

East Sacramento Improvement Association
Regular Monthly Board Meeting
East Sacramento Room
December 6, 2010
MINUTES

In attendance: David Diepenbrock, Mike Gunby, Ann Hamel, Daniel Lapham, Paul Noble, Cyril Shah, and Barbara Schor.

Guests: Desalene Jones and John Marcotte

Paul Noble called the meeting to order at approximately 5:35 p.m.

Guest Presentations:

1. Desalene Jones, owner of Cha Cha's Doggie Daycare. Ms. Jones' business is located at 910 57th Street. She has operated the business at that location for approximately nine years, and is in the final stages of obtaining a special use permit for her operation. She plans to purchase the building after she obtains the permit. The City recently approved her permit application, subject to Ms. Jones meeting with ESIA and the East Sacramento Chamber of Commerce, among others. Ms. Jones explained that the permit will run with the land; it is not transferrable to another location.
2. John Marcotte of Biznerds re development of ESIA Website. Mr. Marcotte described his substantial experience in developing on-line content in the private and public sectors. He described features and functionality he could provide for approximately \$2000-3000, which included: (1) a distinct URL; (2) on-line payment of dues; (3) conducting polls and opinion surveys; and (4) on-line forums. Mr. Marcotte explained that setting up a Pay Pal account would be a cost-effective solution for on-line payment of dues. He noted that Amazon provides a similar service. Survey Monkey is a great tool for on-line surveys. Mr. Marcotte stated that blogging software would be the best solution for posting comments. He explained that setting up a forum would be inexpensive, and that the challenge typically is attracting visitors. He recommended launching a forum when the community is seeking to learn about a high profile issue. Mr. Marcotte explained that a forum can be added to the website at little cost.

Business Session:

3. MSC to approve the minutes of October 4, 2010.
4. Treasurer's Report- Daniel Lapham. The balances in the two CD's are \$11,415 and \$11,429. We have \$2,313 in the checking account and \$3,476 in savings.

Executive Board Session:

Old Business

5. It was MSC to invite Louise Buford to fill the vacancy on the ESIA Board.

New Business

6. There was a brief discussion of the presentation by Desalene Jones. Members were generally supportive of her application. There was a consensus that Paul should write a letter to Ms. Jones expressing the Board's feelings that her business was entirely appropriate for its location. The letter will also suggest that she obtain one or more letters of support from residents of the apartment building located behind her business.
7. The Board was favorably impressed with the presentation made by John Marcotte. The Board's consensus was to invite him to submit a formal bid for designing an ESIA website with the features noted in item 2, above.

The meeting adjourned at 6:50 p.m.