, all officers serve a one-year term and directors serve a two-year term (staggered odd/even years so that only half of the directors turn over each year). I would like to take on a different role on the board starting July 1st and would like members of the board to consider serving a one-year term as President for 2024-2025. This will be a full discussion item at the March board meeting.