

SENA Board of Director's Meeting  
South Olive Community Center  
345 Summa Street  
December 9, 2021, 6:45pm

I. Call to order: Richard at 6:52pm

-In attendance Richard Pinsky, Gail Levine, Steve Sylvester, David Bishop, Charlie Weiss, Rachel Azqueta, Daniel Eckerold (new SENA member) and Marla Fountain

1. Minutes from last meeting were approved

2. Charlie-presented treasurer's report.

Turkey drive went well, one check was received and the the rest of the donations were pay pal.

This year 33 homeless at SO.

Richard read thank you note from principal.

Extra money will go into holiday gift baskets for same families who received the turkeys

Once Charlie gets amount owed for turkeys from Robert Norvell he'll allocate remainder for gift card.

Motion passed to approve Treasurers report...

Our new balance is \$9792.24

Income: New members \$76.48, turkey drive \$1462.72. Expenditures: Social/ Marketing \$225, Software (type form) \$217.50, website \$12.

Motion to buy gift cards with excess money is passed

II. Standing Committee Reports

1. Membership and Programs: Rachel

-Holiday party

We have a lot of sponsors, but need more restaurants..contact Rachel or Micah if you have someone

Looking for decorations, contact Micah.

Another eblast needed, subject to include families, add new sponsors

Raffle tickets-5\$ each or 5 for \$20

Looking for volunteers to serve, Richard and Gail volunteered, all board members are encouraged to serve.

Sabra was volunteered as-membership greeter

-Holiday Lights contest

Dec 27th judging, prizes delivered 29th, 4-25\$ gift card from a SENA business who sponsored the Holiday party. Judging committee, Gail-Southern to Puritan. Need more judges.

Rhythm & Hues created a Silver Membership where you get a one year SENA membership. We need more business to do something like this Tennis Ball- will be discussed at a later date.

Tim Small -suggested the south end do a run for the pies/turkey trot General Membership meeting will include discussion on 8111, and a rep for the golf course will be there. We may need to hold the meeting in the gymnasium to accommodate the turnout.

Marla will take pics of course to post on social since they book ground on the clubhouse this week.

## 2. Communications & Public Relations: Marla

She sent a letter on behalf of SENA, by Gail's request, to Todd Snyder, the Director of Park Maintenance, for the excellent clean up of Summa Beach:

-----Original Message-----  
From: Marla Fountain <marla@fountain5.com>  
To: [tosnyder@wpb.org](mailto:tosnyder@wpb.org) <[tosnyder@wpb.org](mailto:tosnyder@wpb.org)>  
Sent: Thu, Nov 18, 2021 8:56 am  
Subject: Thank you!

Dear Todd,

It was brought to my attention that the city and your team has done an extensive clean up at Summa Beach. I know for a fact the beach can get very laden with trash etc, especially when the tides are high and debris gets dragged on shore. On behalf of the entire SENA Board I just wanted to say THANK YOU! Your efforts did not go unnoticed!

Please share our appreciation with all those involved. They deserve it!

Have a wonderful day,  
Marla Fountain  
SENA Secretary

Marla reported Taylor is tracking our insights and engagement on FB and Insta and noticed a steady improvement in engagement overall. We are getting noticed!

Taylor also updated the SENA website and added the information on the three proposal finalists selected by The City of West Palm Beach Commission, Kaufman, Blueway, Flagler

Taylor's schedule for December:

Social Media

12/1 Holiday party graphic

12/2 Holiday Lights graphic

12/9 SENA Board Meeting

12/7 and 12/21- Looking for perfect gift...give the gift of Rhythm & Hues and get a free SENA membership..if you're not a member click here...Something along those lines. I haven't made the graphic yet.

12/13 Holiday Party Graphic (Second post, first one was on 12/1) Email

12/3 SENA Board meeting, Holiday 12/9 members welcome.

Richard mentioned this was a little early and next time we should send just a few days before

Board members, please try to get any marketing material to me before the beginning of the next month because I send the marketing agenda to Taylor one month in advance. Reminder we only get two posts a week and two emails a month.

Please share all SENA posts on Facebook and Insta so we can get the greatest reach possible.

Richard asked Marla to find out if the website is ready to add new survey questions.

Richard asked if the holiday party could be promoted via email as well as an email for the General Membership meeting Jan 9th

### 3. Issues and Policy-Steve

Steve met with John Turgen to get BelAIR historic district sign , \$2400 for marker, Plymouth/Pilgrim

-approval for fund raising

-we'll need to have a tab on the website to add history of BelAir and place to donate fund

-motion to have SENA move forward with raising funds for historic marker adopted

-we donated \$200 to West Palm Beach Police foundation on behalf of the fallen officers

-Mint Eco still a problem and they aren't breaking any ordinances -David suggested Gail reach out to an officer and have him go with a SENA member to talk to owner of Mint-Eco

### III. Old business

1. 8111, the city selected the same three proposals, Kaufman, Blueway, and Flagler, in same order, as SENA

-Each proposer has been asked to negotiate separately with the city 2. Golf course-broke ground last week on clubhouse

### IV. New Business

South Flagler Dr Paving

The city has asked for funding by the legislature. Richard passed out information on the request for funding by the city.

### V. Comments:

Gail-someone smashed a palm tree on Linda Lane and South Olive before Thanksgiving. We're getting a new palm tree for \$16,000  
Daniel suggested we ask on the website survey what kind of business they would like to see in the area on our survey. He said he has buyer interested in 8111

Meeting was adjourned by Richard at 8pm