UPCC September Board Meeting

September 3, 2025

Attendees

Mike Cox

Rosemary Stoffel

Jess Wilkie

Joel Cox

Natalie Nove

Elise Maskell

Kate Winn

Kristin Kleimann

General Meeting Agenda and Logistics

The primary objective is to finalize the agenda for the general meeting scheduled for October 1st from 6:00 PM to 8:00 PM. The venue reservation provides access from 5:30 PM to 9:00 PM, and the standard $25 fee has been waived.

Proposed Agenda and Speakers

The agreed-upon meeting flow is: Welcome, Safety, a presentation from "Give a Little Help," Transportation, Finance, and a presentation from Councilperson Kashmann.

- **Welcome & Introduction:**To be led by the meeting organizer.
- **Safety Update:**The Community Resource Officer (CRO) is likely unavailable due to a conflicting Community Action Team (CAT) meeting. The proposed solution is to request key points or a presentation slide from the CAT meeting to share.
- **"Give a Little Help" Presentation (15-20 minutes):**The organization has confirmed they will have a table and are prepared to speak.

- **Transportation Presentation (15-20 minutes):**Joel will provide a brief update on the "Last Mile" program (~2 minutes) and a more detailed report on survey updates (~10 minutes), followed by a Q&A.
- **Councilperson Kashmann Presentation (45-60 minutes):**An invitation was sent to Councilperson Kashmann's office, but attendance is not yet confirmed. He has been asked to speak on "Vibrant Denver," a housing topic, and the city budget. This segment is planned for the end of the meeting.
- **Special Attendee:**A 90-year-old member may arrive unannounced with tickets and a table for an event.

Newsletter ("UpWords") Production and Distribution

Content and Formatting

Final edits and a quality control (QC) check for consistency are the primary remaining tasks. Contributions for the "Kid's corner" were well-received. However, there are significant layout constraints as the newsletter is printed on a single, folded sheet of paper with a large portion of space reserved for the return address and emblem. This has raised concerns that the current amount of text and photos will not fit. To address this, articles may be shortened, photos will be cropped to a much smaller size, and a smaller font may be used. To save additional space, the mailing address for school donations will be removed.

Distribution and Mailing List

The goal is to send the final file to the printer by the end of this week for delivery by the end of next week. The printer requires about one week's notice to order paper. An extra 25-50 copies will be ordered for welcome packets. The current mailing list from 2021 needs to be updated; it is an Excel file pulled from public records that targets single-family homes and condos, largely excluding renters in large apartment buildings.
To expand reach, a Google Form will be added to the website for residents to sign up for the print newsletter. Additionally, a plan is in place to contact property managers of the area's ~30 apartment buildings to ask them to share the e-newsletter or a PDF version with their tenants. A test run will begin with one or two large buildings.

Website and Communications

Several issues with the website were identified, including an empty calendar, a non-functional "Zoning" button, and difficulty finding park permit information. The "Sing and Slay" event page also links to the previous year's invitation.

Proposed Changes and Maintenance

To improve usability, a dedicated "Parks" button will be added to the main navigation, possibly replacing the blank "Zoning" button. Pre-written content regarding park permit rules (a permit is required for structures or gatherings over 25 people) will be added to the site.
The primary web manager is on maternity leave and expected back next month. In the interim, a shared Google Doc will be created for members to add website update requests. The goal is to have the site updated by early November. Access to the website calendar is through one of two communications Gmail accounts, and the passwords need to be circulated.

Financial Report and Fundraising Strategy

Financial Status

The current account balance is $15,911. Recent donations include $340 in checks and approximately $40 via PayPal, though overall donations are down for the year. In a typical year, income is around $8,000-$9,000 against expenses of $9,000-$10,000. An unidentified payment of $15.18 to "Namecheap" was noted and is under investigation, as it is not the standard hosting provider.

Fundraising and Donation Strategy

A motion was passed to increase suggested donation levels to $75 for a family and $30 for a single individual. This change will be implemented immediately on the website and in future communications.
Several fundraising initiatives were proposed:

- Promoting donations in the e-newsletter to support specific events.
- Using a QR code linked to PayPal for donations on banners and at event tables.
- Creating a dedicated donation-focused e-newsletter explaining how funds are used.
- Including donation information in welcome packets for new residents.
- Soliciting "suggested donations" at the holiday event with messaging focused on "Help us keep our events alive," noting the disparity between the 2,400 households in the area and the low number of annual donors. The organization currently uses PayPal, which charges a non-profit business rate of 1.9% + $0.10 per transaction. Other platforms like Venmo, Zelle, and Apple Pay were mentioned as possibilities.

Holiday Event Planning

Entertainment and Logistics

A jazz band has offered to perform for free, and it was suggested they play "holiday jazz." The group prefers a controlled playlist over live carolers due to a previous negative experience. Santa's participation has been confirmed, and two sleighs will be available.
The event is planned for the observatory, but a follow-up is needed to confirm it is on their calendar. Access for attendees to use the telescope will depend on the volunteer on duty.

Refreshments and Activities

To avoid running out of hot chocolate as happened last year, the group plans to use powdered mix with large coolers. The "bring cookies to share" model has been successful. The group is open to other organizations hosting a craft or game to maintain a festive feel but wishes to avoid purely informational tables.

Event Management and Asset Logistics

Food Truck Event Recap

A member brought personal recycling bins to the last event, but liquids left in containers created a mess. Future solutions include using plastic liners or designated recycling bags. It was noted that the school where the event is held does not appear to have its own recycling program. Approximately 10 event signs remain, though their placement and storage are inconsistent.

Asset Management

- **Metal Barricades:**Two old, sharp-edged metal barricades are in storage and need a new home. A member's family may take them; otherwise, they will be disposed of.
- **Twinkly Lights:**A suggestion was made to donate the three bins of lights since the holiday event is now held during the day. A counter-proposal was to keep a small portion for the walkway to add a festive feel, with a member offering to store the remainder.
- **Magazine Distribution:**Leftover magazines are included in new member welcome packets. United Methodist also regularly requests 5-10 copies.

Next Arrangements

Newsletter and Communications

- Finalize edits and perform a QC check on the newsletter.
- Adjust newsletter content (shorten articles, crop photos, reduce font size) to fit the template.
- Email the printer to provide a heads-up for the upcoming order and inquire about updating the mailing list.
- Joel to pull a new, updated mailing list from public records.
- Send the final newsletter file to the printer by the end of the week.
- Arrange for pickup of the extra 25-50 newsletter copies.
- Add a Google Form to the website for residents to sign up for the print newsletter.
- Manually add the resident at 35 S. Josephine to the mailing list for an extra copy.

Website

- Create a shared Google Doc for collecting website update suggestions.
- All members to review the website and add update requests to the Google Doc.
- Joel to provide the passwords for the `com upcc` and `Denver` Gmail accounts.
- Log in to the correct Gmail account to populate the website calendar with meetings and events.
- Update the "Sing and Slay" event page with current information.
- Add the informational content about park permits to the website.

Meetings and Events

- Joel to prepare his 15-20 minute transportation presentation.
- Contact CAT meeting organizers to obtain safety statistics or a presentation slide.
- Follow up with Councilperson Kashmann’s office to confirm attendance and finalize topics.
- Check with Michelle about having the jazz band perform at the holiday event.
- Follow up with Dina at the observatory to confirm the holiday event is on their calendar.
- Finalize the hot chocolate plan for the holiday event.
- Contact Accelerated Schools to determine if they are storing the food truck signs.

Financial and Fundraising

- Natalie to investigate the $15.18 charge from Namecheap.
- Update the website and all materials with the new suggested donation amounts ($75/family, $30/single).

- Kate to include a donation appeal in the e-news for the Sing and Slay event.
- Investigate setting up a PayPal non-profit business account.
- Create a QR code for suggested donations to display at the holiday event.
- Joel to identify leasing contacts for 1-2 large apartment buildings to discuss sharing community news.

Asset Management

- Ask Kay’s family if they are interested in taking the two metal barricades.
- If not taken, arrange for the disposal of the barricades.
- Decide whether to keep a small portion of the twinkly lights or donate the entire stock.