

UNOFFICIAL MEETING SUMMARY – AI GENERATED

Monthly Board Meeting May 23 2026

Topic

- Strategic planning for UHCA events including Party on Park expansion, Fall Festival, Summer Concerts, and Movie Night
- Launch of business member roundtable and Glass Card app platform for member discounts
- Strengthening partnership between UHCA and Birney Elementary School
- Membership coordination and Uptown Community Planning Group representation

What was discussed

Birney Elementary Partnership (Hannah Going)

- **Explore a unified Fall Festival 2027 with potential expansion with UHCDC and Arts Association, blocking Park Boulevard to Mead** - start those conversations now, and Marc will start the conversation with UHCDC and UHArts about their fall 2027 plan.
- Fall Festival 2026 – Sarah and Lauren to connect and determine UHCA help needed
- Birney construction impacts: main entrance moving to Mead, half the field lost through 2029, administrative building demo starting June 1st
- Fall Festival currently costs \$27K with \$35K incoming; biggest expenses are tent/table rentals (\$6K) and police/fire security
- Vendor pricing raised successfully to \$125-\$250 per booth (early bird vs. standard)
- Pride parking fundraiser generates ~\$7K normally, will drop to ~\$5K due to construction lot closures
- Birney Elementary Food Distribution program runs on Saturday school days, open to community members, with fresh food from Sprouts and leftovers donated to Normal Heights Community Fridge and North Park Water Tower distribution – UHCA to help promote via UH News and social media

Business Outreach (Lea)

- **Lea held the first business meeting** at Kairoa with 9 RSVPs; attendees included Kairoa, Tamara Z Real Estate, First California Funding, Glass Skin Aesthetics, Crush Travel, Envious Skin, and Healing Droplets
- **Slack channel for businesses** proposed using UHCA's 250-seat capacity for single-channel business communication
- Birney Buzz newsletter revival proposed in written form with business coupons and sponsorships
- Wellness event concept discussed given concentration of wellness businesses in area

Glass Card App Platform

- **The board approved exploring a Glass Card app platform at \$7.50/card for up to 500 cards with tiered membership access (i.e. Platinum gets free, Gold discounted)**
- Platform offers physical cards, app access, and hybrid options; businesses can validate membership through app
- Card accommodates 20+ business deals; no concerns from businesses about name validation
- Model being developed where cost funded partially by Premium business memberships and tiered household memberships – Marc will present before we implement.

Financial Update (Andy)

- **\$43,000 in current reserves (includes estimated \$5,100 Zeffy deposit Monday)**
- Account balance more than doubled from \$17K when current board took over 18 months ago
- **UHCA's 2026 year-to-date revenue reaching \$44,200**, already exceeding entire 2023 and approaching 2022 high of \$47K
- Target: 1.5x annual operating expenses in reserves before considering community investments
- Summer Concerts sponsorships progressing with 70-30 split (UHCDC keeps 70%, UHCA gets 30% of new revenue)

Events Updates (Lauren)

- **Movie night generated 522 votes for film selection** (up from 110 last year); ET won with 107 votes, Harry Potter runner-up
- Board considering switch to Harry Potter for better craft/revenue opportunities (potions, themed activities) and broader appeal
- **Lauren booked zombie dancers to teach the Thriller dance for free before the movie;** global flash mob on October 24th could tie to Fall Festival

- Garage sale: **44 homes registered versus 52 last year**; registration closes next Sunday for map creation
- Summer concerts: need volunteer schedule for UHCA table and trash cleanup; limited merch run of 5 shirts per size (medium, large, extra-large) approved
- June 27 Garden Club: Container Gardening for Small Spaces with Master Gardeners at library
- July 11: MTS Bus-Powered Pub Crawl with Ride SD starting at Park & Rec
- **Boulevard Taproom proposed a Kickball Fest partnership for late August, which the board deemed likely unfeasible due to timeline and SDUSD field permit restrictions**

Community Meeting (Angela)

- **The June community meeting will feature Environmental Services providing a 10-minute overview of new containers and I Love a Clean San Diego presenting on sustainability**
- Meeting scheduled for first Thursday; Hannah to confirm auditorium access given construction

Social Media (Angela)

- **Half a million views in the last 30 days and approximately 800 new followers**, reaching 6,588 total followers
- Strategy: create reels during routine business visits to promote local merchants and recruit business members

Membership & Governance

- **Julia was appointed as membership coordinator** to handle day-to-day membership operations and renewals
- **Julia was nominated and approved to represent UHCA on the Uptown Community Planning Group** to fill vacant seat
- **Deborah is not running for reelection as secretary**; position open for 2-year term. Lea is considering.
- Elections occur at October meeting; candidates announced in September; call for candidates in July-August newsletter

Infrastructure Updates

- **The city will shut off the University Heights sign due to lack of maintenance funding**; repair cost estimated \$18K-\$100K for full LED refurbishment
- University Heights Maintenance Assessment District oversight being strengthened; city overspent reserves on items like \$6K twinkle lights

Party on Park 2027 Expansion Discussion

- Proposal to expand event by one block down to Monroe, creating kid-friendly zone with inflatables and Birney-run craft stations
- Birney could provide dance performances already choreographed for International Festival
- Wristband admission model preferred over individual activity tickets
- Timing has to be coordinated around existing Birney schedule may require shifting date slightly

Takeaway / Understanding

The board is executing a multi-pronged growth strategy: strengthening business member services through the Glass Card platform and regular roundtables, deepening Birney Elementary partnership for mutual benefit, and strategically expanding signature events. Financial health has dramatically improved with reserves more than doubling to \$43K, enabling future community investments. The organization is also addressing infrastructure needs like the University Heights sign. Julia's appointment fills critical gaps in membership coordination and Uptown Planning Group representation.

Action items

- **Lauren:** Connect Boulevard Taproom with Hannah for Kickball Fest exploration; finalize movie choice (ET vs. Harry Potter) based on craft opportunities
- **Lauren:** Send urgent garage sale email to all members by next weekend to boost registrations
- **Marc:** Prepare financial model for Glass Card cost structure with tiered membership pricing
- **Lea:** Write business roundtable column and identify business spotlight for July newsletter; schedule June 17 follow-up meeting at Kairoa
- **Lea:** Connect with Hannah on Birney collaboration opportunities including coupon card, parking swap sponsorship, and newsletter partnership
- **Angela:** Reach out to Good News for Party on Park revenue sharing follow-up
- **Marc:** Find quotes for plexiglass panels for concert kiosk; discuss locksmith reimbursement with UHCDC
- **Marc:** Re-architect Monday database to household-based view over summer (12-18 hour project)
- **Marc:** Contact Glass Card app about API validation, variable expiration dates, and bulk account setup

- **Marc:** Connect with Matt Driver about Julia's Uptown Community Planning Group appointment; confirm term length
- **Angela:** Create and post flyer for June 17 business roundtable meeting
- **Angela:** Coordinate volunteer recruitment social media campaign for summer concert cleanup crews
- **Marc:** Confirm Birney auditorium access for June 4 community meeting given construction timeline
- **Hannah:** Share Saturday School food distribution calendar for cross-promotion once available
- **Hannah:** Report back on Birney board interest in Party on Park kid zone collaboration and Fall Festival 2028 unified event concept
- **Board:** Identify volunteer to highlight in July/August newsletter Plume column – send to Marc by June 7
- **Hannah:** will get banners when removed and can do whatever fundraising (or not) they want to with them.