



**TPNA Board Meeting
October 14, 2019 – 7PM – 5959 8th Avenue**

Topic: Newsletter

1. Current Approach
 - How the process works now
 - Timeline (Attachment)

2. Content
 - Addition of Vice Mayor article
 - Any additional edits/changes
 - Approval of content

3. Budget
 - What is our budget for communication with neighbors?
 - What have we previously spent?
 - How does this fit in our goals/priorities?
 - Is there an opportunity for sponsors?
 - Can we include advertisements?
 - How often should the newsletter be distributed? Who should get it?

4. Printing
 - Review spreadsheet with printing quotes

5. Distribution
 - Send via mail to every home (5000 addresses)
 - Hand deliver

Spring 2018 Newsletter

September 11, 2017 – “Discussion about fall newsletter. Isaac offered to research a postcard mailer with website/dues details. Tabled the discussion until the research has been completed and everyone can vote on a proposal.”

October 2 – Minutes from TPNA meeting show: “Isaac to give me update for a postcard”

November 6 – Minutes from TPNA meeting show: “Newsletter – Isaac reporting – The mail house he uses can mail to 3200 households in Tahoe Park 4x6 double sided full color postcard with our non profit stamp. The total cost \$1,800 to every household in the neighborhood. A discussion was done after the meeting. During our retreat we will discuss fundraising and what direction we want to take the newsletter at that time.”

February 5 – Minutes from TPNA meeting show: “newsletter – nothing to report, discuss at retreat”

March 5 – Minutes from TPNA meeting show: “Articles due before April 12th. Isaac to get us a deal for photocopies.”

April 2 – Minutes from TPNA meeting show: “Newsletter – all articles are due to Madelyn by April 12, 2018.”

April 8 – Madelyn sent a reminder that articles are due April 12 to have a newsletter ready May 1

April 29 – Madelyn sent newsletter proof and asked for edits.

May 5 – Final newsletter sent via email. Isaac asked to make copies for the Monday meeting.

May 7 – Minutes from TPNA meeting show: “Newsletter – Madelyn reporting, the Spring newsletter is posted on the website. Go to “Meeting Documents” and scroll down to the bottom of the page to the spring 2018 newsletter.”

June 4 – Minutes from TPNA meeting show: “Newsletter is on website now and there are some physical copies. To access newsletter: Click the 2nd tab title “About TPNA”, scroll down and click on “Meeting Docs”, scroll down to “Newsletter” towards the bottom of page to view last four newsletters.”

Fall 2018 Newsletter

October 1 – Minutes from TPNA meeting show: “Each committee write article for newsletter.”

November 5 – Minutes from TPNA meeting show: “Collecting articles and Rose is putting newsletter together”

November 9 – Rose sent email asking for edits to newsletter articles

December 3 – Minutes from TPNA meeting show: “Thank you Rose for creating the newsletter. Question about membership committee article. Read email from Bill. Approve newsletter pending the changes from Anika. Rose will add photos.”

December 11 – Rose sent final draft newsletter to review. Asked for corrections by Thursday at noon.

January 6 – Newsletter included in Mailchimp email

January 7 – Minutes from TPNA meeting show: “Newsletter Committee: Rose gave an update on the committee. Newsletter has been finished and 100 copies were printed for \$17. It is also posted on our website. Thank you to all of the board members that contributed.”

February 4 – Rose printed 200 copies of the newsletter at Office Depot. \$44

Spring 2019 Newsletter

February 4 – “Collecting articles. If you have a topic you would like to submit or write about let Rose know.”

March 3 – Discussion at board retreat – “Rose gave an update on the newsletter. Would like to send out copies of the newsletter to each house in the neighborhood. Next newsletter will be released in May. Will schedule a newsletter committee meeting. Would like to review other newsletters in neighborhoods to get an idea of things we may include in ours.”

March 4 – Minutes from the March TPNA meeting minutes show: “Collecting articles. If you have a topic you would like to submit or write about let Rose know.”

April 1 – Minutes from the April TPNA meeting minutes show, “Newsletter – received two articles – land use and membership. Send in articles by April 15th. Rose will write article about events committee. Patrick and Nancy will write articles.”

April 2 – Patrick (past President) reached out to VFW and SactoMoFo for articles

May 2 – Rose sent board draft newsletter to review requesting comments.

May 3 – Rose received comments/edits from Isaac, Anika, Nancy, Bill, Patrick and made the suggested edits and re-sent a draft to the board.

May 6 – Rose printed 30 copies of the newsletter at Office Depot. Minutes from the May TPNA meeting show the following: “Newsletter update – Spring newsletter has been completed and is hot off the press!” \$7

May 23 – Rose printed 150 copies of the newsletter at Office Depot. \$33.29

Fall 2019 Newsletter

June 3 – Minutes from the June TPNA meeting show the following “Newsletter update – The next TPNA newsletter will hopefully go out sometime in August or September. If anyone has an ideas or wants to write an article, let us know.”

July 1 – Minutes from the July TPNA meeting show the following, “Newsletter update – We are aiming for the next newsletter in September. She asked the audience to submit any ideas to her. We are looking to send the next newsletter to all houses in Tahoe Park. Kathryn is looking into it. Kathy talked about the non-profit status. The cost is \$250 to update our nonprofit status for postage. To mail 5,000 newsletter is about \$680 for postage. Isaac suggested if spend this much, we should find someone to sponsor our newsletter.”

July 11 – Rose passed newsletter info along to Kathryn so she could begin planning/preparing with a goal to send by October 1

August 2 – Nancy sent a request for articles to the board with a deadline of two weeks (August 16)

August 3 – Kathryn sent article suggestions and ideas – Isaac, Kelly, Nancy commented as well

August 5 – Minutes from the TPNA August meeting show the following. “The outlines have been mailed out to board members. It was later mentioned to assign a topic to a board member with a due date, as it would be easier. We are hoping to get the newsletter mailed out by the end of August or the beginning of September. Question from Terrie, regarding the cost of the newsletter, reply was that this information will be sent to the board. Comment from Bill, “the last newsletter isn’t currently on the website”, reply was that it will be added.”

August 5 – Kathryn sent the board a template newsletter with the sections divided out by person with a requested deadline of August 16.

August 12 – Kathryn sent a reminder to the board to send articles by August 16.

August 17 – Kathryn sent draft newsletter with articles that had been submitted. Included formatting space with sections marked out for board to write articles that had not yet been submitted. Requested suggestions/edits/scholarship & sponsorship notice, board member bios, committee updates.

August 18 – email comment from Bill “I appreciate space restrictions, but LUC matters are, like Scholarships, one of the most important things TPNA does, and it certainly effects the most people

Also, some of the articles in the proposed Fall newsletter are follow up and build on information provided in the Spring newsletter--which has never been mailed, or put on our website. Shouldn't the Spring precede the Fall?”

August 20 – Bill sent revisions to LUC update article. Bill also sent a comment, “Where is the article about the Awards ceremony and the awardees? Having an article about our “new” fundraising efforts is nice, but doesn't have much impact if we don't feature and celebrate the awardees. It's about our investment in them, not fundraising.”

August 20 – Rose offered to help fix the formatting so all articles could be included. Kathryn sent Rose all committee update info that had previously been sent.

August 20 – Bill requested that the newsletter be placed on the September agenda.

August 20 – Received email comments from Terrie regarding the importance of committees and space constraints.

August 22 – Rose sent Kathryn draft of newly formatted newsletter for review. Some bios and articles were still missing.

September 3 – Rose fixed formatting so all content could be included and sent draft newsletter to board for review and requested edits

September 3-5 – Rose received edits from Isaac, Anika, Kathy, Kathryn, made minor edits to bios, calendar and photo description

September 5 – Rose sent out second request for bios (from Nancy, Terrie, Bill, Kathy and Jack), comments and edits with a deadline of September 7 at 5PM.

September 5 – Received photo from Kelly

September 7 – Received bio from Jack and Kathy

September 7 – Received formatting changes/edits and the following comments in regard to his bio: Picture: I don't give permission to TPNA or anyone else to place a picture, photo shopped, or cropped from another photo in the Newsletter. For that part of the Newsletter, it can be written "none submitted", or "no photo submitted". Regarding the "bio": Bill is a lifelong resident of Sacramento, spending the last 40 years in Tahoe Park, and is a past president of TPNA. I give permission to put my "bio" in the Newsletter, with the following conditions: Any edits, substitutions, additions, or grammatical changes will rescind that permission. In other words, the "bio" is placed in the Newsletter as written, or not at all. Same is true with my comments on the picture. If these conditions create a problem, feel free to eliminate entirely the reference to my picture or the "bio."

September 9 – Having made all of the edits requested. Rose printed 50 color copies of the newsletter at Office Depot and brought them to the TPNA meeting. \$130

September 9 – Minutes from TPNA meeting show the following, “Rose has completed the newsletter. We are going to mail to every neighbor in Tahoe Park. Rose will pay out of her own pocket if we don't get sponsors. Nancy and Isaac and Kathy offered \$50. Terrie stated that Rose should present pricing. Teri wanted Rose to come back with pricing and to vote on funding. Rose will present at the next meeting with printing costs and mailing costs. An audience member asked about digital newsletter. Rose said we are trying to go that route but that we are trying to reach everyone by mail. There are some people who don't use the internet and we are trying to reach every neighbor. Another audience member stated that she liked to have the physical paper in her hand and she appreciates that we want to mail to everyone. She also stated that the outreach from a year ago has greatly improved and really appreciates all the outreach.

September 9 – At TPNA meeting could not discuss printing/ mailing costs because the quotes had not been received yet

September 23 – Kathryn sent a note to the board asking for an update on status of newsletter

September 23 – Rose began reaching out to printing companies for quotes

September 27 – Rose received notice that we had a new sponsor, Bacon & Butter. She emailed that she would update the newsletter to include the new sponsor.

October 2 – Rose sent the board spreadsheet including printing and postage fees for review. Asked for comments and questions.

October 4 – Bill emailed saying: “we haven't actually approved the newsletter as to content yet” he also included a quote about previous distribution “Two years in a row, TPNA members hand delivered in excess of 4000 newsletters, We got about 20-25 memberships.” Also added: “I would also ask that the newsletter not be distributed to others, including members of the audience, until it is approved by the Board.”

Received feedback via email from Kelly, Bill, Kathryn, Jack.

October 7 – Discussion at board meeting