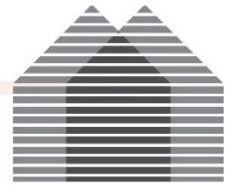


SHARPSTOWN CIVIC ASSOCIATION

6815 Redding Road Houston, TX 77036
(T) 713-789-2311 • (F) 713-789-2312
www.sharpstowncivic.org



A regular meeting of the Board of Directors of the Sharpstown Civic Association was held on **Monday, February 14th, 2022**, at the SCA office.

Minutes

1. **ROLL CALL / QUORUM:** 6:32 P.M. – ROLL CALL Quorum was met at 6:35.

Present: Presence is indicated by

Absent: Absence is indicated by

	<u>Directors</u>		<u>Others</u>
<input checked="" type="checkbox"/>	Matthew Cowan	<input checked="" type="checkbox"/>	Mark Harrison
<input checked="" type="checkbox"/>	Casey Cummings	<input checked="" type="checkbox"/>	Matt Wine
<input checked="" type="checkbox"/>	Jason Davalos	<input checked="" type="checkbox"/>	Byrom Wehner
<input checked="" type="checkbox"/>	Dale Davidson	<input checked="" type="checkbox"/>	Elizabeth Schooler
<input type="checkbox"/>	Almena Downey	<input type="checkbox"/>	John Lorenz
<input type="checkbox"/>	Donna Fain	<input type="checkbox"/>	
<input checked="" type="checkbox"/>	Charmaine Leblanc	<input checked="" type="checkbox"/>	Annie Love (guest)

a. Director Charmaine Leblanc, President, called the meeting to order at 6: p.m.

2. **APPEALS** Relating to Deed Restriction Violations or Architectural Control Issues:

a. NONE

3. **PUBLIC COMMENTS:**

a. NONE.

4. **REVIEW MEETING MINUTES:**

a. Charmaine presented minutes of the Jan 2022 meeting previously distributed to Directors for corrections/ redlines.

b. Updates were added:

c. Matt Wine made a motion that the January minutes be approved; Casey Cummings seconded the motion. All board members present were in favor of the motion.

5. **COMMITTEE REPORTS:**

a. PRESIDENT –

i. February General Meeting Plans

1. Recap of SCA, Membership, DR update as topics for the agenda.

2. HOPE and Team Feral are the speakers

- b. Finance**
 - i. Charmaine emailed out the 2022 January Financial report for last month.
 - ii. No questions were raised by the members.

- c. Safety**
 - i. Mark Harrison – Hot Spot areas
 - ii. PIP Meetings
 - 1. Midwest – Feb 16 at 7 Pm – in person meeting
 - iii. District J looking at placing 20 cameras throughout the Management District and other areas in Sharpstown.
 - 1. SCA would like to know where they will be placed.

- d. Membership**
 - i. Memberships for 2022 are starting to come in.
 - 1. 13% (885 homes) paid dues already.

- e. Communications – Activities Committee**
 - i. Need SCAN and Website Articles

6. OLD BUSINESS:

- a. SEAL and Cypress Creek contracts**
 - i. Both are cancellable within 30 days written notice.
 - ii. Charmaine will email copies out for review.

- b. Website Update**
 - i. District J Private Trash pickup.

- c. Groundbreaking for new trail in the next few weeks.**
 - i. TERS-20 funding is delayed by about 3-4 months.

- d. SCA Office proposed projects for 2022:**
 - i. New Computer
 - 1. Matt Cowan Motioned to approve purchase of computer up to \$1100. Donna Seconded the motion. All board members present agreed to the purchase.
 - ii. New Door
 - 1. SCA will look at options for new door.
 - iii. New Sign
 - iv. Planters
 - 1. Scott requested planters to spruce up the storefront. He will offer some suggestions and cost estimates.
 - v. Is there a need for expansion?
 - 1. SCA is thinking about expanding into office space next door.

7. NEW BUSINESS:

Presentation by Annie Love for DR Update roll out.

- a. SCA Membership Campaign Overview.**

- i. Messaging
 1. Join the SCA and give us your vote to help better our community.
- ii. Highlight the benefits
 1. Security & Safety
 2. Beautification
 3. Special Services (Shred Day, Events, etc.)
 4. Tax Deductions
 5. SCAN Magazine and Directory
- iii. Deed Restriction updates
 1. Not drastically changing
 2. Updates to bring them into the 21st century
 3. Use of Tangible examples
 4. Use of Consolidated and Consistent messaging
 5. Ensure we are communicating the updates in easy to understand format. Full transparency.
- iv. Goals
 1. DR update initiative
 2. Provide Better understanding of DR's.
 3. Community Engagement
 4. Branding the SCA
- v. Measures of Success
 1. 51% positive vote for DR update approval
 2. Compliance of DR's
 3. Community database
 4. Recognition of SCA as community-serving Organization.
- vi. Understanding our Audience
 1. Target by section
 2. Understand demographics
 3. What makes each section unique
 4. Examples of Incentives that show what a successful vote can do/bring to the community.
- vii. The Toolkit
 1. SCAN
 2. The Website
 3. Partners and Community Influencers
 4. Direct Mail
 5. Voting Opportunities
 - a. Digital
 - b. Paper
 - c. In-office
 6. New Technology to track community engagement with SCA
 - a. QR codes in SCAN linked to website pages
 - b. Updating Website to be more mobile
 7. Next Steps
 - a. Identify needs

- b. Consolidate the messaging
 - c. Utilize our resources successfully
 - b. Q/A by board members on the Overview.
 - c. Over the coming weeks, Executive board and Annie will be developing high level implementation plan.
- 8. DEED RESTRICTIONS / EXECUTIVE SESSION: no cases for executive session**
- 9. ADJOURNMENT: 8:14 p.m.**
- a. Charmaine thanked all directors for their attendance and their service to Sharpstown.

Submitted by Jason Davalos